



Sports Betting Solution

**A holistic solution designed
to drive growth**

intralot



INTRALOT SPORTS BETTING SOLUTION

The all-in-one solution supporting an omni-channel player experience

INTRALOT is shaping the future of gaming by transforming field experience from gaming operations into intelligent solutions that meet customer needs and create value for all stakeholders.

INTRALOT's holistic Sports Betting Solution comprises of:

- ▶ INTRALOT Orion: INTRALOT's new, fully integrated, state-of-the-art, feature-rich and versatile sports betting platform with proprietary CRM and CMS
- ▶ Tailored Managed Trading Services (MTS)
- ▶ Wide portfolio of terminals, both for the retailer and for the player
- ▶ Online touchpoints

INTRALOT's Sports Betting Solution, has been enriched with betting entertainment options that increase the players' lifetime value. It is designed to support and enhance the modern sports betting operation, enable a truly connected player experience and drive growth across channels. It has been certified by BetRadar for pre-game and in-play betting.





INTRALOT ORION

A Sports Betting platform designed to empower the modern operator

Leveraging more than 25 years of worldwide, in-field experience and an industry-leading portfolio of 29 Sports Betting projects and operations, INTRALOT developed INTRALOT Orion; its most advanced and versatile betting platform to date.

INTRALOT Orion supports all sports events across all channels, incorporating state-of-the-art technologies and cutting-edge features both for the operator and the player.

Player-Centric

INTRALOT Orion serves the entire player journey across channels with a rich set of bet features, including a wide range of promotions and bonuses, and the most complete cash-out suite, optimizing player engagement and increasing players' lifetime value.

All-Inclusive

INTRALOT Orion is the single point of control of all the player touchpoints, including desktop, native mobile application and self-service terminals. The ability to optimally combine content and services and adapt them to local market conditions ensures brand awareness strengthening and player acquisition and retention rates' increase.

True Omni-Channel

INTRALOT Orion is designed to simultaneously feed multiple, diverse online and offline customer touchpoints, regardless of geographical location or specific business needs. By parameterizing Sports Betting content and enabling differentiated risk management per sales channel, the operators can now reach their targeted audiences more effectively and manage their margin on a per-channel basis.

Flexible, Configurable and Highly Scalable

INTRALOT Orion is a multi-feed-ready platform, adaptable to each local market. Built as an open system, the platform easily integrates with third-party software, ensuring optimization of resources' management, elimination of cost and creation of a best-of-breed solution, according to each operator's strategy.

Advanced Trading Tools

INTRALOT Orion offers a wide variety of risk management tools, designed to effectively balance product attractiveness with maximum profitability for fixed odds betting operations.

- ▶ Real-time liability exposure, incorporating all running up bets
- ▶ Dynamic, multi-layer liability limits
- ▶ Extensive player profiling data and risk parameterization up to tournament level
- ▶ Real-time alerting
- ▶ Omni-channel configuration suite, with separate risk and offering parameters per channel
- ▶ Algorithmic pricing models, fully configurable per event hierarchy, with flexible switching of pricing mode
- ▶ Betting patterns detection and auto actions

CRM and CMS Capabilities

INTRALOT Orion can be – optionally – enhanced with our proprietary Canvas, INTRALOT PlayerX and INTRALOT RetailerX platforms for improved player segmentation, customer relationship management and sales channel customization.

INTRALOT's cutting-edge CRM platform includes all functions required to convert and manage the players, protect them, maximize their lifetime value and reduce churn. It incorporates advanced segmentation, loyalty, bonus and promotion functionalities, centralized management, fraud mitigation and advanced reporting, while it covers both online and retail operations.

INTRALOT Orion's innovative, all-in-one Content Management System (CMS) allows operators to centrally manage the betting content distribution across touchpoints and deliver a unified, yet highly personalized, player experience based on gamer profiles and historical data.

Managed Services

INTRALOT's turnkey solution can be enriched by the provision of optional certified betting services, covering from trading to marketing and from customer support to strategic business planning. With 20 years of experience, INTRALOT has a proven track record of revenue-boosting in regulated environments, including some of the largest Sportsbooks in the world, in terms of wagers and amount handled.





Managed Trading Services

From state monopolies to fully competitive landscapes and with a wide variety of operating models and payout levels, INTRALOT has established an unparalleled ability to guarantee payout, while exhausting sales potential. This makes INTRALOT's certified Managed Trading Services (MTS) the best choice for risk management, business growth and exceptional levels of quality, reliability and flexibility.

Powered by Orion's advanced Trading tools and our experienced Trading Team, our MTS support the whole lifetime of an event and include:

- ▶ Dedicated teams per jurisdiction, rather than a white-label approach
- ▶ Multi-jurisdictional synergies
- ▶ 24/7 real-time centralized monitoring
- ▶ Sportsbook content and pricing localization
- ▶ First-in-the-market pricing, when appropriate
- ▶ Dedicated player profiling team
- ▶ Expected sales & payout calculation model, fully dynamic and adaptable to any parameter adjustment
- ▶ Pinpoint analysis per leg size, contrary to the Industry's singles/ multiples generic split
- ▶ Pricing models for special bets, on top of standard industry offering



Player and Marketing Services

INTRALOT is providing consulting services which add value to the overall player experience, engage consumers and create more loyal, frequent and responsible gaming. Local teams are supported by our global Marketing Resource Center, which brings global insight and strategic perspective based on research data and the analysis of millions of betting transactions.

Our services include:

- ▶ Bonusing, promotions and campaign management
- ▶ Customer Relationship & Loyalty management
- ▶ Customer support
- ▶ Responsible gaming



Additional Betting Services

Operators can efficiently cover all aspects of managing their sports betting operation by opting in for additional services, such as:

- ▶ Strategic business planning
- ▶ Product & offering design
- ▶ Betting content
- ▶ Betting product production
- ▶ TV post production



Retail Ecosystem

INTRALOT's Sports Betting Solution includes a vast variety of options for the retail network. Featuring countertop, wall-mounted or floor-standing terminals, as well as self-service and vending machines, our propositions combine great performance with in-store modernization.



Retail Terminals

Utilizing innovative image scanning technology, retailer terminals offer the smallest footprint in their class, top-notch processing power and a unique modular architecture, combined with many options and add-ons.

Self-Service Betting Terminals

A unique lineup of self-service solutions that was developed to boost revenues for the retailer and the operator. The terminals are offered in a variety of setups (single or double screen layout), utilize touchscreen technology and support multiple payment methods, for both anonymous and registered gaming.



TapnBet Terminals

Our newest TapnBet family of products simplifies the bet placement process to attract novice players. Combining ergonomic design with the convenience of a large, full high-definition, portrait-oriented touch-screen, TapnBet delivers an exciting and rewarding gameplay experience.

Online Touchpoints

When physical and digital channels coexist, the players expect easy “navigation” between the two worlds, as well as a smooth and seamless customer experience that adapts to their lifestyle. Thus, INTRALOT developed online solutions that modernize the sports betting operation.



Betting Portal

A fully responsive, HTML5 betting portal offering a full-featured betting experience, optimized for all screen sizes, enabling operators to offer a customized, personalized and rich betting content offering to their online players and to differentiate from competition.

Mobile Application

A comprehensive and easy-to-use native mobile application that is powered by a widget-based ecosystem, allowing the operators to tailor the offering that best suits their market. Its modern and intuitive interface promotes in-play and pre-game betting, through engaging navigational styles, personalized and contextual content offering, visualized statistics and scoreboards, thus creating an engaging and gratifying betting experience.



Features & benefits

- ▶ Modern and engaging UI and UX
- ▶ Full-featured betslip
- ▶ Live match tracker and live streaming
- ▶ Ready for use, with easy re-skinning and re-branding
- ▶ Omni-channel experience
- ▶ Promotional events and promo area
- ▶ Customer personalization
- ▶ Multi-level customization
- ▶ Versatile Player Account and e-Wallet management
- ▶ Detailed and comprehensive analytics (through Google Analytics)
- ▶ Advanced security, through use of biometric identification
- ▶ Configurable geofencing
- ▶ Store finder



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