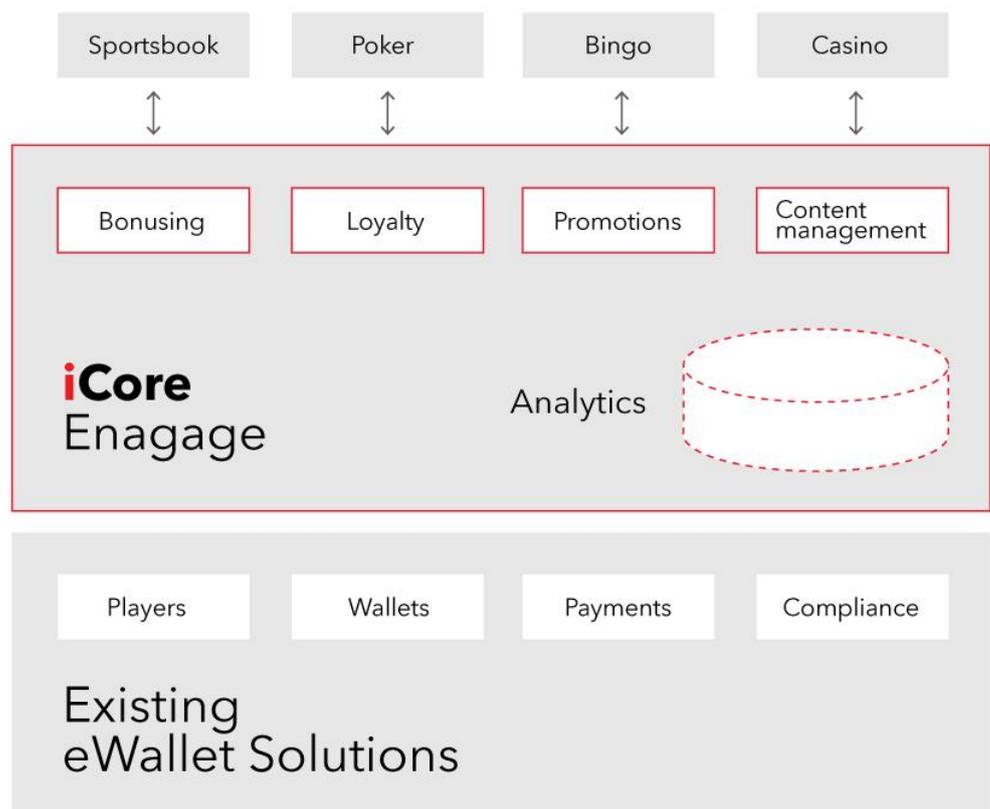


iCore Engage

In today's competitive gaming world, players demand top level experience that includes a personalized relationship, diverse game library, meaningful rewards, and efficient solving of their problems and requests. **iCore Engage** empowers online gaming operators to meet and exceed player's expectations with rich personalization and unified bonus, and loyalty awards that are channel and gaming platform independent. iCore Engage ensures this in real time for best retention and engagement effect while increasing the attractiveness of the operator's offering. It is primarily designed for gaming operators with an online gaming platform already in place, and protects investments into existing eWallet solutions by non-intrusively integrating with existing systems, application infrastructure and player data.

ICORE ENGAGE MODULES

iCore Engage extends the capabilities of operator's existing platforms with: centralized bonus management, loyalty management, promotions management, and centralized game and content management. A business intelligence and analytics module provides overall insight into the business performance and enables on-time, informed business decisions.



ICORE ENGAGE HIGHLIGHTS

- Central bonusing
- Cross channel promotions
- Real time awarding for players
- Personalization
- Integrates with existing wallet

iCore Engage modules

iCore Engage's modular architecture also allows for selective and gradual use of features that enable operators to minimize operational risk during deployment. Its modules are also tightly integrated, ensuring better user experience, usability, and operational efficiency.



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COMTRADE GAMING AS YOUR TECHNOLOGY PARTNER

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

BENEFITS

- Unified player experience across many content suppliers, allowing for a tailored and personalized portfolio of the best of breed content
- Provides the ability to award players in real time, while they are engaged in gameplay
- Enables cross-selling between online, mobile, and land-based players, and different gaming platforms
- Centralized business rules-driven bonusing and loyalty
- Built-in, multi-brand support with country adapters for regulated markets

ATTRACT AND ENGAGE PLAYERS IN REAL TIME

Managing tailor-made player acquisition and retention campaigns is easy with iCore Engage Bonusing and Loyalty. Bonusing includes a rule engine that automates bonus eligibility, awarding, expiry, and liability control. The awarding engine evaluates eligibility in real time, providing operators the means to engage players immediately and offer a wide range of bonus types. Loyalty Programs and incentives can be easily defined through tier management, point awarding rules, and redemption configuration. Cross-channel and cross-product awarding allows for effective steering of a player's lifecycle and cross-selling between products and channels. Promotions management unifies many individual related bonus and loyalty promotions into a cohesive whole, allowing for consolidated management and monitoring.

EFFECTIVELY MANAGE YOUR ONLINE CONTENT

The Content Management module is responsible for administering multiple product suppliers across multiple brands. It allows personalized and tailored game offering on the player portal for a specific player segment, or even individual players based on their preferences. Operators can now easily promote new content and immediately respond to player needs by adjusting the offering on a player portal from the iCore Engage backoffice. It also ensures that a particular game is not offered to particular jurisdictions and limits access to a game, if required.

ACT ON PLAYER BEHAVIOUR

Analytics are important for feeding bonusing and loyalty with behavioural information and data to be used for eligibility and awarding criteria. This gives flexibility in terms of offering innovative and meaningful rewards that engage players to play more and interact with your website.

PLAYER'S POINT OF VIEW

iCore Engage has a set of predefined player profiles to be used by a player portal so that players can monitor their recent bonus and loyalty updates, or search their promotional history. They are also able to redeem points for a prize or claim a new bonus. Keeping the player informed and offering of new rewards is important. Event-based messages such as emails and player portal pop-ups are also handled by iCore Engage, providing quick feedback to the player and ensuring new rewards are offered as soon as the player is eligible for them, even during gameplay.

EXTERNAL SYSTEM INTEGRATION

iCore Engage is designed to be quickly integrated within your existing infrastructure and features predefined and extendable APIs to accommodate any content supplier, player portal, or service provider. This assures that the system fits into an existing operator's architecture, giving the choice of which solutions add value to players and your business.

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Comtrade Gaming is a leading independent software supplier to the gaming 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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