



ATLAS IAC has the world at its feet at ‘one-of-a-kind’ ICE London

ICE London’s reputation as the world’s premier event for the launch of technology driven betting and gaming solutions has been underlined by Sergei Efimenko, CEO of ATLAS IAC who confirmed, ‘there’s nothing in the world quite like ICE London’. The Ukraine-based software developer for the betting industry will be using its first appearance at ICE London 2020 (4-6 February, ExCeL London, UK) to showcase its leading edge Sportsbook Platform, CRM, RMT and Antifraud portfolio.

ICE London 2020 will be the brand's first ever appearance at the world’s largest gaming technology event. Expanding on the decision to debut at ICE in February, Sergei Efimenko stated: “ICE is an essential exhibition. There isn't an event quite like it, with everyone from the gambling industry heading to London each February. The team has visited the exhibition every year since 2012, while working for different companies, and ICE London remains an absolute must for every professional working in the gambling industry.”

ATLAS IAC will use its presence at ICE to showcase its entire portfolio of betting products, which have all been developed in line with its IMAGINE.ACT.CREATE, mission statement. Top of the business agenda will be an opportunity to advance the industry’s investment in automation. “We are a team of industry professionals, each with 10+ years of experience in this industry,” Sergei Efimenko said. “Seeing the demand of the market, and the way operations are currently run, we strongly believe that the future is in automation of all the operational processes: trading, risk management, antifraud, marketing, customer support, etc. You don't need hundreds of employees to run a big and successful business in gambling: instead you need flexible, fully scalable software with maximum automation that will allow 5-10 really skilled employees to set up and control all your processes. We look forward to showcasing all of our products and developments at ICE London whilst also networking and partnering with operators who share the same vision.”

ATLAS IAC will be one of 70 exhibitors making its first appearance at ICE London and will be appearing at booth N10-110 in 2020. To Step, Leap, Dive and Look 'Into The Future' alongside 600+ solutions experts for three days of business development, learning and celebrating the international gaming community, visit www.icelondon.uk.com