Best B2B Digital Product Solution

G2E Asia Awards 2019

CasinoEngine Product Overview

CasinoEngine is **the number one casino integration and productivity platform** that helps operators differentiate through increased game options and ease of operation. Through its API driven architecture, CasinoEngine provides seamless access to 8,000+ games across more than 140 vendors and sub-vendors. Offering a mix of local and global vendors CasinoEngine is the one stop shop for online casino content.

info@everymatrix.com

CasinoEngine is a modular, not a platform dependent product, possible to be integrated via a single API in external wallets and 3rd party platforms.

CasinoEngine APIs provide the necessary tools and empower operators to build their own front-end and fully control the user experience. CasinoEngine caters for personalised and localised casino experiences, with the goal of providing the context and technology for operators to unlock their own creativity.

Value-added services built on top of CasinoEngine's aggregation includes a full featured back-office with management dashboards, game and lobby management, in-depth reporting, real-time gaming transaction monitoring with game round replays, and multiple other configurable components.

Over 30 new casino clients were successfully launched in the past 18 months, from very large operations like the Norwegian state monopoly Norsk Tipping, Tipico, Adjarabet, BetVictor to newer and highly successful operators like Wunderino or Genesis Global.

Today, CasinoEngine is processing one billion in-game rounds per month, seeing over 230% YoY GGR growth.

Scalability and integration

CasinoEngine has a modular platform architecture allowing partial or full integrations. The platform can be integrated via a single API in external wallets and 3rd party platforms (where the player wallet is hosted) or serviced from GamMatrix, our Gaming Management Platform as a fully managed solution. This solution comes in a complete modular package, with player management and CRM 3rd party tools integration on GamMatrix side, and payment processing capabilities via the MoneyMatrix payment service integration.

As our wallet-based APIs support many possible configurations, clients have a matrix of possibilities by combining various wallet configurations with front-end integrations. Operators maintain their complete freedom to develop and host their own website/portal and player wallet or use our responsive mobile first web application.

Thanks to CasinoEngine's modularity and high-flexibility, 3rd party platform and wallet integrations (Kambi or Playtech for example) can be delivered in record time.

Horizontal scalability and high-performance integration

CasinoEngine iGaming Integration Platform provides a speed of transaction of 40MBs and handles a load of 125 TPS (transactions per second) per deployed application node. When the traffic increases more machines can be added to handle the extra load. All web applications,

databases, and servers are horizontally scalable and new server nodes can be added/removed on the fly without any problems using load balancers to switch nodes on/off.

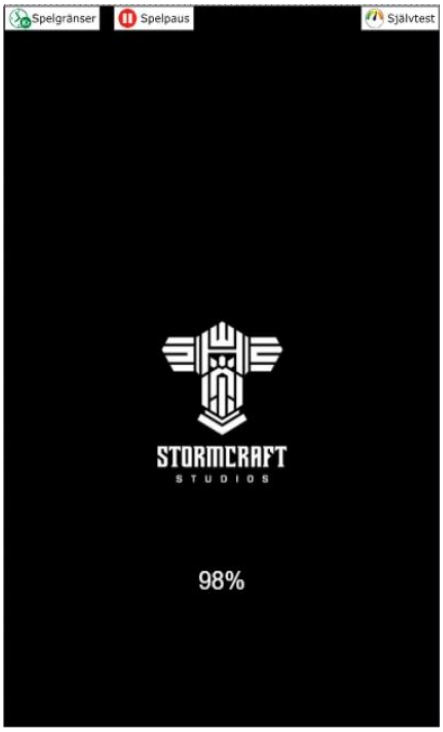
Jurisdictional compliance

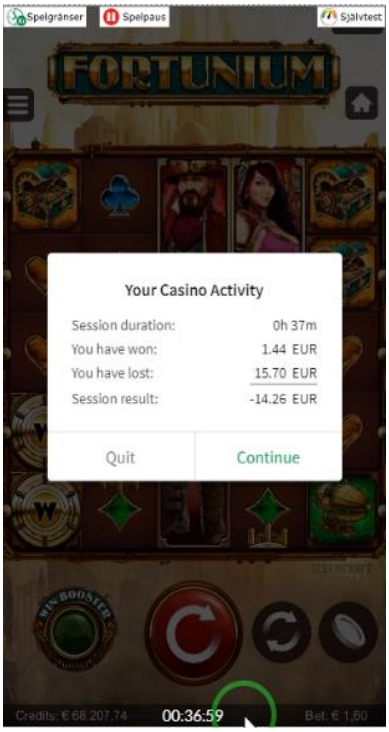
Presently, EveryMatrix holds licenses in a number of jurisdictions including:

- Malta (Class 1 on 4, Class 2 on 4, Class 4)
- The United Kingdom (Gambling Software, Remote Betting Real Events, Remote Casino)
- Denmark (Combined Online Casino and Betting)
- Romania (Class II Software Provider)
- Ireland (Remote Bookmaker)
- Curacao (License by AntillePhone N.V)

In addition, CasinoEngine complies with Swedish, Norwegian, Armenian, Georgian, and Lithuanian laws and is Schleswig-Holstein integrated and remote gambling certified.

CasinoEngine is certified in multiple jurisdictions and can do: ***reality checks, time limit calculations, wagering limits across all vendors, authenticity checks***.





Through the efforts made with certification and licensing in multiple regulated markets, the platform can be faster tailored to be complaint in additional jurisdictions. Today, we are working on several new jurisdictions such as: Spain, Bulgaria and Italy.

Our licences provide clients with the prospect of operating in a vast amount of countries. Clients operating on one or more of our licences, enjoy the benefits of leaving increasing licensing demands to an experienced team which includes tax calculations and payments, reporting requirements, hosting and data integrations.

EveryMatrix is an ISO/IEC 27001 certified company.

Commercial success

With over 30 new casino clients launched in the past 18 months, including very large operations like the Norwegian state monopoly **Norsk Tipping** or **Tipico**. CasinoEngine is processing one billion in-game rounds per month, seeing over 230% YoY GGR growth.

30+	230%	1bn	16+
Launched operators in 2018	YoY GGR growth	In-game rounds per month	Vendors added in the last 6 months

"In the last year, EveryMatrix grew its client base by 30% and we are proud to see large operators such as Norsk Tipping and Tipico giving EveryMatrix the role of delivering parts of their technology." *- Ebbe Groes, CEO and co-founder EveryMatrix.*

Our company proved it can offer complete support to clients in strictly regulated European markets, winning and delivering contracts with market leaders while competing with multi-product platform suppliers such as Playtech, NYX, Nektan, Bede Gaming, just to name a few.

Stability and flexibility

As operators nowadays need to make an important choice between multiple solutions and platforms, there is an emerging necessity for software providers to adapt to more sophisticated product demands and more requests. However, most platform providers encounter the **challenge to offer custom-built products in record time** and this is the exact part our company chooses to focus on.

*"**Developing API-driven products was a bet EveryMatrix made years ago when we decided to split up our core applications in an effort to shift away from the "boxed" platform ecosystem to specialized and platform independent products. For our casino unit, CasinoEngine, this translates today in a better and faster management of the vendor integrations, and better overall management of various product features, from lobby or reporting to wallets and players.***

***Improving efficiency and providing value-added services around casino aggregation, while offering endless possibilities in term of player experience, it is now possible thanks to an API driven and modular platform architecture. This enables us to cater for a wider set of clients than before."** - Stian Hornsletten, CEO of CasinoEngine and co-founder of EveryMatrix.*

As security and stability are of paramount importance for our company, the servers and infrastructure are protected and powered by top network services. To keep up with the growing number of clients, EveryMatrix stepped up and incorporated industry-leading Application Delivery Systems that can manage a large number of multiple connections, while maintaining high security over the network resources upon which our software products rely.

All EveryMatrix applications and services are constantly verified through continuous penetration testing, 0-day vulnerabilities alerts and cyber intelligence provided by various partners and all servers are protected by leading Protection Services, which assures that any attack is mitigated in the shortest time possible.

Understanding of customer needs

In today's increasingly competitive iGaming industry, CasinoEngine cuts through the noise and attracts the attention of Tier-1 operators that want to differentiate through increased game options and ease of operation.

Helping clients to tailor their offer for a newly regulated market, a specific country or region

CasinoEngine brings along a wealth of country-specific content which permits our clients to choose the best for their online casinos. As a consequence of our dedication to quickly launch new content providers, we are able to swiftly facilitate clients' access to regulated markets on top of their constantly renewed games offering.

Furthermore, large and diversified selection of content from multiple vendors allows operators to address specific user groups and demographics.

Improved casino operation and dedication to provide excellent service level

EveryMatrix provides dedicated Account Management and works closely together with the operators by constantly revising game content offering, optimising revenues by reviewing content based on target markets, giving feedback on bonusing, reviewing KPIs and expected numbers, lobby management, and more.

On top of this, a 24/7 team of Incident Managers focuses solely on incidents, restoring failing services and keeping stakeholders informed of status.

Helping clients to save time and resources

EveryMatrix integrates new game providers on request, handles new game releases, upgrades and required changes related to regulation, and delivers 24/7 monitoring, support, game provider communication & operation.

As a result, our clients optimize the ongoing operations regarding incident and problem solving related to the game providers and games. Our clients save significant IT resources and manpower when it comes to integrating new game content, the ongoing maintenance of the game content and ongoing required upgrades.

Offering flexible commercial models

Our commercial model has different types, aiming to cater for different business cases and set-ups. Be it EveryMatrix Contract, Operator Direct Contract or Hybrid, most essentially, we believe the true value lies in how we work with our clients to rapidly drive value.

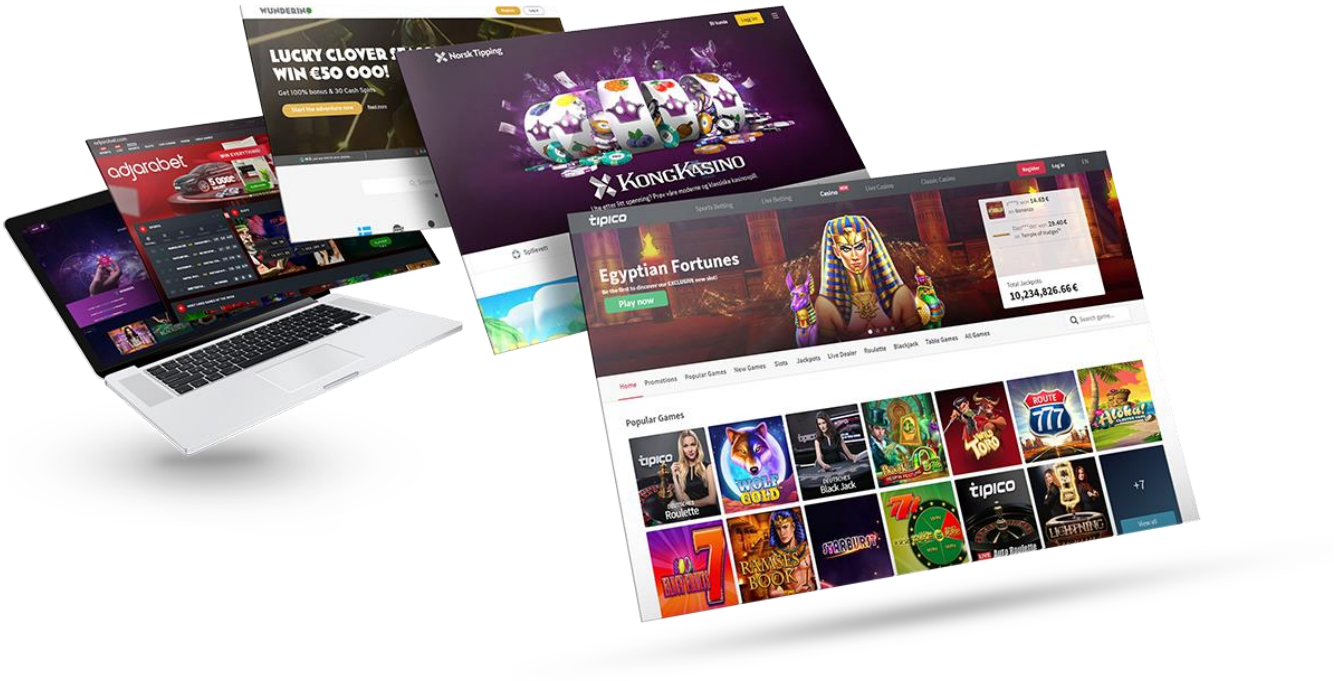
By operating on one revenue share agreement and monthly settlement only with EveryMatrix, our clients save time and resources regarding contract negotiations and ongoing monthly revenue share settlements with each individual game provider.

Flexible Front-end Development

Through its API driven architecture, CasinoEngine provides a seamless and consistent customer experience, and acts as a facilitator for operator innovation and differentiation. The design and functionality of the casino front-end is key to success and profitability. This is not only about usability but also about retention, personalization and promoting the most profitable content.

Operators are free to build their website using any technology they choose or use our responsive mobile first web application. Operators using our Web API technologies with GamMatrix, get access to a wide range of properties and assets, which are editable in the back-office.

CasinoEngine's UI communication framework ***allows operators to have full control over the gameplay window on both desktop and mobile displays***. This allows for real-time notifications in the gameplay windows, whether they are responsible-gaming related (reaching time and money limit or mandatory breaks) or maintenance windows as well as to control additional buttons on top of the gameplay window, for instance, quick deposit and cashier functions, gameplay information, carry out gamification features, and more.



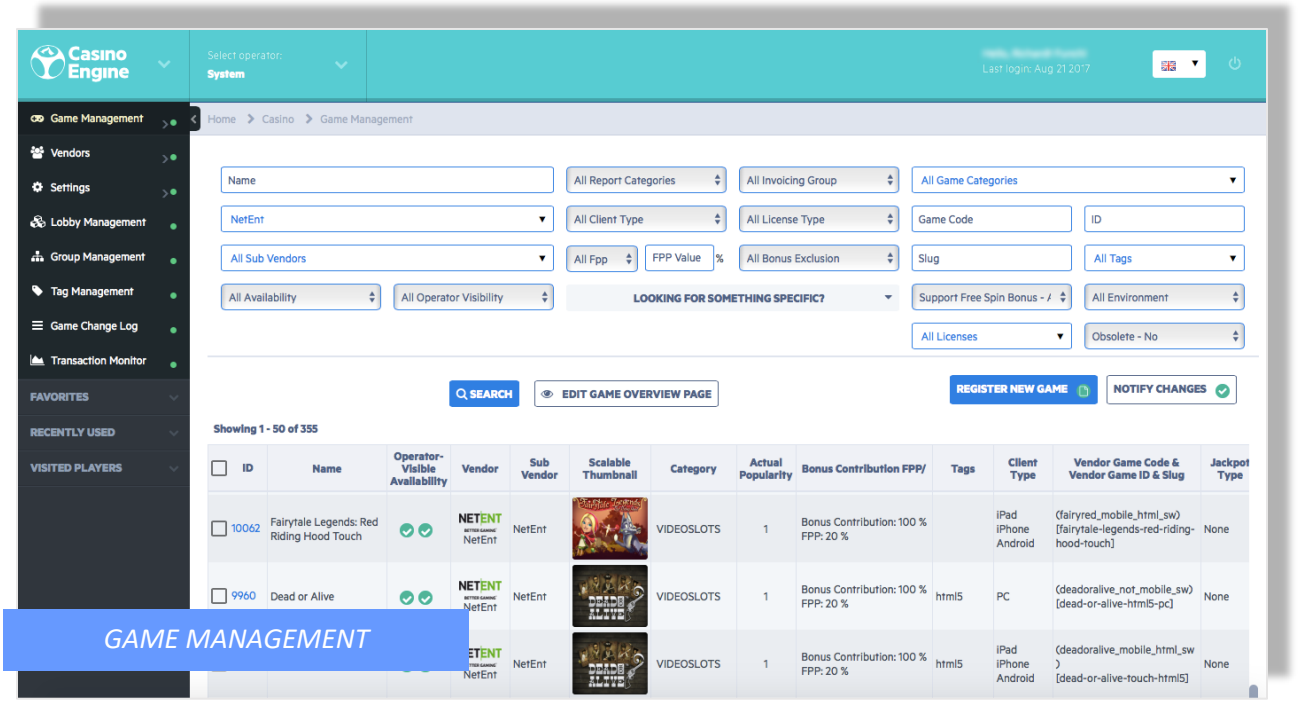
To increase variation, personalisation and gamification across different markets, our CasinoEngine APIs offer the easiest way in the entire industry for you to build and control your own front-end and have complete freedom without the restrictions imposed by a platform provider.

- Wallet Integration API
- JSON feeds for games, lobby management, tags
- Data streaming
- Analytical API, for open games, turnover and more
- Game round details API
- Game Recommendation Engine API
- Unified Free Spins API
- LIVE Tables Lobby API

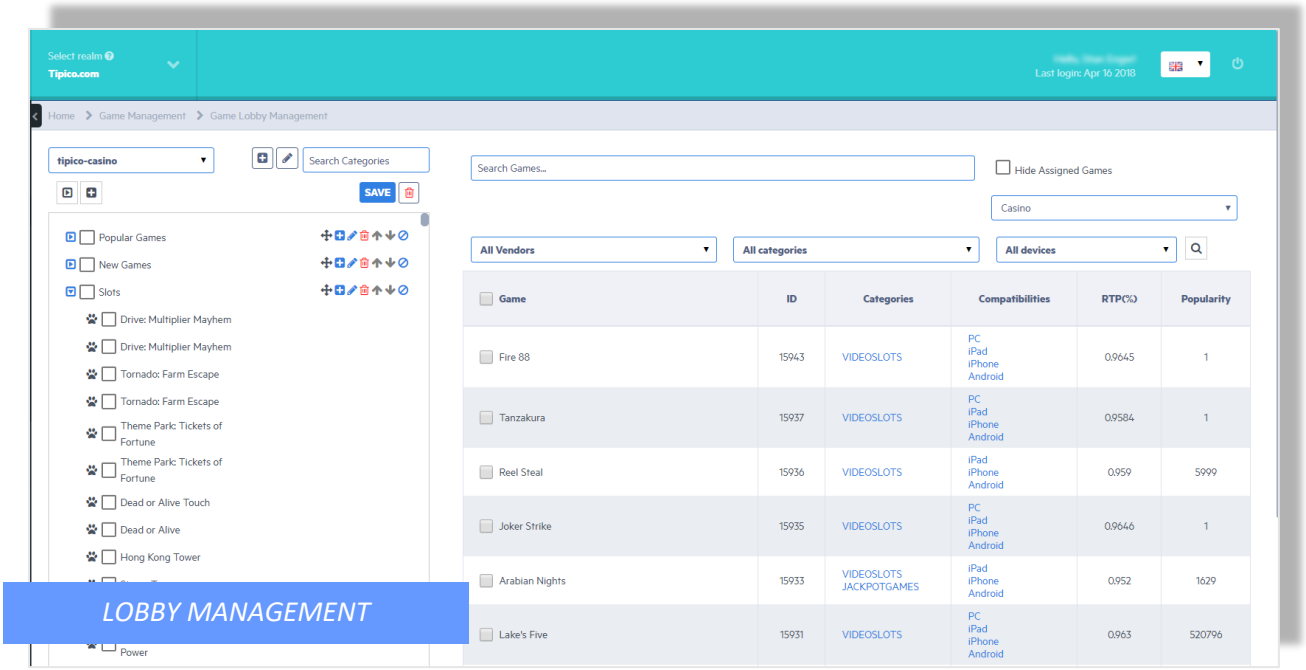
Go from business management to reporting with ease

CasinoEngine is a powerful productivity platform designed for the way casino managers should work today. The full-featured back-office allows operators to consolidate business and games data, manage games available to their players, as well as to customize presentation details such as game attributes, tags and imagery.

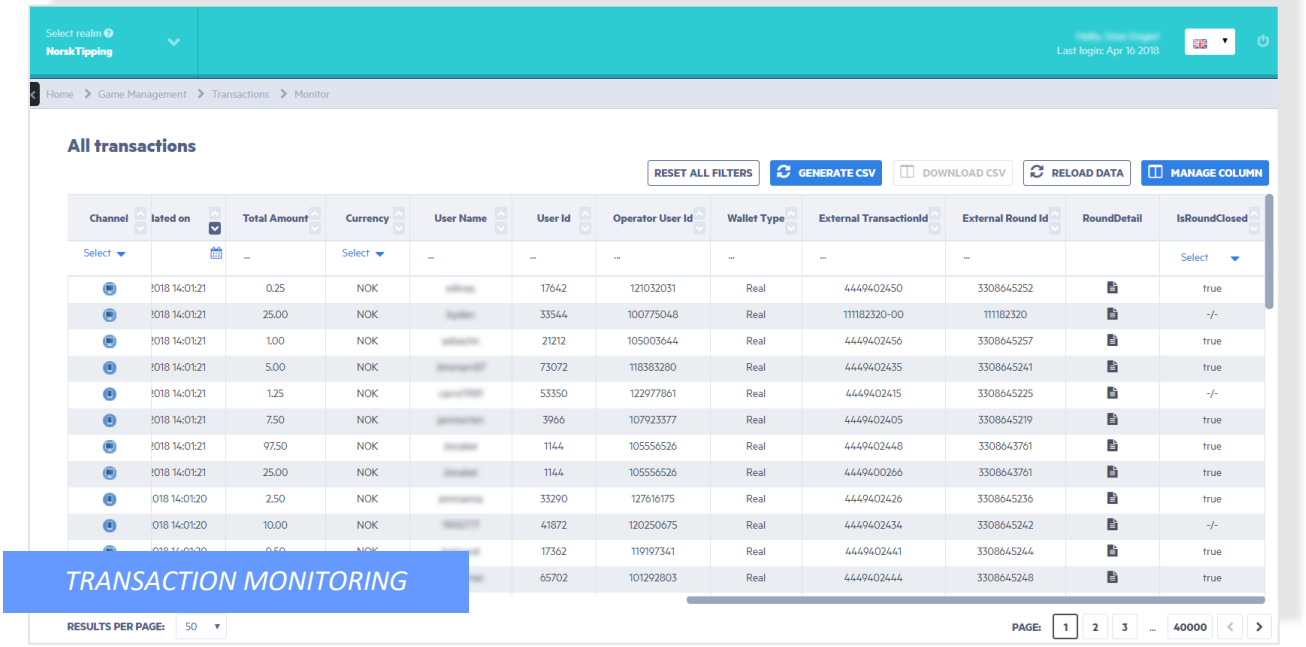
MANAGEMENT DASHBOARD



GAME MANAGEMENT



LOBBY MANAGEMENT



TRANSACTION MONITORING

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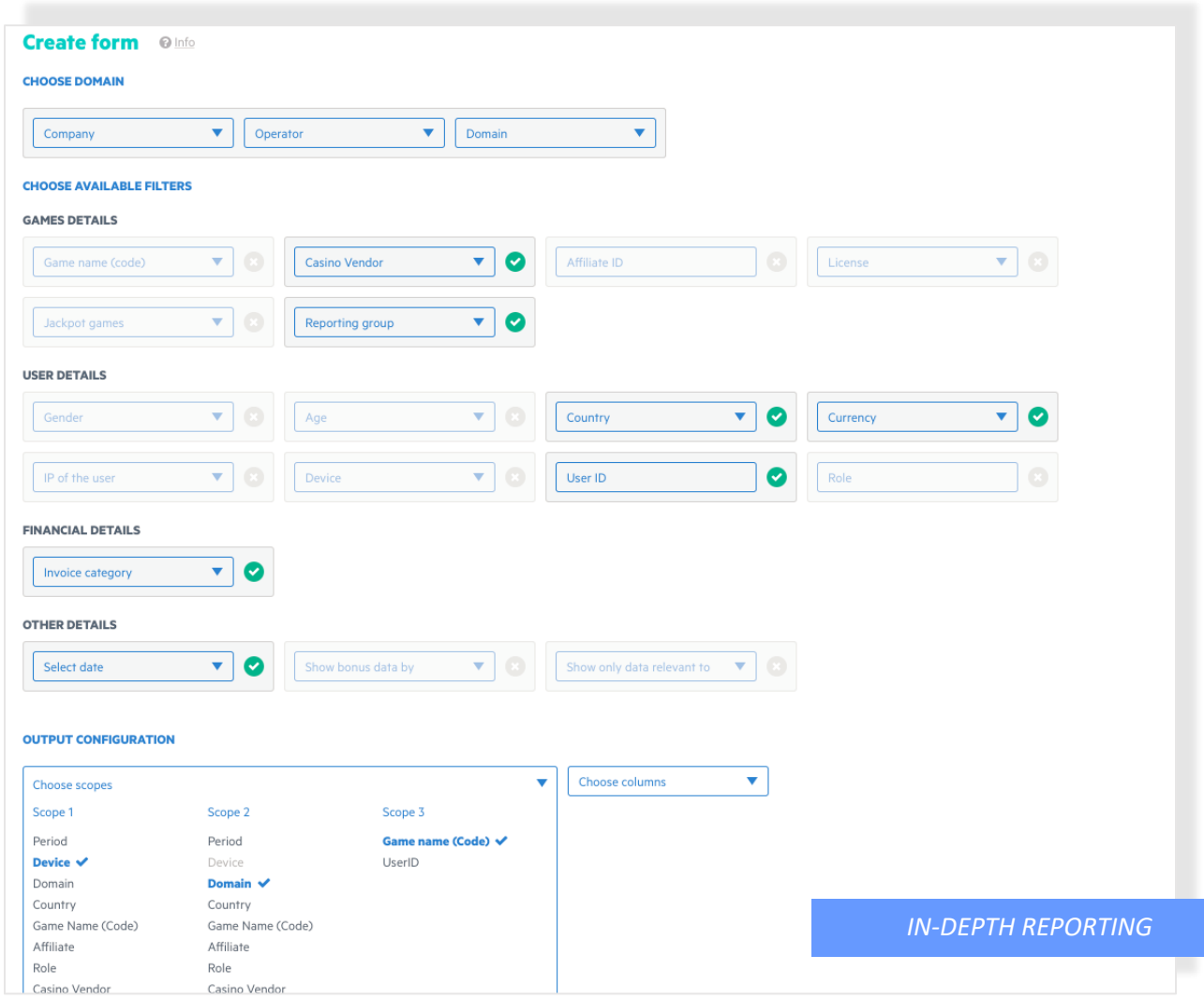

IN-DEPTH REPORTING

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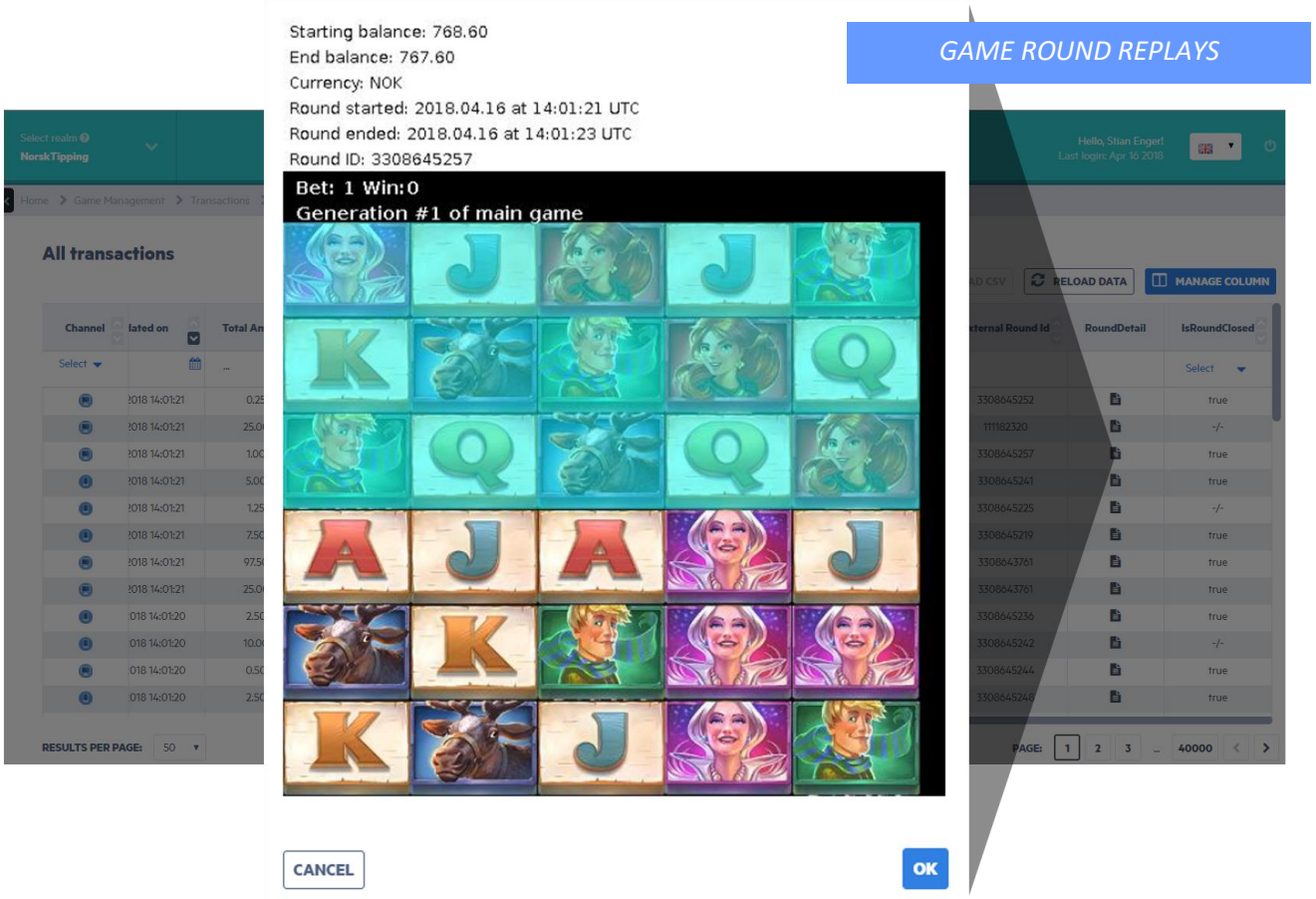


Continuous product development

As for our constant product and operation development, in the last year, we have constantly invested in adding new content, features, functionalities, and improve processes to the benefit of our clients.

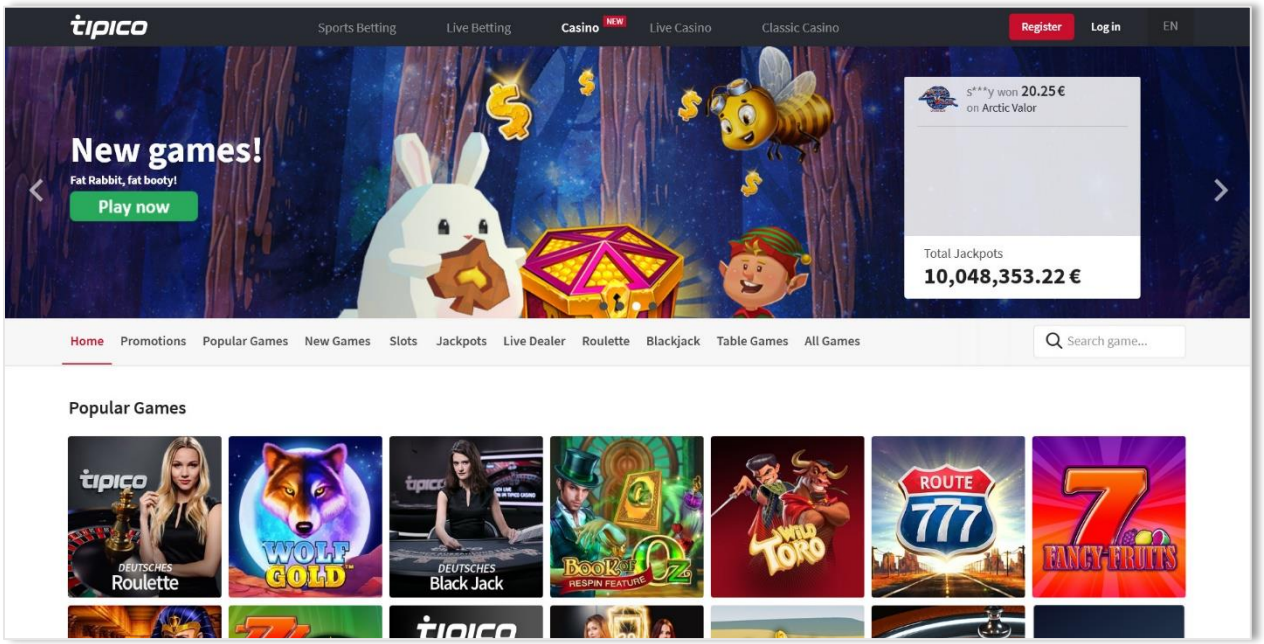
As such, CasinoEngine clients can benefit of:

- A second generation of our cross-product (sport & casino) Bonus System (Unified Bonus System) which brings unprecedented flexibility, among many other value-added features;
- A new mobile first and responsive front-end technology for building gaming websites which greatly reduce the website's loading times and improves the quality of the overall gaming experience;

- The EM Community Platform through which operators can access EveryMatrix documentation, knowledge, and resources including product release notes, release schedule for upcoming games, game assets, legal and compliance updates, and many more.

We are committed to deliver the best software in the market and we are keen to supply for the years to come best of breed gaming solutions, improved integration components and faster market delivery.

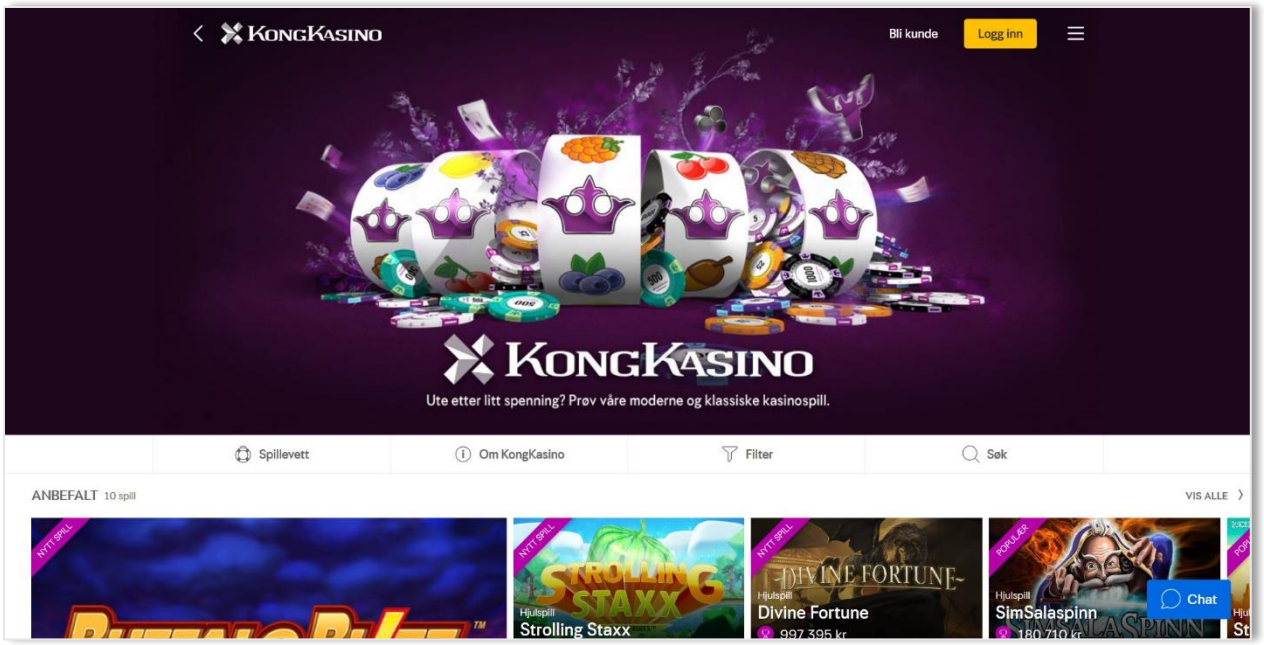
What our Clients & Partners Say



"We are impressed by CasinoEngine's gaming portfolio and its ability to integrate with our digital platforms. The partnership with EveryMatrix is an important step to revamp our gaming offering, as we are looking to provide our customers a state-of-the-art entertainment experience."

Marlon van der Goes, Chief Commercial Officer at Tipico

https://www.tipico.com/en/casino



"EveryMatrix has done an excellent job by offering a rich and flexible solution that meets our present requirements. EveryMatrix provides a solution catering for efficient integration to our different game vendors, scalability and redundancy, all operated in our own hosting environment."

Hans Erland Ringsvold, Head of VLT and iGaming at Norsk Tipping

https://www.norsk-tipping.no/kongkasino

"Teaming up with EveryMatrix will allow us to distribute our games to even more operators and players. I'm sure the deal will be very fruitful for both companies in the months and years to come."

Chris Looney, Commercial Director at Red Tiger

https://www.redtiger.com/

"We are very proud of the partnership. EveryMatrix is well-known for award-winning contributions to the iGaming industry and has a proven track record of success."

Gernot Baumgartner, Head of Marketing & Sales at Greentube

https://www.greentube.com/

About EveryMatrix

With more than 11 years of iGaming experience, EveryMatrix delivers a modular and API driven product suite including a market leading one-stop shop casino content aggregator and integration platform, a cross-product bonusing engine, a fully managed sportsbook and sport data services, a stand-alone payment processing product, and a multi-brand affiliate/agent management system.

To offer the services required by operators, the EveryMatrix products work together as an entire platform or independently and can be easily integrated with existing platforms to accommodate different types of clients from bookmakers to lotteries and, from existing large operations to newcomers.

Learn more at https://everymatrix.com

Everything is possible.