

# Data Management for the Gaming Industry

Improve your ability to meet regulatory obligations, be socially responsible and onboard customers seamlessly with smarter data management

Take control of your data assets with Experian's next generation data management technology and tools

## Why Data Management?

The Gaming sector is facing increased scrutiny and pressure in terms of meeting regulatory obligations and conducting their business in a socially responsible manner. While operating in a business-as-usual manner, regulation sets requirements to prevent crime and fraud, promote an open and honest industry and ultimately protect vulnerable people. This is coupled with expectations from their customers for smarter, more personalised and more seamless experiences across the gaming brands they interact with.

To meet these challenges, it's imperative for e-gaming, online casinos and other gambling organisations, to establish a Single Customer View (SCV) and keep their customer data up-to-date and accurate on an ongoing basis.

Experian works with the Gaming industry to help solve the following challenges through smarter data management:



### Regulation and Compliance

#### Anti-Money Laundering 4 (AML) and Know Your Customer (KYC)

The rise of online gaming companies has resulted not only in an increase in gaming, but also in crime. These organisations are heavily regulated by the Gambling Commission and also have to be AML compliant as there have been a number of well documented issues with money laundering via gambling. Gaming organisations therefore are required to know exactly who is putting money in and where it comes from.

Experian has solutions to enable businesses to quickly and easily identify high-risk applicants and manage them appropriately. Our electronic identity checking helps organisations meet their KYC and AML obligations when new accounts are opened and when existing customers need to be checked. Robust data profiling offered by Experian data management technology further supports these regulatory efforts.

### Remote Gambling and Software Technical Standards

The Gambling Commission's Remote Technical Standards (RTS) are rapidly evolving towards increased rigour with regards to the quality of data held on gamblers. These include technical and security requirements as well as a requirement to report all transactions, account history, net deposits and financial limits to the regulator. Establishing and maintaining an SCV or "single account wallet" is key to complying with these requirements.

### Social Responsibility

#### Self-Exclusion

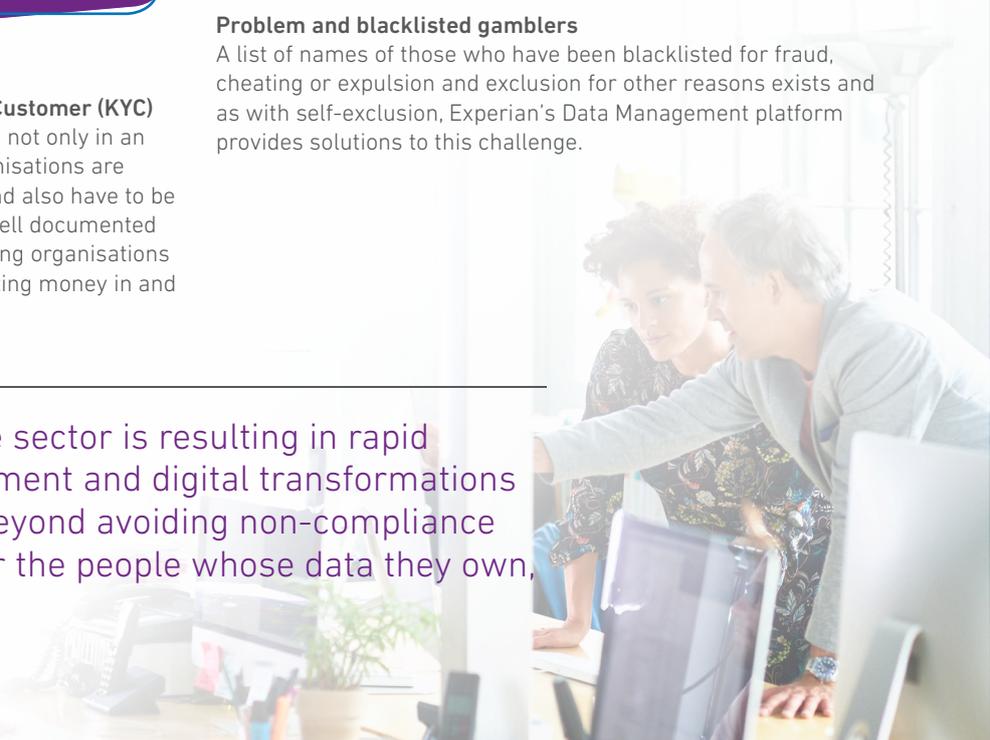
To effectively and responsibly manage self-exclusions you need an up-to-date and accurate SCV. This will also enable you to share data with the Gambling Commission as required.

Experian's Data Management platform enables you to match self-exclusion lists with your own contacts, and suppress as required, all via an integrated and automated process.

### Problem and blacklisted gamblers

A list of names of those who have been blacklisted for fraud, cheating or expulsion and exclusion for other reasons exists and as with self-exclusion, Experian's Data Management platform provides solutions to this challenge.

"Ever-increasing scrutiny on the sector is resulting in rapid improvements to data management and digital transformations in the gaming industry, going beyond avoiding non-compliance fines to doing the right thing for the people whose data they own, and protecting their interests."



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## Linking online and offline personas

Users of gaming industry products often have two personas and two sets of data; one for online use and one for offline or in-store use. This can present challenges where data might be correct in one source but not the other, for example validated online via the website, but not in-store. This can also present problems with consumers who have self-excluded online, but decide to visit the high street. The challenges around multiple personas can be mitigated through building an SCV and using matching and validation tools.

## Operations

### Frictionless consumer identification and onboarding

Getting your new customers signed up quickly and efficiently is just as important as ensuring dishonest or prohibited people are stopped from progressing. You need confidence that a customer is who they say they are, they live at their given address, they are old enough to purchase your products, able to afford it, and their bank account details are real and their own.

Experian's solutions will check age and verify ID and funding sources, all whilst offering a seamless onboarding experience for consumers.

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*70% of organisations struggle to authenticate without impacting customer experience - Office for National Statistics, Internet access : households and individuals, Great Britain: 2018*

## Multiple sign-ups and forgotten passwords

Many gambling companies have issues with gamblers signing up multiple times due to forgotten passwords or forgotten credentials. Many companies set mobile phone resets as their defaults but are not capturing mobile/email addresses correctly at the front end. This can also be exploited by individuals wishing to receive multiple "free bet" type offers. Matching and validation capabilities can combat this fraudulent activity.

## Legacy data and migrations

The gambling industry is regularly conducting merger and acquisition activity, resulting in shunted data, migration challenges and difficulties with permissioning. Experian's migration platform was built from the ground up by experienced data migration practitioners who recognise the key to success lies in ensuring every phase of the data migration is enabled through a single platform with a methodology the entire team can collaborate on.

## Improved marketing ROI

ROI on marketing activity such as email promotions can be significantly improved when email addresses have been verified as up-to-date, syntactically correct and deliverable.

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*78% of organisations surveyed said they had seen a return on investment from data quality solutions. - Experian 2019 Global Data Management Research*

**Our solutions unlock the power of data to help gaming organisations build trusted relationships with legitimate customers from day one.**

**Talk to our expert about arranging a Proof of Value today!**

**dataquality@experian.com | 0800 197 7920 | www.experian.co.uk/business**