

PLAYTECH SAAS PARTNERS

Through our SAAS (Software as a Service) programme, Playtech provides our customers with access to specialist services and software from specially selected third parties. Our SAAS partners offer products and services that compliment or enhance Playtech's existing systems, giving operators a richer, more complex set of tools to achieve their business objectives.

The Playtech Open Platform (POP) enables us to integrate SAAS partners' external systems – often into IMS – with ease due to a set of standard open APIs, meaning the product/service can be offered “out of the box”.

To find out more about individual SAAS offerings, please contact SAAS@playtech.com.

COMPLIANCE AND REGULATORY



A unique range of safer gambling services on a single platform

Directly integrated with Playtech's IMS platform, TruNarrative brings together age and identity verification, eKYC, fraud detection and AML compliance for a simple, frictionless and transparent approach to onboarding and transaction processing. TruNarrative delivers the flexibility to meet and exceed changing regulatory requirements, ensuring the most stringent levels of compliance.

- Real-time document and biometric verification using the latest AI authentication methods
- Over 200 countries mapped for age and identity verification
- Track global peps, sanctions and adverse media coverage
- Anomaly and player registration fraud detection
- Transaction and behavioural monitoring using licensee data and third-party sources

**F E A T U R E
S P A C E**

OUTSMART RISK



World-leading real-time fraud detection

Missed fraudulent transactions are the obvious concern with any fraud prevention system. But the damage caused by false positives – a system flagging a genuine customer or transaction as potentially fraudulent – should not be underestimated.

Unlike rule-based systems, Featurespace is built around adaptive behavioural analytics, using information from a range of data streams to analyse customer behaviour and predict future behaviour.

- ARIC (Adaptive, Real-time, Individual, Change-identification) platform
- Stay ahead of the curve on detecting new methods of fraud
- Detect fraudulent patterns in payments and at sign-up stage
- 84% of new fraud attacks blocked as they occur



Automated AML transaction verification in just a second

FinCom is the world's only automated, real-time sanction and AML solution, using advanced algorithms and phonetics technology to process and match information from multiple databases, even across languages and transliterations.

- FinCom.Co Sanctions Certification – demonstrate a robust transaction verification process to regulators
- Backed by Confidence Certificate Insurance – covers both fines and personal liability in the unlikely event of a breach



World-leading AI-powered identity verification

Quickly and accurately connect a customer's online identity with their real-world identity, utilising the latest in biometrics, AI and machine learning technology. With certified FaceTec ZoOm® Certified 3D Liveness Detection technology, customers can identify themselves as easily as taking a selfie.

- Coverage across over 200 countries and territories
- More than 180 million identities verified worldwide
- Verify more than 3,300 government-issued ID types with error-proof image capture
- Jumio Document Verification –establish proof of address digitally by scanning and extracting data
- Unrivalled accuracy nearly eliminates the need for manual reviews

ENGAGEMENT



Powerful player engagement and retention tools

Powered by machine learning and behavioural economics, the Captain Up platform offers a range of engagement tools designed to create player loyalty and increase user lifetime value, using gamification, communication modules, social tools and insights.

- React to continuous analysis of real-time player activity
- Add a social feel in the real money gaming environment
- Personalise player experience
- Deep integration with IMS –access all key features “out of the box”



Using gamification to bring bonusing to life

Thunderbite offers a complete set of customisable promotional mechanics to aid retention, cross-sell and gamification marketing objectives, including the unique “Open the Box” tool, designed to present bonus gamification in an even more compelling fashion.

- Integrated with IMS – set up bonus events and configure trigger conditions and player eligibility rules directly
- Promotional mechanics including wheel of fortune, scratchcards and memory games
- Increase player engagement and retention
- Added cross-sell opportunities

AFFILIATES



Comprehensive, cloud-based affiliate management

MyAffiliates is a turn-key, cloud-based platform designed around the needs of the gambling industry. Run affiliate programmes for multiple brands and across all verticals through a single system, creating unique commission structures per product or combining them into a single deal.

- Insightful dashboards with “drill down” and filtering functionality for detailed reporting
- Powerful formula and rule creation for unlimited deal models, including flat and variable net revenue-based models, CPA, revenue share and commission-based referral models
- Media serving engine with rotating and changing content
- Advance campaign management, customer level reporting and performance review tools

RIGHTLANDER

Easy, effective automated affiliate compliance

Developed specifically for the gambling industry, Rightlander's specialist software scans sites across multiple territories and languages to build a detailed affiliate map. Over eight million web pages and more than 100 million links are scanned every month – and with Rightlander's Site Discovery Tool, you can uncover and monitor sites you were unaware even existed.

- Identify affiliate compliance issues with clear, simple and focused reports
- Scan for variations of keywords such as misleading claims, expired promotions, missing Ts and Cs and more
- Customise tools, reporting frequency, locations and languages
- Generate timestamped reports for your audit and compliance record
- Image Report tool

RETAIL



Augmented Reality – adding interactive 3D play to scratch games

Literally give scratch games a new dimension by bringing classic scratchcard gameplay to life in 3D. Players simply scratch the 'Play in 3D' panel on a gamecard to reveal a barcode, scanned via the app for 3D play via smartphone or tablet.

- Create a retail to mobile engagement chain for added conversion opportunities
- Push notifications feature – advertise new games and promotions
- Encourage social media engagement and player loyalty



sensepass
Where Digital Meets Physical

Redefining the land-based and online connection

Designed around innovative mobile identification technology, Sensepass securely connects on-site capabilities and customer devices to create a seamless, optimised player journey at every stage within casino and retail locations.

- Push notifications with invitation to play when near a casino or retail location
- Welcome message with personalised promotions on player arrival
- Staff notifications of VIP arrivals
- Automatic player identification or instantly identification via contactless technology
- Pre-defined self-exclusion timer option with auto account blocking
- Player details synced with online platforms for fast, easy registration

OPERATIONAL



Worldwide marketing intelligence for online gambling

Access the latest marketing intelligence and keep track of worldwide trends in online gambling content. The iGaming Tracker tracks thousands of online casino pages across dozens of countries, monitoring game positioning daily and onsite promotional campaigns.

The Promo Tracker monitors the on-site promotions of hundreds of casinos worldwide daily. Analyse promos by site, type, country, game and keyword.

- Database of over 10,000 games with historic casino site and country data
- Game performance reports from launch day
- Benchmark your performance against competitors
- User-friendly online dashboards



Worldwide marketing intelligence for online gambling

A specialist behavioural research and UX consultancy service, SimpleUsability works with major clients worldwide to deliver the strongest UX evidence, designed to enable objective decision-making.

The SimpleUsability model is based on observing the behaviour of real users, from registration and deposit to browsing and playing games, to understand subconscious decision-making processes.

- Assess experiences, wireframes or even competitors across all devices and input methods, including touch and voice
- Detailed findings you can trust
- Eye tracking technology records player behaviour and interactions with a site
- Visual cues create a more natural player view of player behaviour