

Plurius Editorial – Interview with Ralf Rollmann

Which countries are currently regulated to allow for omni-channel gaming and can any operator install PluriusTM with a view to their market legislation allowing for omni-channel in the future?

Although PluriusTM is Greentube's omni-channel solution, it is not mandatory to use the omni-channel functionality from the very start. For instance, in a market with unregulated online gaming, an operator can simply choose to use only the land-based channel and still have access to many features and benefits of the PluriusTM platform that other systems currently in the market are unable to provide. Then, in the future, when an operator is ready to take advantage of the full omni-channel functionality, this can easily be done without having to change the system or its infrastructure again.

In general, omni-channel gaming is still relatively new – especially from a regulatory perspective – and many regulators simply are not familiar with the technology. As a result, any specific requirements related to it are barely defined. In order to help promote this new technology, we actively reach out to regulators and help educate them about the many benefits and advantages of the system. This outreach in turn also draws the attention of operators who, for their part, also express their interest in the system to the regulators.

The first PluriusTM installations have been in place in several markets for a while now and are performing very well. Once other markets start to see all the benefits of this new technology from a control and responsible gaming perspective, and as more and more gaming markets bring their legislation up to date to allow for omni-channel gaming, we think you will see exponential growth in other new markets ready to embrace the technology.

How does an operator go about informing their customers and marketing the omni-channel solution to them? Will the PluriusTM system do this for them? Or is additional information required?

PluriusTM provides the basic toolset necessary for proper marketing of the system. Greentube is always working in close cooperation with operators on marketing concepts that will fit in with their specific environment.

One essential feature of PluriusTM is cross-channel promotion. The operator has the possibility to promote new online games through the land-based channel and vice versa. Special benefits like promotional credits are a proven method to direct players from one channel to the other. Additionally, loyalty programs give the operator the possibility to provide the player with specific marketing information based on his or her specific gaming behaviour.

We know from experience that every country or jurisdiction has different types of locations, player demographics and behaviours. With this market knowledge and our know-how in the different distribution channels, we are able to offer the perfect solution for every type of operator and player.

What information/data is available to support the concept that players want to take their games with them from terminals to mobile and online?

Over the course of the last year, we have received valuable input from customer demos in several key locations across Europe and North America, as well as from a wide variety of operators and venues. All the collected data confirmed that the ability to take a game from one channel to the other without interruption was seen as being of great benefit to both the player and operator. Players prefer similar content regardless of whether they choose to play online, on mobile, or on a land-based terminal. Plurius™ technology combines all of these options to create a seamless player experience.

Omni-channel gaming opens all kinds of new possibilities for players which they may not yet be fully aware of. It is our mission to increase this player awareness and continuously improve the player's overall gaming experience.

What are the commercial benefits for the operator in offering their players an omni-channel solution such as Plurius™?

We know from extensive market research that land-based gaming is losing revenue to mobile and online gaming. Plurius™ provides the possibility to connect those different worlds and offer the same content across all channels. The commercial benefit is combining all those channels into a single system which greatly increases player retention.

Another important benefit is the reduction of costs and effort by using a single data warehouse for all distribution channels. This is highly beneficial when it comes down to issues such as monitoring, reporting and accounting. Service efforts and costs are also greatly reduced by having a centralized game server. For example, game updates on terminals can easily be done remotely without the necessity of an on-site visit from a technician.

Could you explain the role and functionality of Greentube's remote gaming system - NRGS - and what makes it an essential omni-channel ingredient?

NRGS is the central hub for all gaming channels and provides a wide range of services such as Centralized Bonus Campaigns, Player Retention, Player Protection, Monitoring and Reporting and Accounting.

Due to its state-of-the-art software architecture, NRGs is highly flexible and capable of providing for all distribution channels. The system is also readily and easily expandable for larger operations or country-wide gaming systems.

Payment processing is an integral part of omni-channel - how is this incorporated in to the PluriusTM solution?

Greentube, as a leading online gaming provider, has extensive knowledge and experience of online payment solutions. The PluriusTM system is based on an online platform, therefore, these payment solutions are an integral part of the overall product. Traditional land-based payment methods, i.e. bill and coin handling, are already part of the system as well.

How can games be ported from one channel to another so easily? What 'magic' is involved?

PluriusTM is an integrated system which, with regards to game content, does not differentiate between online, mobile and/or land-based channels. Therefore, no porting between the different channels is necessary. The games are developed from a central SDK and made available across all distribution channels from the initial launch.

Will Greentube expand the reach of PluriusTM to offer games from third-party developers in the future?

The PluriusTM system already offers a wide range of third-party game content. Several gaming companies such as Mazooma and Eurocoin, as well as other third-party providers, already develop their games via the novoSDK and make them available on the PluriusTM system. NOVOMATIC's close cooperation with several game studios helps to greatly enhance and expand the diversity and variety of products on offer in the Greentube games portfolio. Greentube is constantly investigating the market to improve the content offering on PluriusTM. This also includes local game studios in specific markets so that games can be quickly tailored to meet specific market requirements.

One of the new NRGs tools is the dynamic content and configuration management system, controlled by a central administration tool. What is this and why is it important?

The central administration tool "PluriusTM Center" provides the possibility for the operator to customize the PluriusTM system even further. This includes the ability to provide different game content, game parameters, localization (regional- or venue-based) or scheduled tasks (different game parameters at different times). The targeted promotion of new or specific games (e.g. jackpots) is also possible.

Are we going to see the general igaming and land-based gaming market taken over completely by an omni-channel model - and what kind of timescales are we looking at?

In some areas, yes. But land-based and online will still exist on their own for a while yet. However, the trend will continue to push towards an omni-channel solution as it brings so many obvious benefits to not just the operators and regulators but also to the players themselves. For the operators, it provides a comprehensive 360° view on the player and their gaming profile. From a regulator perspective, it provides more robust security and improved player protection (responsible gaming). For the player, a fully-integrated omni-channel solution provides a more seamless, and therefore more enjoyable, gaming experience with access to all their favourite games right at their fingertips. It's a win-win solution all around!