

Introducing iCore: The Road to a Multi-vendor Platform



→ ABOUT THE CLIENT

Genting Alderney is a part of the Genting Group, a global multinational organisation renowned for developing, operating, and marketing internationally acclaimed casinos and integrated resorts across the world.

Genting Alderney, UK online casino operator, was looking for a way to extend their online gaming product portfolio and improve their overall player experience. After an extensive search of the market and feeling obstructed by standard gaming platforms, they selected Comtrade Gaming's iCore enterprise gaming platform to help realise their online ambitions.

A wish for growth

Genting had a clear mission: more products, more suppliers, and more freedom but with less complexity. In addition, the new platform had to provide extra value to players and a higher level of operational control. This required a migration from a single game supplier to a multi-vendor platform - which can be a very challenging process for the operator, as well for the players. They wanted a provider, who could do the transition with as little impact on the existing business as possible. They also had some very specific features and functionality of their own design, so they needed a flexible provider who could take ideas from concept to delivery in a very short space of time.

By introducing multiple products and suppliers you end up with player, bonus and loyalty features which need to be submitted by the game supplier, making it an incredibly confusing journey for players. What Genting needed was a central player, bonusing and loyalty management system that works with different suppliers and engages players across all products. Since Genting is a large land-based operator the platform had to enable a potential land-based/online integration for channel cross-sell.

To gain a higher independence over the player, Genting decided they also wanted outright ownership of their new platform, while still retaining a development and support relationship with their supplier. Also, the new platform provider had to be open to their needs and ideas, and could assure them with complete ownership of the data, as well as a faster time to market for new functionalities.

Introducing a central wallet

Comtrade Gaming's iCore Enterprise Gaming Platform immediately allowed them a multi supplier, multichannel offering all via a seamless central wallet. Since Genting had been running an established online operation, they wanted to prevent potential risks and do the transition to a new platform with as little impact on the players as possible. Comtrade Gaming opted for a staged migration approach.

CHALLENGES

- **A TRANSITION FROM A SINGLE TO MULTI-VENDOR ENVIRONMENT**
- **A COMPLETE OWNERSHIP OF THE DATA**
- **CENTRAL BONUSING**

→ **FROM 1 TO 5 CASINO
SUPPLIERS**

→ **LAUNCHED A NEW
PRODUCT - SPORTSBOOK**

→ **LAUNCHED MOBILE
CHANNEL WITH FOUR
SUPPLIERS**

→ **TRANSITION TO A
MULTI-VENDOR
WITHOUT GAINING
THE COMPLEXITY**

The migration was carried out in three phases. First, iCore was launched with a new brand, Genting Games, which was targeted as a reactivation campaign for all dormant players on their flagship brand, Genting Casino. After securing that the platform was running as intended, the poker players were migrated. Finally, all remaining players have been moved to Comtrade Gaming's iCore, which took over the Genting Casino brand, and shut down the previous system.

Multiple providers have been integrated along the process and in order to ensure a transparent operation, iCore uses a central wallet. This means that every player uses only one cash balance for all products, which enables that every player action is recorded in iCore in real-time, giving Genting a single view of all player activities across different products and high granularity of data which feeds marketing automation, cross-sell, and customer service. All result in better player experience.

The central wallet also simplifies the operation by managing all aspects of an online gaming operations from one system across multiple suppliers in real time, giving the effect of a single vendor platform. Central reporting and business intelligence is also a huge benefit.

Based on Genting's needs, Comtrade Gaming's iCore has been made compliant with the Alderney Gaming Commission and recently with the UK Gambling Commission.

Gaining competitive advantage

Comtrade Gaming's iCore platform has not compromised on any of the important features of the previous platform and offers more player engagement features such as: a player game offering engine and leader boards across multiple suppliers.

By shifting to an open platform, Genting has a higher control of the operation and the player has a more transparent and rich experience. They are free to choose what integrations to take from the existing portfolio, or can decide to implement new ones within a very short lead time. They also benefit from a flexible continuous development approach that allows them choose what iCore roadmap features they would like, or choose to develop new features and functionality that suits their individual business needs.

"When we started this process, we were looking for a company that could offer a solution that would be right for Genting Alderney today, and Genting Group globally in the future. We required an experienced company with a robust and scalable online gaming platform and the ability to customise it to our specific requirements. Comtrade Gaming quickly demonstrated that they could offer that and much more."

Peter Nolan, Managing Director Genting Alderney

www.comtradegaming.com

ABOUT COMTRADE GAMING

Comtrade Gaming is a leading independent software supplier to the gaming industry, delivering open gaming platforms and services to both the online and land based gaming sectors.