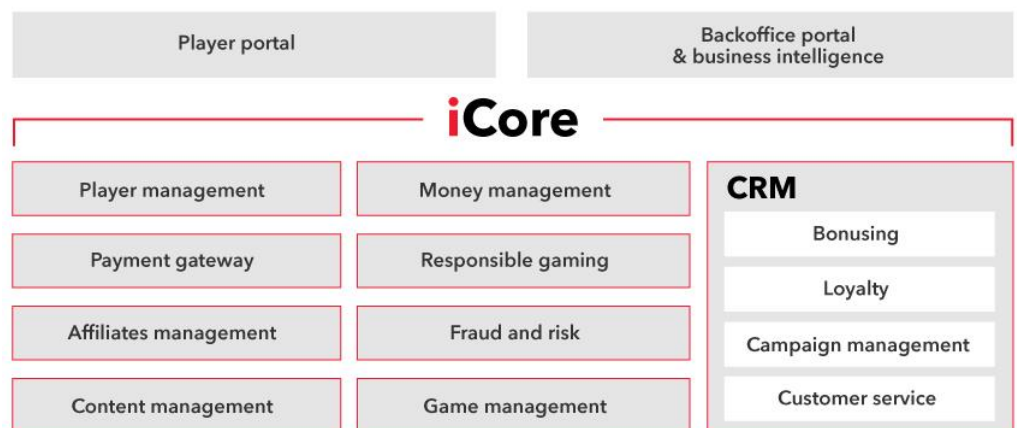


# iCore, The Enterprise Gaming Platform

The foundation of a successful online gaming business is a solid online casino platform. [iCore, The Enterprise Gaming Platform](#), is built for premium operators that manage very diverse environments often combined with land based casino or retail outlets. Besides standard modules such as CRM, payments, loyalty, business intelligence, affiliates etc. it also supports central bonusing over all products and allows the operator to choose best of breed suppliers for their content. iCore complies with several online regulatory restrictions and enables fraud prevention. It is scalable and provides a centralized management system.

## ICORE MODULES

Our online gaming platform provides the operator with a fully flexible operation and the facility to choose from a partial or full platform. Modular architecture is also non-intrusive to existing systems and provides a high level of integration and adaptability to regulated markets.



iCore – The Enterprise Gaming Modules

## ICORE HIGHLIGHTS

- Seamless eWallet
- Central bonusing over all products
- Best of breed content
- Centralized management
- Multi-brand support
- Guaranteed "no lock-in"
- Convergence with land based
- Adaptability to regulated markets

Our seamless wallet provides a single view of all player activity across every platform (online, mobile, tablet, social, and land based) and adds value through centralized management across multiple game suppliers and products.

All modules are tightly integrated to allow better user experience, in order to achieve a higher degree of usability. Overall insight of the business performance is quickly determined through the Business Intelligence platform with the use of reports, metrics and Key Performance Indicators (KPI's).

## BENEFITS

- Independent platform with no lock-in to a specific vendor
- Choose best of breed suppliers for your content with fast integration
- Built-in multi-brand support with country adapters for regulated markets
- High level of operational control (control and manage your Player data in-house)
- Single player profile enables superior player service and value determination
- Centralized bonusing, loyalty, and CRM
- Enables cross sell between online and land based players



More info:  
gaming@comtrade.com  
[www.comtradegaming.com](http://www.comtradegaming.com)

## COMTRADE GAMING AS YOUR TECHNOLOGY PARTNER

- Gaming platforms
- Multi-channel support
- Open standards
- CRM/business intelligence
- Operational support
- Server based gaming

## IT'S ALL ABOUT THE PLAYER

iCore's Player Management provides a transparent and centralized view of player activity and is crucial for excellent customer service and strategic marketing activities. Along with the seamless eWallet, the Player Management module provides a high level of operational control. A one account facility simplifies the management of Responsible Gaming which provides the operators with Know Your Customer (KYC) and self-exclusion support. It also enables limits for player game sessions, wagers, losses and deposits which are adapted depending on the regulated market. There is also an open Payment Gateway that enables integration of any payment provider or payment method and has the ability to monitor and prevent fraudulent behavior through its built-in Fraud & Risk module.

## A COMPLETE MARKETING SOLUTION

Launching a tailor made player acquisition and retention campaign is easy with platform Bonusing and Loyalty that provides a superior level of flexibility. Loyalty Programs and incentives can be easily defined through tier management, point awarding rules and redemption configuration whilst the Bonusing module includes a rule engine that automates bonus eligibility, awarding, expiry and liability control. Through the Campaign Management system, the operator is able to plan, launch and monitor individual promotions and campaigns. Multichannel communications along with detailed segmentation capabilities ensure that the promotional message gets delivered at the right time and is targeted to the correct audience. The Affiliate Management module tracks Affiliates and administers commission models and rates. This allows the operator to launch dedicated affiliate bonuses to help with acquisition.

## CONVERGENCE WITH LANDBASED

iCore features a Landbased integration module that enables convergence with the online sector. It provides operators who also run a landbased casino, terminal or retail operation to cross sell between online and landbased players. This reflects in added value as the operator gains a single player view and extends the overall player experience with cross loyalty, bonusing and redemption campaigns.

## FRAUD AND GAME MANAGEMENT

Fraud & Risk Management forms an important part of the software. It is built on a rule engine that supports prevention of fraudulent payments, bonus abuse, money laundering, duplicate accounts and black and white listing. It also enables identification of player's geo-location. The Game Management module is important too, as it is responsible for administering multiple product suppliers, game types and games for single or multiple brands. It ensures that a particular game is not offered to particular jurisdictions and limits access to a game, if required.

## BUSINESS INTELLIGENCE

Fact-based decision making requires powerful and flexible reporting across multiple products and game suppliers. The platform provides a rich set of operational reports within the Back-Office which also features a dashboard view in order for the operator to retrieve the latest status on key performance indicators and metrics. To extend the reporting functionality a dedicated Business Intelligence infrastructure can be added or integrated with powerful drill-down reporting and predictive analytics.

## EXTERNAL SYSTEM INTEGRATION

iCore is future proof and guarantees ease of integration to existing platforms and service providers. The platform has been designed to complement specialized in-house systems such as Affiliate Management tools, CRM, Marketing, and Fraud prevention solutions. This assures that the system fits into existing operator's architecture giving the choice which solutions to keep and which to upgrade.

Comtrade d.o.o.  
Letališka cesta 29b  
1000 Ljubljana, Slovenia  
Phone: +386 816 05200  
E-mail: [gaming@comtrade.com](mailto:gaming@comtrade.com)  
Web: <http://www.comtradegaming.com>

Comtrade Gaming is a leading independent gaming software supplier to the industry, delivering open gaming platforms and professional services to both the online and land based gaming sectors. Comtrade Gaming's strengths are in the development of enterprise software solutions that are based on industry standards. The company's product portfolio includes online gaming platforms, server based gaming systems, live casino and solutions which enable regulators to monitor and control gaming activities.  
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