

## EDITORIAL

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# A PERFECT RETENTION TOOL



*Thomas Graf, Greentube CEO, discussed his role with the NOVOMATIC subsidiary and the supplier's omni-channel focus.*

### **What were the main challenges you faced when you took over as CEO of Greentube?**

Greentube had to be integrated into the Novomatic Group and its strategy had to be aligned with Novomatic's global strategy. The company rapidly transformed from a small start-up with a B2C focused skill, e-sports and casino games business into a multi-faceted global iGaming player. The company re-focused on bringing Novomatic's blue chip games to land-based and iGaming customers who had developed a clear online gaming strategy. The new focus on B2B services and an increasingly multi-channel approach required fast tracking the integration of new mobile technologies and development skills and setting up new server hubs in order to optimize service levels for our B2B customers.

*"Customers tend to spend more money and time playing in an omni-channel environment than in a single or in separated channels."*

### **What have been the biggest developments in the online gaming market in the time that you have been with Greentube?**

During the last few years, Greentube launched a number of country specific real-money B2C brands. In addition, the company started a number of Social Gaming initiatives both in the B2B and B2C field with a clear focus on mobile and European and North American markets. Furthermore, Greentube accelerated the transition from desktop to mobile across all existing gaming verticals. Omni-channel became a core focus for Greentube and together with Novomatic's R&D teams it developed a bespoke thin-client server based gaming solution for country specific applications.

### **How difficult is it to balance your schedule as CEO of Greentube and CTO of Novomatic?**

The proximity between Novomatic and Greentube's headquarters helps to share time between the two companies. As both businesses, land-based and online tend to converge, it is becoming increasingly important to work on the synergies and involve the Group's development teams, irrespective of their locations. This task involves a lot of traveling and visiting both our iGaming and land-based R&D and operating subsidiaries at the same time.

### **What are your short-term and long-term targets for Greentube?**

Our main targets are to launch the Group's best performing games across all channels in a B2B and B2C format and in all regulated iGaming jurisdictions. We want to increase our footprint with our server-based, omni-channel gaming solution called "Plurius" in all relevant land-based VLT markets and jurisdictions where SBG technologies can be deployed.

We want to increase our social gaming market share in North America as well as in new territories around the globe.

We will bring market specific land-based content to our NRGs (Novo Remote Gaming system) distribution platform as a clear differentiator and retention tool in an increasingly games inflated operating environment.

### **How has an omni-channel strategy impacted on your business?**

Our omni-channel approach has been welcomed by most of our customers. Parallel launches of our top performing games both on our Novoline casino slot machines as well as via our NRGs system accompanied by our customers' marketing initiatives have shown great results both in performance and retention KPIs.

### **Why would an operator invest in an omni-channel offering?**

It is a perfect retention tool. Customers tend to spend more money and time playing in an omni-channel environment than in a single or in separated channels. Also, if players find their trusted game content, this helps to migrate them to new technologies like mobile in a seamless way.

### **How challenging is it to increase revenues with an omni-channel strategy?**

First, you need to have a clear strategy of what you want to achieve as an operator and what is needed to get there. This includes investing in the right technology platform, having a skilled and experienced team and understanding your customers and their needs. It is equally important to train your local teams on the ground if you are a land-based operator in order to maximize the benefits of your omni-channel offering.

### **How can a developer or supplier maintain a clear brand identity across an omni-channel approach?**

Blue chip games like Novomatic's "Book of Ra" have their own brand identity particularly because of their inherent game mechanics and math model. They have created trust among players as they have been played on hundreds of thousands of slot machines and millions of consumer devices for more than 20 years. Players want to play these iconic games, no matter where they are or on which devices they can get access to them.

A way to maintain brand identity online also works via master branding, e.g. a pre-loader when the game is downloaded to a consumer device, a logo on the game interface, the use of an iconic land-based master brand like GAMINATOR which refers to a games portfolio, etc.

Even a selection menu, where players can select games from specific content developers can help to build or maintain brand identity.