

GETTING INTO THE GAME

Where should you begin when looking to integrate a sports-book into your online operation? you can start by talking to the experts

Betting Promotion is in its 10th year of business this year, but only recently has it entered the B2B market providing services to bookmakers.

Betting Promotion provides content. The term content can mean a multitude of things, but in our case we mean "sporting events" and "odds". We provide the lists of sporting events, market prices /odds, market suspension and settlement and results services. In addition we also provide trading / risk management services. In short this means we are able to negate or supplement a trading team. We had our first "outing" at ICE last year, which was very successful. That initial success has continued throughout the year and the feedback we have had so far has been extremely positive. People seem to like us, our services and our products.

Betting Promotion currently offers pre-live betting markets on ~13,000 events per month spread over ~30 sports (including ~1,300 soccer matches per week).

For Live (in-play) we run ~3,000 events per month spread over ~10 sports (football ~350-400 matches per week, increasing to 500 during April).

As our team and client base expands we are constantly adding more markets to satisfy user demand.

We do not "window dress" our services by claiming to offer 10's of 1,000's of markets our clients will not be able to take a bet on or will not be able to make a profit on. We prefer to stick to tried and tested markets and events. Because we trade with our own money in our proprietary trading business, we put our money where our mouth is.

However, our clients will also need sportsbetting software to facilitate our products. This software will deal also with the client accounts enabling customers to the site to register accounts, manage their funds as well as see the sporting events and place their bets whether it be online or via mobile.



RICHARD HOGG,
CMO, Betting
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Richard Hogg has been involved in online gaming since 1999. In a career that has spanned across three decades and three continents, he has overseen the induction of many brands and products into various market places. He is currently CMO for Betting Promotion, leading market makers in the betting industry, richard.hogg@bettinpromotion.com





So what are the choices today for this software? Well you do it either in-house and develop the software yourselves, you can buy / lease software from others or you can take a form of managed service. If you do it in-house you will have to support it with a large support team. Or you could take a "skin" from one of the existing operators like 888 did with BlueSq.

Considerations for running an online sportsbook include:

- Software/hardware
- Hosting
- Licencing
- Payment processing
- Odds compiling
- Risk management
- Customer services
- Marketing

Like managed service casino and poker many of the above can be outsourced and are done so by many new and established operators. The problem for sportsbetting

operations has always been the odds compiling and risk management as this was not something that could easily be outsourced in the past. Unlike casinos and poker products where RNG's run the product sportsbetting requires constant changing and monitoring. Every sportsbook has its own levels of risk. This is something only Betting Promotion has really addressed in that it can really provide an outsourced solution for both the odds and the risk. We can provide each client with different odds to their competitors and manage the risk accordingly.

We can profile players so you can let VIP's on and restrict shrewder clients and assist in looking for those who maybe fraudulent or arbing. We are also able to help with marketing and promotional offers such as money back specials (on a 0-0 result on a football game for example). Other data suppliers are not providing this level of service. If you go down the route of taking a skin from another operator then you are unlikely to get any differentiation in terms of odds so why would people come to you? For your bonuses maybe? Then you are instantly attracting the wrong type of customer. Also the staff at these companies are traditionally rewarded on their own company's website performance and not

Betting Promotion makes markets, manages risk and provides liquidity for bookmakers and betting exchanges. Betting Promotion has been actively trading in sports since 2003. Betting Promotion has a proven track record providing a tailored service of bespoke prices at any specified margin. Betting Promotion provides this service via their two products: BETPUSH for a fixed monthly fee and BETPOWER on a risk free profit share model. Trading up to €1 billion annually, Betting Promotion creates thousands of markets for sporting events both pre-live and live, including over 2,500 live events every month.

those of their skins and so they are not attended to in the way they should be.

If you choose one of the odds suppliers you need to understand how it derives its odds and how successful it is. Can it offer a tailored solution for you? You may only want basketball, you may only want in-play, or you may want to work to six per cent margins as opposed to others working to eight per cent in your jurisdiction. Can it understand your customer and provide them with a bet to suit your requirement? Also can it help you with your marketing and customer retention? For example we work with our clients to help them keep up with market trends such as offering money back free bets and keeping in line with the amounts of markets offered by the larger groups. We can explain some of the points above in more detail below:

We understand that sports books like to treat different customers in different ways. So if they have a VIP client they may want to lay him a big bet at a different price no matter the standard limits deployed on a particular event. Because we trade in such large volumes (up to €900m in a year) we are able to accommodate any volume of bets, and can have an agreement with our clients as to handle certain VIP clients.

We are able to provide each client with their own specific pricing. Unlike others we understand the need for localisation and thus ensure clients can go to market with a product, which will be competitive in their market place. Of course we back these up with our trading services which ensures they aren't at risk from losses. We market make on the exchange sites. We provide them with prices and are not dependent on their prices. We do not take their prices and over round. We can set margins differently for each and every client we have. And maybe extract more margin for existing bookmakers. We also help with in play markets where bookmakers may not have the resources or ability to make profitable markets for example. Neither do we copy or aggregate prices from other bookmakers.

In addition to the services Betting Promotion offers, we have partners with some very good sports betting software for both online and mobile propositions so we can offer a full turnkey solution. Our own trading software has been built in-house and has withstood the test of time as well as varying trading environments.

Betting Promotion is celebrating 10 years in 2013 and will be at all the major trade shows throughout the year in London, Europe and Asia.