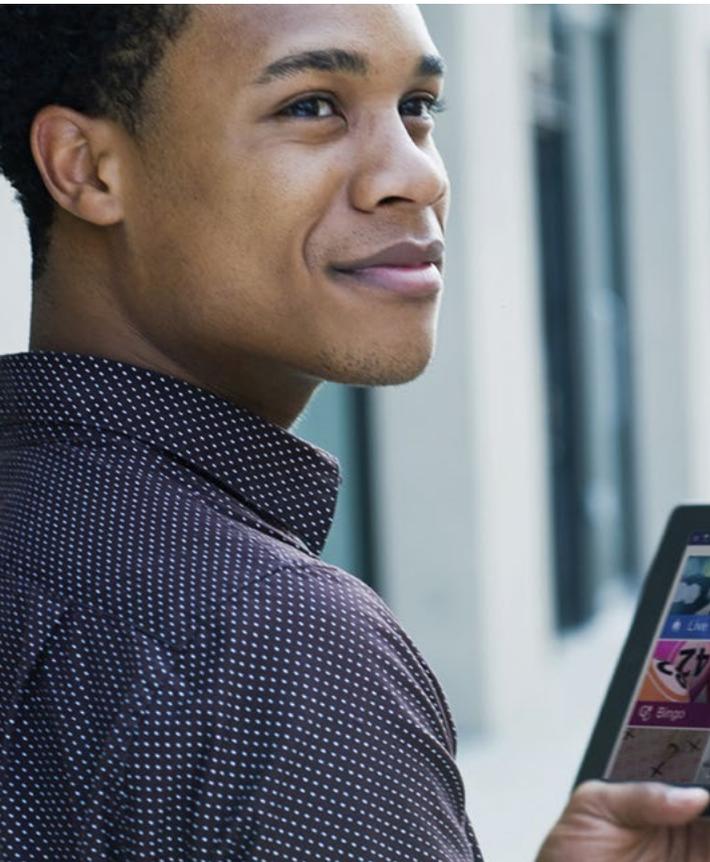# Playtech ONE:
Experience is everything

Our omni-channel philosophy

Consumers today live and play in a world without limitations, and so do we.

A user's experience should be the same no matter what the content, where it is accessed from, when it is played, or on whatever device they play on.

The industry term for this is omni-channel.

Only Playtech can deliver this – play any game, on any platform and on any device using a single wallet anywhere and at any time. This is what we call Playtech ONE.

Playtech ONE software allows an operator and its customers a seamless, anytime, anywhere experience across any product, any channel and any device using a single account and single wallet.

Playtech's pioneering innovation has enabled licensees to bridge the retail-online-mobile gap, giving their customers what they want, when they want it, in any location or time and on whatever hardware they choose to use.

Operator results speak for themselves. We offer and enable them with all the tools and technology; they present their players with the ultimate gaming experience; and they generate record-breaking results.

The five pillars of omni-channel

Playtech omni-channel gaming
– where experience is everything

Definition
The application of the same business strategy for all channels resulting in a consistent brand experience wherever and whenever the customer chooses to engage.

1 Wallet
ONE wallet, ONE view, ONE platform

Seamless wallet and balance management, payments, fraud, responsible gaming and compliance tools

2 Personalisation
Tailored player experience

Bespoke player experience, enabled by segmentation and supported by real-time communication tools

3 Content
All content, all channels, all devices

Play any product, across all channels, locations and devices

4 CRM
Data driven in real-time

Automated data-driven, real-time, BI marketing tools and bonus engine

5 User experience
One way for seamless play

Seamless, responsive and adaptive gameplay across all channels and devices

Playtech Open Platform (POP)

» **Extensive games library**

» **Best-performing games**

» **Exclusive content**

Playtech's omni-channel Open Platform allows licensees access to more than 600 of the industry's most popular online and mobile in-house and third-party games at any time, across any channel and on any device.

The POP content library includes a comprehensive selection of classic slot games, multi-line video and premium branded slots from our own cutting-edge in-house studios, more than 100 mobile titles and content from 20 of the industry's largest suppliers. All new POP titles are launched simultaneously across mobile and desktop.

Key components include aggregation through one integration; bonusing across all content including third parties; on-going support; real-time content and competitor performance league tables; games development kit; multiple game integration frameworks; seamless third party wallet integration; single player account across all products; and data integration and warehousing and support for all gaming standards.

Playtech Web Platform

» **Full front-end customisation**

» **Huge range of designs, tools and features**

» **End-to-end Playtech products integration**

Playtech's Web Platform is an open framework designed to integrate content and deliver an unparalleled experience for operators and their players.

It allows operators complete control over site functionality and content, including full content management support and all the tools they need to customise their front-end solutions across any channel and device.

It features cross platform support (mobile, tablet and desktop), is fully integrated into Playtech's industry-leading IMS player management system and other products and is fully optimised allowing a seamless offering and experience.

Web Platform supports a multitude of languages and markets and comes complete with full CRM and personalisation, reporting and analytics and player communication tools. IMS functionalities include cashier integration, personalised login and registration and cross platform bonus and promotions capabilities.

Information Management System (IMS)

» **Most powerful BI-gaming platform**

» **Seamless games and platforms transition via single account**

» **Full player lifecycle visibility and control**

Playtech's award-winning Information Management System (IMS) is the backbone of our omni-channel product and services portfolio, powering Playtech ONE, and offering licensees all the tools they need to manage their operations in the most efficient and profitable way.

IMS enables our licensees to access all the elements of our unique omni-channel capabilities allowing players to seamlessly transition across games and platforms via a single account and single wallet, while providing operators with simple third party integration and full visibility and control of the entire player lifecycle.

IMS unifies all Playtech products across all channels, including retail, presenting operators with a single account overview and allowing them to streamline and optimise marketing spend, maximise cross-sell and conversion potential, leverage player loyalty and value and increase revenues by automating key aspects of the player journey.

There is simply no industry equivalent to IMS – gaming's most powerful omni-channel enabler.

Business Intelligence Technology (BIT)

» **Data-driven marketing tools**

» **Fully automated BI software**

» **Increases LTV and revenues**

BIT provides new and existing licensees with superior innovation for their next stage of growth. Our unique data-driven, business intelligence marketing technology, exclusive to Playtech, significantly enhances player experience and drives licensee revenues by increasing engagement and loyalty.

BIT revolves around a series of game-changing features including:

**The BI platform
– complete operational overview**
Enables day-to-day and high-level decision making by comparing key metrics against competitors.

**Data driven marketing tools
– the power of personalisation**
Powers automatic CRM and personalises every major aspect in the player flow.

**Playtech analytics
– real-time decision making**
Real-time tracking and reporting to maximise player value and brand profitability.

**Playtech optimiser
– omni-channel personalisation comes to life**
Real-time, easy-to-use personalisation and optimisation engine powers all of our offering across all channels.

Make businesses more intelligent

Data is arguably the single most powerful tool businesses have at their disposal today. However a large swathe of organisations are not using it effectively, if at all, and as a result, are missing out on millions in potential revenue.

Playtech came to this conclusion several years ago and, in the last two years, has developed a series of high-level and highly innovative data-driven marketing tools designed to enable our licensees to maximise their brand's full potential.

Not only do we have the largest content portfolio in the industry, we crucially also have data stretching back many years from more than 130 licensees across multiple demographics and geographies which is able to provide us and our customers with cross-industry benchmarks and intelligence that no one else can provide. This enables us to have a unique position and crucially, allows our customers to have a key market differentiator.

The main challenge is to educate existing, as well as new and potential operators across all channels on how they can leverage their current position and achieve greater results by using their data in more efficient and effective ways.

There are several factors that often convince operators to take data analysis and automated business intelligence technology seriously. The first is that for more established brands a large proportion of their online net gaming revenue – some up to 40% or more – is generated from customers they have had for many years.

The second point that makes heads turn is that the vast majority of this wealth of data has never been used to maximise their profits. And thirdly, the cost of implementation and subsequently acquisition, is minimal to non-existent. Operators are simply implementing potential that already exists within their businesses.

Our highly innovative technology is live and providing operators with the tools they need to enhance the way they differentiate and create a significantly improved and personalised player experience and, as a result, creating additional value both for their players, their brand and their shareholders.

Simply put, there is no other company in the market today that is able to provide the tools designed to increase lifetime value, lower churn rates and improve the customer journey.

Playtech's suite of automated modular tools, including Game Advisor; Churn Detection; Optimiser; BI Reporting; Smart Installer; Lifetime Value Prediction; Segmentation; and RTP Monitoring; is based on advanced algorithms and benchmarks against big data from customers with similar profiles, while all the information and data gathered, including marketing and CRM systems, is integrated into our award-winning IMS player management platform.

Since launching our Business Intelligence Technology we have achieved a series of excellent results and exceeded the expectations of even the most pessimistic chief executives.

Our Game Advisor module, for example, improves the customer journey and ensures individual players are recommended games that best fit them using a fully personalised approach based on a player's characteristics and behaviour. This has significantly increased average player value by 15% to 30%, increased the average number of sessions by between 7% and 17%, and seen the average session length extended by between 10% and 20%.

Meanwhile, Smart Installer tool enables licensees to increase conversion and prevent churn with each installer customised specifically to the requirements of each customer and brand. The installer has the capability to run marketing campaigns, survey players, run fully automated AB tests and more and has proved extremely successful increasing sign-ups by 69% and first time depositors by 16%.

Our business intelligence technology is designed to make businesses more intelligent and our customers are reaping the rewards. Now, it is up to others to realise their full potential.

15–30%
Increase in average player value

10–20%
Increase in average session length