

BETPLAY RELIES UPON R. FRANCO DIGITAL TO MANAGE ITS OPERATIONS IN THE COLOMBIAN MARKET

THE REGULARISATION OF ON-LINE GAMING OPERATIONS IN COLOMBIA CAUGHT THE ATTENTION OF LOCAL AND FOREIGN COMPANIES READY TO HARNESS THIS HUGE BUSINESS POTENTIAL



“WE PROVIDE COMPREHENSIVE, TAILOR-MADE SOLUTIONS THAT MEET THE SPECIFIC CUSTOMER NEEDS. R. FRANCO DIGITAL IS THEREFORE THE SUPPLIER OF REFERENCE FOR TECHNOLOGY, OPERATIONAL SERVICE AND CONTENT SOLUTIONS.”

Miguel Ángel Lázaro,
Manager, R. Franco Digital

“THE EXTENSIVE SOLUTION-WISE DIGITAL AREA EXPERIENCE AFFORDED BY R. FRANCO, ALLIED TO CORREDOR EMPRESARIAL S.A.’S LARGEST NATIONAL ON-LINE, REAL TIME DISTRIBUTION NETWORK, REAFFIRM OUR POSITION IN THE MARKET AND ENABLE US TO TAKE THIS PROJECT FAR BEYOND.”

German Alberto Segura Vásquez,
Sales Manager, Corredor Empresarial

CORREDOR EMPRESARIAL

Corredor Empresarial is one of the most important gaming operators in Latin America, with more than ten years’ experience in the market. This luck and chance gaming conglomerate has the largest physical commercial network in Colombia, with more than 25,000 points of sale and 75,000 terminals throughout the country.

With BetPlay, Corredor Empresarial has received a five-year licence to operate luck and chance games on the Internet: amusement with prize machines, roulette and bets on real sport events.

The Challenge for Corredor Empresarial

Corredor Empresarial was one of the first Colombian companies to create a project intended to take its business expertise to the Internet and to obtain a licence from the regulator. After analysing different options, Corredor Empresarial chose R. Franco Digital to undertake BetPlay, a platform to offer their on-line gaming services.

Challenges

- Adapting the platform to Colombian laws and regulations
- Providing a rapidly scalable solution
- Adapting omnichannel nature to the customer’s in-person channel specific features

Solution

- Developing its own SCI for Colombian regulation
- Developing specific payment systems for in-person channel
- Improving the transactional engine and horizontal scalability to support fast growth

In order to operate as BetPlay management and operation tool, R. Franco Digital’s team undertook an adaptation of IRIS, the state-of-the-art omnichannel platform that allows operators to offer any type of on-line game, sport bets or even in-person operations with gaming terminals. Having an open architecture system, IRIS provides for seamless integration of other solutions. With its compatibility, strength and reliability, the platform could be fitted



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to BetPlay requirements to operate following its business model and commercial structure.

To meet Corredor Empresarial's needs, R. Franco Digital developed a new module for the IRIS platform that provides for entering changes into the player record process, giving player access information, playing times and other data required to observe Colombian betting and on-line casino laws and regulations.

Result

- The best adaptation to the Colombian market
- Growth close to 400% a month with non-stop service
- Ongoing customer service with weekly adjustments and incident control

Using the IRIS Power Vault application, the best tool in the market to monitor data in regulated environments, services and files generated by the application were modified for reporting to the regulator, thereby observing Colombian laws and regulations.

We also developed an ad hoc payment method for Corredor Empresarial, integrating the powerful IRIS omnichannel platform with the system used by any of its 25,000 in-person points of sale. This provides for players to deposit and withdraw funds. As part of this process, the PlacetoPay payment platform was integrated with IRIS, allowing BetPlay users to make deposits for their betting.

IRIS operational services were integrated into BetPlay with a wide catalogue of on-line games developed by R. Franco Digital, with successfully works with other operators' supply, using IRIS-provided tools to manage gaming services.

IRIS, THE OMNICHANNEL OPEN PLATFORM

IRIS is R. Franco Digital's powerful open architecture platform which integrates every feature the operator needs: player management, payment gateway administration, set up of different operator games, configuration of promotions, warnings and responsible-gaming tools.

Available for desktop computers and mobile devices, IRIS grants operators complete flexibility to integrate the platform with other service providers or third-party management tools.

The platform includes IRIS Power Vault, a data safe box for monitoring gaming information in regulated environments, which manages the gaming transaction log and regulator follow-up.



IRIS' ADVANTAGES

- Fast integration
- Compatible with the best marketing tools
- Numerous payment options
- Integration with different gaming platforms
- Own catalogue of premium games
- Functionality with gaming and betting terminals
- Certified in Spain and Colombia
- The best vault in the market
- Available operational services

GAMING IN COLOMBIA

- Per-capita expenditure: **US\$ 79**
- Total expenditure: **US\$ 3,950 million**
- **43%** have played once a year
- **0.4%** of the market comprises on-line gaming



**R. FRANCO
DIGITAL**

R. FRANCO DIGITAL
C/ Cronos, 63 - 28037, Madrid (Spain)
T. +34 914 40 92 00
www.rfrancodigital.com

