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Atlas-IAC to showcase its automated tools & next-gen “no-risk” sportsbook at ICE London

12th January 2023: Atlas-IAC, the leading sportsbook and PAM software developer, will make its next trade-show stop at ICE London 2023. The industry’s definitive igaming summit is held between 7-9 February at the ExCeL London, and Atlas delegates will be on hand to unpack its latest plans and innovative product suite at **Stand S1-120**.

Atlas-IAC will use this defining ICE London showcase to demonstrate its diverse, cutting-edge automated trading tools and fully automated CRM solution, which allows the complete management of customer marketing and communication activities in one place. Customers can be grouped into profiled segments based on site activity, betting behaviour, deposit regularity and a host of additional personal traits.

Get in touch to book a meeting to discuss the full platform, consider its “no-risk” sportsbook option, and evaluate its in-built CRM and trading tools, built by some of the finest trading minds in the business. Or simply stop by **Stand S1-120**, where a host of team delegates will be waiting to greet you or arrange an easy-to-follow demonstration.

This step-change sportsbook, which can also now be integrated as an iframe off the aforementioned no-risk structure, runs off unique pricing models – allowing users to enjoy sophisticated and reactive in-play odds up to the last second of a game, with competitive pricing on all sports. This service arrives in perfect time for this year’s unrelenting sporting schedule.

Powered by live data and machine-learning AI tools, Atlas's automated software now helps smaller operator teams focus on value-added, risk-management and marketing decisions and eliminates the manual labour required to run most legacy systems. To which end, the Atlas sportsbook provides flexible and modular solutions to support each customer's bespoke operational strategy.

These sports betting solutions are now paired with a proprietary player account management (PAM) platform, which is integrated with the sector's finest suppliers across casino games content, virtual sports, free-to-play games and flexible payment-processing options, affiliate systems and responsible KYC databases. It also harnesses proprietary BI and CRM tools which mitigate customer abandonment at a time of tightening and coalescing international regulation. Atlas' state-of-the-art tech and agile tools help overcome local regulatory challenges with a light physical deployment backed up by centralised control systems.

Richard Thorp, Strategic Advisor to Atlas-IAC and RPM Gaming Director, said: "As ever, ICE London brings together many of the sector's heavy hitters for a timely think tank. At Atlas and RPM, we're solving for how the industry can best provide operators and bettors with engaging, innovative betting experiences across some tent-pole, revenue-driving events over the next 12 months.

"All roads, and flight paths, currently lead to the ExCeL Centre in London. We can't wait to set up shop at this must-attend event, and unpack our latest plans and progressive product portfolio at **Stand S1-120**. It's a timely tradeshow which invariably sets the tone for the remainder of the year. The Atlas-IAC team will be on site, walking the floors to greet old friends and meet new clients all week. As always, it should be a lot of fun, but also a hugely informative summit at a time when the industry needs to put its combined minds and shoulders to the wheel to confront and navigate some pressing headwinds.

"As such, ICE London frames a consequential crossroads as to how the industry can best provide operators and bettors with engaging, innovative betting experiences across some tent-pole, revenue-driving events this year. Add to that some excellent networking opportunities with senior peers to debate many of the most topical and pressing issues from panels and talks to the bar and tables of the Atlas stand."

Sergei Efimenko, CEO of Atlas-IAC, added: "Needless to say, ICE London is invariably a must-make event, but there's a real momentum behind this year's renewal. I'm thoroughly impressed with the quality, quantity and diversity of the delegates on site, so we can't wait to catch up with old and new friends alike.

"As for our leading sportsbook platform, its successful automation and highly-modular nature is proven. We also know how to manage diverse customer bases, premised on their history and the patterns of behaviour. So, whatever previous concerns may've been around operating a sportsbook (e.g. betting just before an event starts, betting at a time where there's potentially an unreliable feed) we have the tools to spot that and correct for it. Consequently, underwriting isn't a big challenge for us, and we're also willing to offer our no-risk model on a competitive revenue-share model for new partners.

"The Atlas-IAC team will be on **Stand S1-120** throughout the week. Please contact our friendly staff to organise a demonstration of the most modern and thorough platform in the betting and gaming industry."