

SOLUTIONS FOR CASINO OPERATORS

Casino operators face challenges in many areas, especially in retention and understanding how to keep their players playing for longer. An agile and well integrated system with good business intelligence is vital in facing these challenges. For ComTrade, this was the start of a journey towards offering our customers what they truly needed; an integrated system worthy of their growing business. Consequently, we created a software services offering that includes professional grade software integration services and 'vendor grade' custom software application development. Everything ComTrade provides is with full source code as part of our "no lock-in" guarantee.

A WORLD CLASS GAMING COMPETENCE CENTER

ComTrade Gaming Competence Centre is one of the world's top gaming software R&D labs, providing services to a number of leading casino operators. We maintain excellence by demonstrating:

- Thorough understanding of the problems clients face in a highly competitive market
- Wide-ranging and proven knowledge in key areas of gaming and gambling
- Significant experience within worldwide gaming regulations and certifications
- Expertise in multi-vendor platforms, technologies and tools
- Dedication to engineering excellence, with robust technical solutions
- A pool of immense software engineering talent

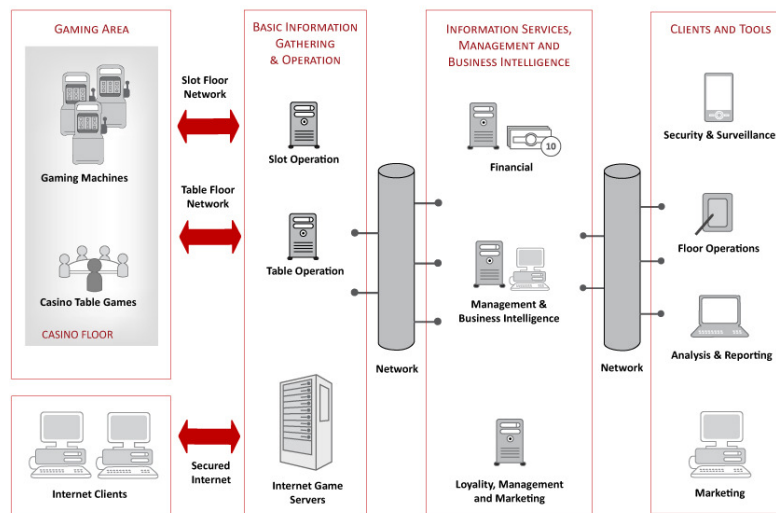


Figure 1: Architecture of typical land based and online operator infrastructure

With a wide range of software engineering solutions, ComTrade delivers expertise across the entire technology stack leveraged by technologies in casino gambling and non-gambling areas.

TYPICAL ENGAGEMENTS

Integration services
We provide analysis, design and implementation of custom built solutions to enable system integration from a number of suppliers. This is done by building missing components such as protocol stacks, integration agents and servers.

Enterprise solutions
Operators cope with an excessive amount of data gathered from gaming and non-gaming areas of their operations. In order for this data to be useful it has to be correctly managed, aggregated and presented. Our skills in data warehousing and business intelligence (BI) will turn your data into versatile and rich marketing and management tools.

Custom application development
Design and development of custom applications provides casino operators unbeatable flexibility. A range of solutions can also be implemented which include the integration of building blocks.

SOLUTIONS FOR CASINO OPERATORS HIGHLIGHTS

- Engineering excellence
- Regulations related experience
- Integration services
- Custom application development
- Guaranteed "no lock-in"
- Increased competitiveness
- Broad gaming/gambling knowledge

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COMTRADE AS YOUR TECHNOLOGY PARTNER highlights

- Product development
- Custom application development
- Technology consulting
- Integration services
- R&D services
- CRM/Business intelligence
- Gaming content
- End to End testing

A member of
GAMING STANDARDS ASSOCIATION

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BENEFITS

- Increased competitiveness

We enable you to be more agile in response to market demands by building superior services and content based on innovative technology, an essential component in the race for market leadership.

- No lock-in to a specific vendor

Building blocks are distributed with source code licensing that removes dependency on particular suppliers. ComTrade retains intellectual property while giving customers the advantage of choice.

- Tailor made solutions that meet your demands

Engineering solutions are tailored to meet demands and day-to-day operational requirements by working closely with our customers to ensure all objectives are met.

YOUR VISION REQUIRES THE RIGHT DECISIONS

When in the process of reengineering a gaming operation infrastructure it is imperative to do it optimally. Many vendors offer different architectures and technologies to fulfill similar goals. It is hard to decide which solution to buy, how to integrate or what to custom develop as not all information is available. ComTrade can assist with its consulting and engineering team approach to build well structured solutions.

Typical engagements can be either independent software development built to your specifications or software development tailored to a specific need and development process. In many areas we have building blocks, which are blocks of software that form a starting point for a custom, integrated feature. Source code and full documentation is always provided as part of our 'no lock-in' guarantee.

MOST GAMING IT SYSTEMS WOULD DELIVER FAR MORE VALUE IF ONLY THEY WERE BETTER CONNECTED

In any complex IT environment, there is a gap between what the systems could achieve and what they currently do achieve. Casinos and other land-based operators are no exceptions. This gap occurs when information is not available because systems are not connected. Again operators may use only a small amount of functions available as there might not be complete data, or services may not be connected between segments. Integration has always been and always will be hard work and that single view of the business and single view of the customer are distant but not unachievable goals.

EXTERNAL SERVICES INTEGRATION

B2B integration with external systems provides:

- Payment services
- Customer support services
- Mobile messaging services
- Streaming sources
- Betting odds providers
- Advertising channels

//**ABOUT GAMING COMPETENCE CENTER** / The ComTrade Gaming Competence Center is located in Ljubljana, Slovenia. Our core competence is the development of advanced software solutions and applications for various areas of the modern gaming world. Using the consulting expertise of ComTrade's development team and a strong gaming R&D department, we can provide tailor-made solutions for your customers and help you achieve the desired time to market while assuring the quality of our products and services.

//**ABOUT COMTRADE**/ ComTrade is an international provider of IT solutions and software engineering services whose clients include high-tech vendors, telecommunication companies, financial institutions, and the public sector. With over 1000 professionals ComTrade offers industry-leading expertise in data storage management, embedded systems, network systems management, gaming, telecommunications, e-solutions, and customized application development. www.comtrade.com