



CLEW for Gaming Operators

The Issue

Market research firm Juniper Research expects the worldwide mobile gambling market to grow from US\$1.35 billion in 2006 to \$16.6 billion by 2011 -- and the increase is coming outside of the U.S., which currently prohibits the activity.

"The mobile channel will push gambling services out to a broader, lower stake market than existing channels, offering significant opportunities for market growth," Bruce Gibson, research director at Juniper"

Mobile gambling is rising because of the ubiquity of handheld devices as well as the convenience these devices offer. In 2006, the number of handheld devices sold worldwide passed the 1 billion mark, indicating a gigantic pool of potential users.

Mobile gambling functions rely largely on text messaging, which has become simple to use and quite popular. These features gel with the impulsive nature of playing games of chance and allow gamblers to go online and wager when they are sitting in a restaurant, waiting for a bus or even working at their desks.

These gamblers find a growing number of gambling outlets. Sports betting is currently the largest sector in mobile gambling, and fans now wager on a variety of professional leagues.

Although SMS can be used to broadcast information to multiple subscribers it is far less secure as the information stays on the phone and allows thieves to access private information. Call centres are a useful way to alert customers of events but they are extremely expensive.

Gaming organisations need a secure cost effective method of communicating information with current customers.

Solution

Alacrity Technologies has created an intelligent interactive communications system known as Closed Loop Environment for Wireless or CLEW®.

With CLEW gaming operators can communicate event information to customers securely and in a cost effective manner. When customers register for specific games and competitions they will receive an alert, this alert will trigger a data session using the internet and their mobile device.

Importantly, as there are no downloads to the phone no information can be stored on the phone on the completion of a session, this also allows the gaming operator to maintain control of the activity.



Customers can now conduct business with gaming operators securely at any time, any place and anywhere. They only get the information they requested and can act on that information immediately. They can do this with just a mobile device and don't need to deal with a call centre or similar. The transaction is fast cost effective and secure.

CLEW provides an additional communications channel that allows customers to conduct real-time business in a cost-effective manner.

Business Benefits

Gaming operators can now broaden their audiences by facilitating secure mobile gambling in real-time, anytime and anywhere.

Gambling operators and customers can now communicate in an efficient and cost effective manner to complete gambling transactions.