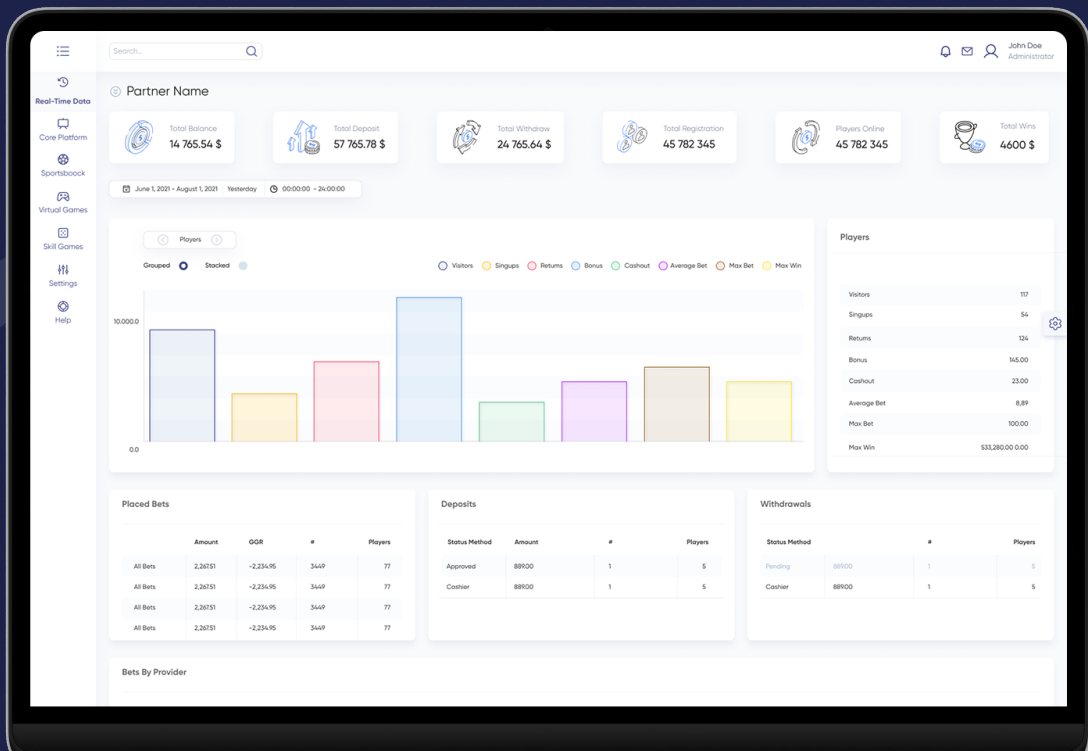PLAY DICE

iGaming Solutions

Turn your ideas into profits!

Start a new business
or expand an existing one!

About Platform

PlayDice Platform is a core of betting business.

It provides ability to **monitor and control** each aspect of online betting business.

Clients receive a comprehensive **casino back office** to administer their online casino brand.

PLAY DICE

PlayDice Platform allows to:

| **Understand** your players | **Target** them with tailored **promotions** | Create **excellent** player **experiences** | Gain long term **loyalty** |

Features

The complete suite of services and vital instruments to ensure your business grows.

- Analytics Platform
- CRM & 360 Degree Player Overview
- Bonus Engine
- Promotions
- Marketing Module
- Player Protection Tools

- Identification of Problematic Gameplay Behaviour
- User Permissions
- CMS & Front End
- Hosting
- Licensing

Benefits

FAST

Time is money. We guarantee a fast and efficient delivery time with focus on high-quality output.

EFFICIENT

The platform manages operations at scale: service delivery, integrated products and customer management

SECURE

The data is safely stored and protected on the servers. Your customer data is accessible only to you.

COMPLIANT

The platform handles all regulatory requirements across multiple markets and meets all applicable laws

SCALABLE

The platform reliably manages 100,000s of concurrent players and provides the industry standard uptime.

CONTROL

The self-hosted and cloud-based models provide you with complete control and access to advanced configuration

FLEXIBLE

The user interface (UI) is customizable and integrates seamlessly with 3rd party products and services

MIGRATION

Extended "hands-on" support is provided of an efficient and cost-effective system migration to the platform.

INTEGRATED

All major 3rd party products and service providers are available, as well as fast integrations with other platforms

PLAY DICE

Analytics

Analytics platform aggregates real-time structured data and transforms in into valuable insights

AGILE ANALYTICS

- Detailed gameplay statistics
- Advanced player segmentations
- User transactions
- Game launch performance
- Monitor and adjust campaigns on the go

- Advanced dashboards and reports
- Complete operation status monitoring
- Game launch analysis
- Business KPIs tracking
- Responsible gaming control

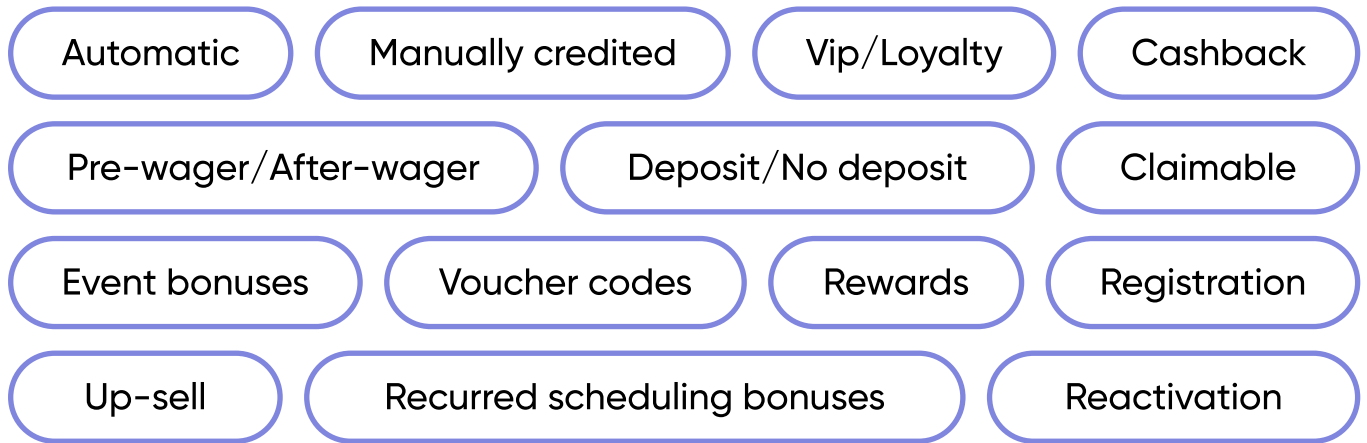## MONITORING & REPORT

CRM & 360 Degree Player Overview

PlayDice Platform back office offers a complete overview of the player account. Aggregate and structure data from all the touch points with your players:

- **Transactional data** (payment methods, deposit amounts, frequency, claimed bonuses)
- **Player data** (age, gender, location, sign-up date, last login)
- KYC & Document **verification** management
- **Gameplay** data (most played games, game profitability, play frequency, preferred game type, provider)
- Issue **individual bonuses** to instantly reward players or perform balance corrections in case of unfair play
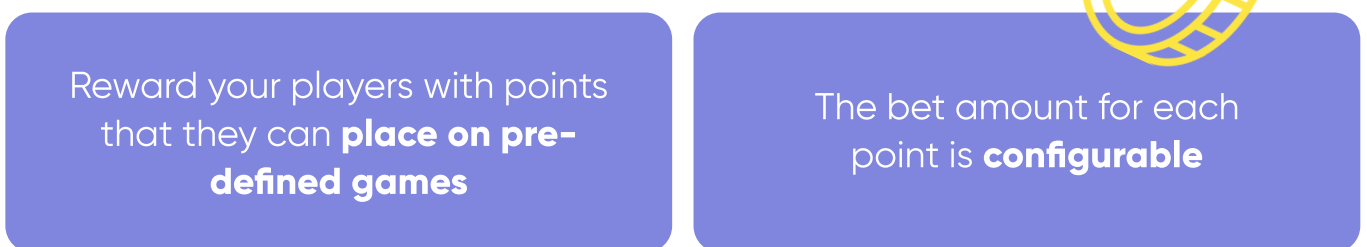
Bonus Engine

Support of a variety of bonus types:

Automatic | Manually credited | Vip/Loyalty | Cashback

Pre-wager/After-wager | Deposit/No deposit | Claimable

Event bonuses | Voucher codes | Rewards | Registration

Up-sell | Recurred scheduling bonuses | Reactivation

Customize your criteria to fit your operation goals:

Bonus criteria **customized** for various player segments, based on predefined segmentation criteria *

Extensive number of segmentation **possibilities**

*VIP level, gender, birthday, player type, location, game preference

Incentivize with loyalty points:

Reward your players with points that they can **place on pre-defined games**

The bet amount for each point is **configurable**

Promotions

Impactful promotions hassle free:

◆ **Set up** promotions that run in multiple games, game providers, and brands

◆ Powerful behavioural **analytics** that helps monitor and adapt your promotions on the go

Marketing Module

Use our campaign builder to deliver specific message to your target audience via channels that work best:

◆ Direct communication with players:

  • The chat enables customer support and marketing team to know everything about the person on the other side

  • Provide excellent service and proactively prompt the conversation

◆ Create targeted automated multi-channel campaigns from a simple follow-up email to a complex experience, where every step may offer many ways to personalize content

Player Protection Tools

Broad spectrum of player protection tools:

◆ Player personal limits (deposit, session, betting, loss, max balance, high win and timeslot limits)

◆ Login session/Game timers

◆ Underage gaming prevention

◆ Self exclusion & time out

◆ Payment fraud prevention

◆ KYC tools

◆ GeoIP location

User Permissions

◆ User Management for Back Office and CMS

◆ Multi-Level Permissions

◆ Activity Audit Trial

Problematic Gameplay Identification

Impactful promotions hassle free:

◆ **Auto-detection of players at risk**

◆ **Monitoring of excessive gambling and behavioural changes**

◆ **Automatic & on-demand intervention**

- Player notifications (pop-up, push notification, chat)
- Limiting player sessions, betting deposits
- Excluding player from bonus offers and campaigns
- Suspending accounts

CMS & Front End

Follow your vision and launch our operation in no time using our reliable CMS, already integrated to our platform.

CMS features:

◆ Cross-platform user experience, consistent across mobile and web

◆ Custom front-end configuration (atomic-based design)

◆ Mobile-focused

◆ Optimized for speed and performance

◆ Easy to use without HTMS/ CMS knowledge

Hosting

24/7/365 SERVICE

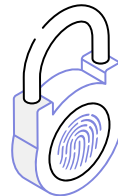PlayDice provides 24/7 technical support – any technical issues will be solved fast.

OPERATION SPEED

Your server will be hosted on a modern equipment, providing instant system responses to any requests.
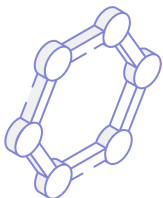
BULK TRAFFIC

The web server has high bandwidth and processes large amounts of information in a short time. Thousands of visitors will be able to play without delays or interruptions.
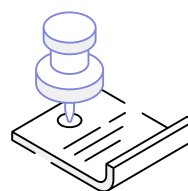
SECURITY

Our server is protected by internal Firewall and external network provider's Firewall and is properly configured to avoid any undesired exposure of internal software.

STABILITY

We ensure seamless operation even when your resource receives critical volumes of incoming traffic, guaranteeing stability in the case of traffic overflow.

LEGALITY

Our hosting of gambling websites is licensed and legal.

Services

Services is a part of PlayDice solutions offered to clients to facilitate their iGaming brand growth. Providing full-cycle player care, our support teams are the link between player and platform.

The services are not only integral to improve the user experience and spotting technical errors, but help to enhance the client's financial performance.

CONTENT MANAGEMENT

Full content support for online casino brands from scratch.

Our dedicated content team is ready to provide top-notch frontend, game section and content management services to maintain a website that converts.

GAME MANAGEMENT

Promotional campaign assistance: developing special game categories for branded events. Support in choosing the right games for promotion.

CONSULTING

Our experts provide consultancy services, based on the previous operational experience and success stories helping our partners to penetrate newer gaming markets.

DEVELOPMENT & DEPLOYMENT

Our team of engineers are open to involve your requirements in our development processes as well as realize your ideas developing solutions from scratch considering all UI and functional requirements.

We also provide full deployment and maintenance services with continuous development and upgrades.

TRAININGS

Best performance is achieved when the features and resources are being exploited in the most efficient way.

Clients always get a training course in the package to get the most out of our products.

DOCUMENTATION

PlayDice Platform user Manual, API Developer Reference.

Why To Choose Us

THE MOST TRANSPARENT APPROACH IN TERMS OF PRICING

No hidden costs, no extra charges. At PlayDice you get a perfect combination of quality and price.

EASY TO USE

With its intuitive capabilities and built-in automation, the PlayDice Platform allows for drastic improvements in operational efficiency with significant reduction of operational costs.

CUTTING-EDGE TECHNOLOGIES

Technologies and design, which is compatible with multiple delivery channels (web, mobile), to deliver the best gaming experience to players worldwide.

CONSTANT IMPROVEMENT

PlayDice software is constantly being improved. Our goal is to provide the most varied gaming experience and the most powerful management tools to operators.

GET MORE THAN JUST A PLATFORM

We're interested in your success; therefore, our industry-experienced team is ready to ensure your goals are achieved.

YEARS OF EXPERIENCE

An internationally recognized business partner and solution provider. With the best specialists and extensive technology expertise, we are always trying to innovate and up our game.
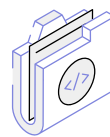
MODULAR AND INTEGRATION FOCUSED

Thanks to modular API-based design, our PlayDice Platform can easily integrate with any third-party product or service available on the market.

FREE UPDATES

Regular software updates are included in solution packages and are available to all partners after project launch.

PlayDice is an **independent software provider** founded in 2020 with an aim to be an open API-based platform and deliver professional services to the online gaming sector.

Built in a modular way, allowing for stability, scalability and flexibility, the **PlayDice Platform** facilitates the need for rapid development/ delivery, and provides full flexibility to integrate any 3rd party product of service available.

PLAY DICE

OUR MISSION

Our mission is to offer quality software solutions for online casino operators, stimulate their business and consequently their growth.

With a time-saving and reliable all-in-one casino platform mixed with team expertise, we will achieve remarkable results together!

BRAND PURPOSE

Being a reliable long-term partner who ensures the safety and impeccable quality of services, maximizing a client's profit.

OUR KEY PRINCIPLES

Our clients should get the best tools for running an iGaming business, and their projects should be the best in design, speed, safety, flexibility, load resistance.

COMPANY VALUES

| First-class customer service | Mutual respect | Agile processes & solutions |

| Professionalism and continuous development | Commitment to customer success |

PLAY DICE

Let's Talk About Your iGaming Business

sales@playdice.tech