

EveryMatrix showcasing 'Unlimited Creativity' at ICE

EveryMatrix showcases their portfolio of iGaming B2B products at ICE London (5-7 February, ExCeL London, UK). The products were rebuilt from the ground up in the last couple of years. The common theme is modularity, giving unprecedented flexibility for clients and catering for some of the largest companies in the industry. Ebbe Groes, CEO, EveryMatrix, discusses the company's approach to achieving success and profitability for EveryMatrix clients.

How do you feel ICE London helps develop iGaming and your company?

ICE starts the iGaming year with all the major names in the industry joining together. This event is a great opportunity to consolidate existing partnerships and secure new business contacts. Obviously, our focus is on securing new clients, but we also come to interact with other B2B providers. Our main products, across Casino, Sports, Payments, are all based on the common principle of aggregation of the best products and services within each vertical, so keeping up to date with these is vital.

How are you standing out from the crowd in an increasingly crowded market?

We today stand out thanks to our vision to shift progressively from "boxed" platform ecosystems to specialised, modular and platform independent products. In the past few years, we've rebuilt all our products from scratch with a strong focus on using state of the art technology, and we're excited to showcase this at ICE.

By splitting up our core applications into many smaller applications we have been able to cater for a much wider set of clients than before – and I believe, wider than our competitors. We today span the entire range from completely servicing smaller companies, including start-ups, to the largest operators in the industry. This is because almost everything we do can be isolated and delivered independently yet also delivered jointly in a full turn-key solution.

Our products today allow deep integrations with any platforms and can be adapted to different clients' needs, depending on the size of their business, goals, technical and legal requirements in the jurisdictions they work in. This flexibility has in only a single year increased our set of clients by fifty percent, including some of the largest companies in the industry.

The EveryMatrix platform offers operators individualised front ends. What that EveryMatrix does are key elements to increase variation, personalisation and

gamification across different operators and markets?

The design and functionality of both casino and sportsbook front-ends is key to success and profitability. This is not only about usability but also about retention, personalization, localization, and promoting the most profitable games and bets. Even further, it's about conversion of visitors to sign-ups or conversion of players from casino to sports or the other way around. Having a template front-end, like tens of others, will not cut it in the long run. EveryMatrix realized this early and today have many casino operators on our platform who fully control their front-end. Now the time has come to bring this revolution to sports. Our Casino, Sports, and Payments WebAPIs offer the easiest way in the entire industry for you to build and control your own front-end and have complete freedom without the restrictions normally imposed by a platform provider.

To support even more customization and to help operators increase conversions, we have launched a second generation of bonus system, another industry first. This is a stand-alone system to create, manage and report on bonusing for both casino and sports products and helps operators to combine bonus programs and promotional packages that are activated by various triggers. It can even be delivered to clients on their own platform, it is neither tied to the system of the game provider nor to the EveryMatrix platform and wallet service as all other bonus systems are.

Overall, between bespoke front-end, real-time delivery of data to bespoke CRM systems of clients, API driven applications, an extremely flexible bonus system, we achieve the overall goal of *Unlimited Creativity* for gaming operators in terms of player experience. The key for us as B2B provider is not to limit or even guide the clients but to help them implement their own ideas and unleash their own creativity!

What genius solutions will you be showing at ICE London?

We'll exhibit our full product suite which covers Casino, Payments, Sports, Platform, and Affiliate systems.

Our flagship product CasinoEngine is the largest casino content aggregator in the world with 8,000+ across more than 140 vendors and sub-vendors. CasinoEngine is a true next generation solution thanks to its unified back office and services integrated into many specialized APIs. We have followed our long-term vision to solve key operational and product offering issues affecting operators and we're pleased to present at ICE 2019 a robust solution that is already used by market leading operators such as Norsk Tipping, Tipico, Wunderino, Adjarabet, the Genesis group, and many others. Activity for CasinoEngine clients more than doubled in 2018, with record volumes month after month. We look forward to showing at ICE the key reasons why CasinoEngine clients grow faster than the market as a whole.

MoneyMatrix team joins ICE 2019 as well. MoneyMatrix can provide automated payment

routing, risk management and KYC solutions globally. MoneyMatrix is not just an EveryMatrix software service, but a Malta licensed regulated financial institution within its own right with the ability to provide payment processing to any merchant operating within the e-commerce space. In our first full year of operation, we signed more than 20 new clients and today process hundreds of millions of euros monthly. We've won Best Payments Aggregator Award (Malta Gaming Awards) and Best in Business Payment Processing and Risk Management Company Award (Malta's Best in Business Award).

Not forgetting about our sport products, OddsMatrix is gearing up to join ICE to showcase our latest OddsMatrix Sports Data Feeds products, including the recently launched OddsMatrix Aggregator - a powerful and unique tool which allows bookmakers to combine odds, settlement, and score feeds from multiple providers into a single aggregated feed, all processed in real-time! The Aggregator is itself a key component of the refactored fully managed sportsbook, the OddsMatrix Sportsbook.

Last but not least, our PartnerMatrix team will join ICE 2019 as well and will showcase a complex Affiliate Software Solution and Agent Management System, including the newly launched features such as the Reactivation Rewards for affiliates, Server to Server (S2S) tracking that improves accuracy of the conversion, and Player Segmentation for better optimization of the affiliate rewards. PartnerMatrix also delivers feeds and APIs for affiliates to obtain reports and data automatically. Catena Media is just one of several companies using this new service.

What is it about ICE London which sets it apart for EveryMatrix?

ICE represents innovation and new business so it's easy to understand why it's attracting established companies from all over the world. That's why ICE London is the perfect meeting spot for all major players in the industry and has gained the reputation of being THE place to network within the international gaming community.

This event is an excellent opportunity to reconnect with clients and suppliers and that's why our delegation includes representatives from all our offices, from sales, marketing, product management to development and top management. London is a major mark on the iGaming map and ICE is testament to that.

Join EveryMatrix at ICE London 2019 at Stand N6-310, where the company will exhibit its next generation of B2B iGaming solutions and herald exclusive news for the coming year.