

Omni-channel: a cultural shift

Georg Gubo, chief technical officer at Greentube since September, outlines the benefits of the company's omni-channel approach

What is the Greentube strategy on omni-channel solutions?

At Greentube it is our goal to provide the best possible gaming experience to our players, no matter which channel they prefer. Someone who plays a game on his PC at home may also want to play the game on his mobile device, and the user experience should be the same. The NovoSDK enables us to accomplish that goal much faster and gives us a great advantage in the industry. The strategic decision on which game to bring from desktop to mobile, for example, depends not only on the complexity of the game or the capabilities of the platform (e.g.: iOS, Android, HTML5) but also on the wishes of the players in the respective market. We don't provide a game on a new channel just for the sake of having it but rather because we strongly believe that the player will have the best possible gaming experience in this channel as well.

Your background includes VLT and land-based gaming, how valuable is this to your new role, given Greentube's stated omni-channel approach?

Domain know-how is important no matter whether it comes from the land-based or interactive sides. Of course it helps to understand both worlds and I hope that I can therefore contribute better to the company's success. As mentioned already above, the seamlessness of the experience for the user is our main focus, no matter if the experience is land-based or via any online channel.

Can we now expect all major new releases to be omni-channel, or will some remain dedicated to one channel or another?

An omni-channel release of a major game like "Football Gladiators" for example makes perfect sense because we want to cater to all the channels that our players might choose. In general it depends on the jurisdiction whether it is possible to launch titles simultaneously in a multi- or omni-channel approach. Furthermore we need to consider and respect market specific tastes which also influence our strategies on which channel and markets we release which titles.

Traditionally, multi-channel releases have started out on one platform or another (i.e. from land-based machine to desktop, or vice versa) - does a "true" omni-channel approach mean more collaboration across teams in the wider group?

I agree that the usual approach is a rather sequential one where we release a game on one channel and after a certain time move on to the next channel until we have catered to all the available channels for our players. In this "traditional" approach - if you want to call it that - you would have a dedicated development team for each channel implementing the game once it has proven to be a strong performer in the initial channel and the decision has been made to move on to the next one.

The "true" omni-channel approach can differ a lot from the "traditional" approach from the very get go. We launched the "Football Gladiators" game for example at the ICE show in London this year on land-based and mobile channels simultaneously. This was only possible because the collaboration between StakeLogic (for the online/mobile channel) and NOVOMATIC Gaming Industries (for land-based) began already at the concept phase of the game and there was the clear goal to launch this game on all channels at the same time.

Choosing one approach over the other might be a bit shortsighted because which one of the two previously mentioned methods is more suitable depends on such factors like the game itself, the initial goal, markets, IP, etc. and is usually decided on a case-by-case basis.

6. What's next from Greentube?

There is a lot going on at the product and game level, but if I had to pick one it is the launch of Greentube Pro's white label platform solution with Foxwoods Casino at the end of April. This will be a game changer for us in the US social casino market where we will launch new content from NOVOMATIC daughters like Mazooma Interactive Games, StakeLogic, AbZorba Games, Eurocoin Gaming and NGI. The technology provided by BlueBat Games gives us an advantage in the industry due to their interactive features.

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