Evolution meets revolution

The enduring partnership between Synot Holdings and JPM Int. continues to thrive

There is universal recognition that when successful iconic businesses work together, the positive outcome may be greater than that which could be achieved individually. Many businesses avoid such cooperation, held back by fears of compromising their competitive position, or even their brand identity. When both businesses have complementary expertise and the same focus on product excellence and customer service, the results can be spectacular.

One such relationship which has been fostered for more than a decade is that between JPM International and Czech based SYNOT Holdings.

For almost 40 years JPM has driven the gaming industry forward by designing and manufacturing innovative electronic gaming machines for street markets, both in the UK and Europe. The company has always embraced new technology and in recent years its interactive division, JPMi has developed game content for use within a variety of cutting edge gaming sectors including online and mobile.

JPM reserves the rights for exploitation of some significant entertainment brands

Pavel Michalcio, Synot Sales Director.

and owns a huge back catalogue of AWP and skill based games. JPM games have something of a reputation for providing depth of game play and interest for the core gambler, whilst at the same time appealing to the casual player.

Meanwhile, SYNOT Holdings was established in 1991 and is now a diverse group with over 700 employees. SYNOT Holding's gaming interests centre on video lottery terminals, content plus the sale and operation of AWP's .The group also has substantial interests in property, tourism and automotive distribution.

SYNOT is based in the Czech town of Uherske Hradiste where it has recently opened Data Centre Monaco, a state of the art 400 square metre secure data centre offering professional secure hosting and housing services to commercial clients. The centre holds 85 racks in a secure, controlled environment and has been awarded global standards certification, namely EN-50173-5 (Europe) and theTIA-942 (USA).

In April 2011 SYNOT's operating division received permission from the Czech Ministry of Finance to operate a number lottery. This is scheduled to commence in the autumn of 2011.

The partnership between JPM International and SYNOT Holding began in 1994 and has flourished as the businesses have grown.

JPM COO Carl Johnston explains: "The relationship between JPM International and SYNOT addresses some very real issues which are relevant to the industry as a whole. We've invested heavily in new technology and in the very best game developers. Technology enables us to develop and deliver content globally and in a relatively short space of time. In today's competitive environment, however, it's not just about volume and speed. More than ever, we need to be closer to the player and in a global market that's increasingly difficult. By working with a local partner, we can achieve proximity to a market. SYNOT has been the perfect solution for us, it shares our passion for customer service and a commitment to excellence in every area of its business."

JPM sales and Marketing Director Simon McCarthy continued: "The team at SYNOT has an in-depth understanding of the needs and preferences of players in the Czech Republic as well as other markets in close proximity. Our joint success has been achieved through an integrated development process, involving both JPM and SYNOT team members. "

SYNOT's Sales Director Pavel Michalcio is in agreement. "The current generation of product represents ten years of evolution and just a little revolution. Through being so close to our customers, we're effectively involving them in the development process. "

The amount of dialogue between operators, players, SYNOT and JPM is clearly considerable with around three new products being launched every year for the Czech Republic alone. The current AWP/street portfolio number of games, including Voodoo, Full House, 4th Dimension, Crazy Joker, Royal, Extreme, Daytona Classic and Power Spin.

For evidence of how effective a successful cooperation can be, look no further than the Max Power range of multi terminal games. Launched in January 2009, the Max Power system comprises three games linked to Max Power's trademark top box bonus display. The appeal of Max Power is such that it has earned a market share of over 80% in its category. Indeed, the current range is prolific with operators having a choice of 18 titles.

To coincide with SYNOT's annual Open House event JPM has just released Mega Star, the latest Max Power offering. According to Simon McCarthy the game should be a sure-fire winner. "Mega Star is a three reel game with the look and feel of a retro slot machine. Not so retro features such as an independent random multiplier bonus feature and mystery wins are available across all stake levels plus there is also an exciting 'Half-Risk' feature on the base game."

When quizzed about future developments from the JPM/SYNOT cooperation Carl Johnston was understandably coy. "We certainly don't intend to rest on our laurels and have some ambitious plans. Both SYNOT and JPM have tremendous resources at our disposal and we're working on some really exciting developments for the Czech market. We're focused on continuing to deliver real entertainment value to the Czech player."

On considering the combined resource and expertise of both JPM International and SYNOT, the future looks exciting and the possibilities virtually limitless. As for the present, the results speak for themselves.

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