

# Skill Gaming - Leveraging the Back Office

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## Gambit

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26<sup>th</sup> September 2005



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# ***Preventing the back office consuming excessive management time and costs***

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## **Two core (inter-related) issues**

- **Business model**
- **Risk management (non-gaming)**

**Get these right and the back office can support long term growth (and survival)**

## *Building the end to end business model...*

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- **Manage the end to end payment process**



- **Proactively manage end-to-end value chain**
- **Control payments processes**

*...and understanding the Player Life Cycle*

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← - - - - - MIS/Player history - - - - - →

## *Using risk management as a competitive tool*

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- **What level of payment risk are you willing to sustain?**



- **Know your customer**
- **Risk management hierarchy**
- **Management information and predictive tools**
- **Test and learn**

## ***Know your customer (KYC)***

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- **Starts at registration....**

**...and continues at every event and every interaction through the  
Player Life Cycle**

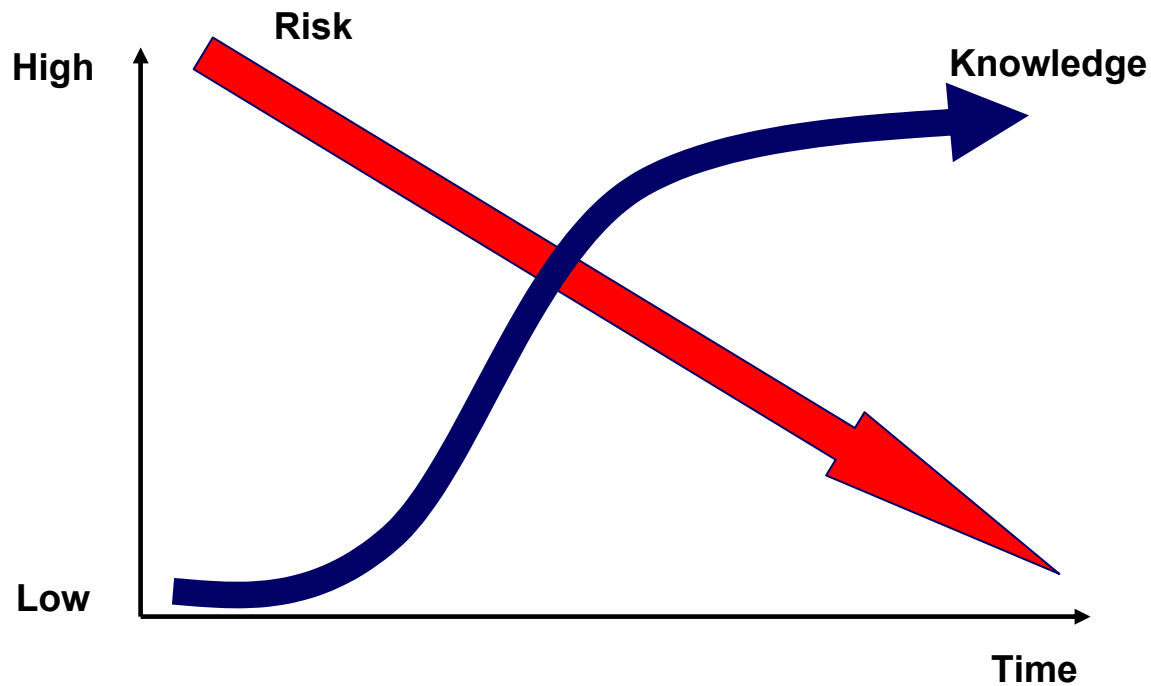
- **Build a dynamic profile of each customer...**

**..the more that you know, the better the decision making options**

## *Risk hierarchy - automated process to predict likelihood of fraud*

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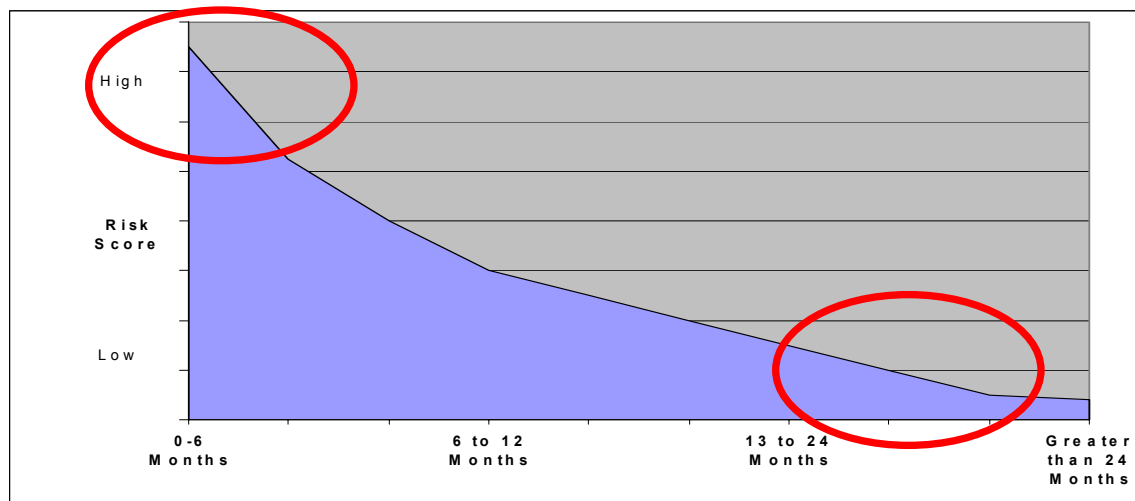
- Each interaction increases your customer knowledge



- Enabling a better understanding and pro-active management of player risk

## Risk hierarchy – developing a customer score

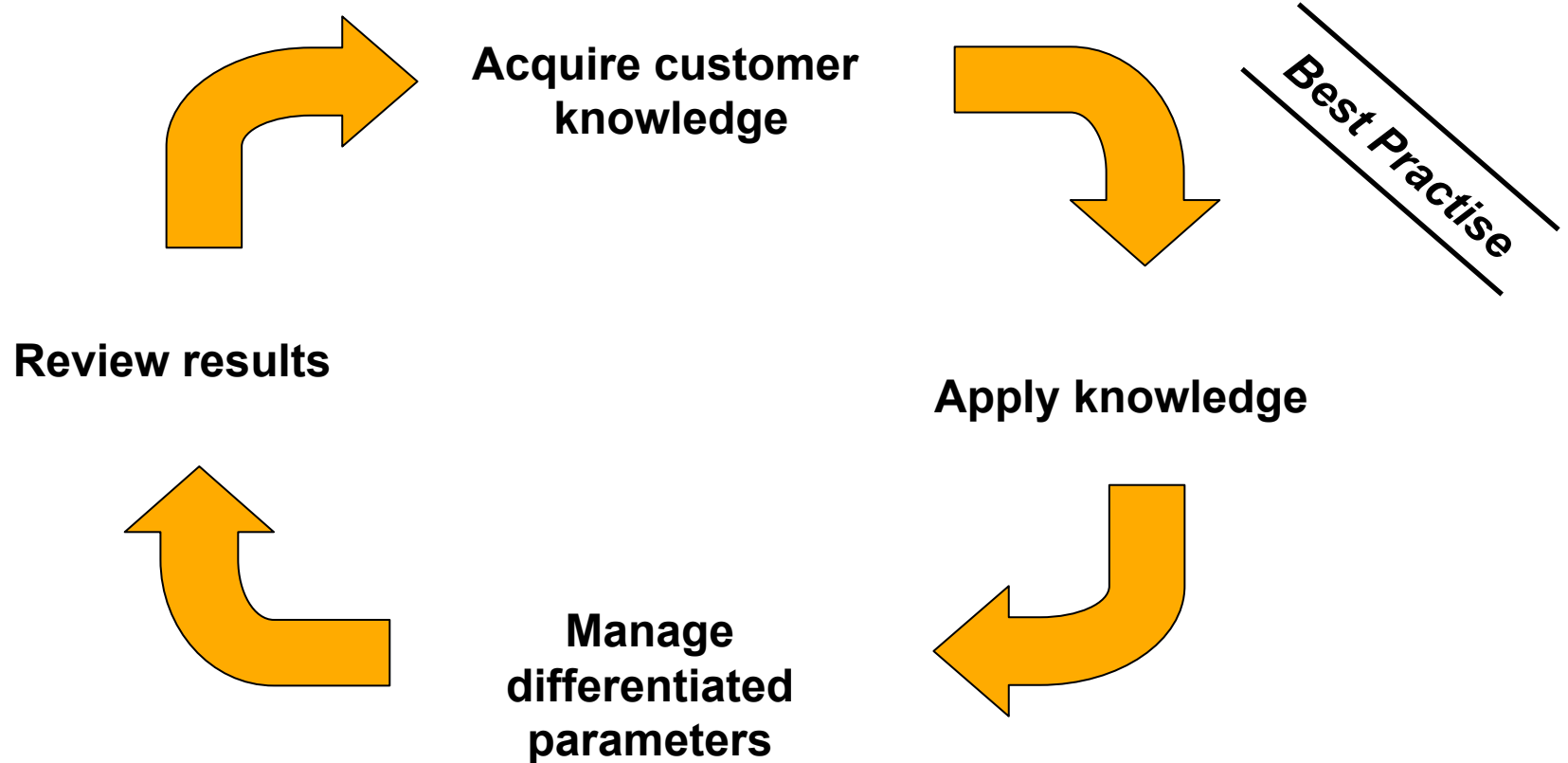
- **A unique customer score**
  - Profile and behaviours
  - Predicted risk
- **Consistent themes can be derived by analysing key data sources**
  - Eg risk:time



- **Re-score after every action Test behaviours to outcomes**

## Test and learn - creating a virtuous circle

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**There is no silver bullet to getting the back office working**

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# Optimising the Back Office

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