



Fully Loaded

Boasting an impressive portfolio of graphics-rich games and a complete range of value-added services, Spin³ offers a total turnkey mobile gaming solution

After surmounting a series of technical obstacles—from handset compatibility to payment systems—over the past four and a half years, mobile gaming solutions provider Spin³ is poised for high growth as both players and operators become aware of the richness of the gambling experience that can be delivered through handsets.

“We’re starting to see very good early signs of very strong growth,” says Spin³ CEO Matti Zinder of his company’s prospects for 2008. “I think there’s an overall trend towards more and more content usage on mobile phones. The central point for many

cell carriers, for many telcos, is that revenues generated from data are larger than they are for voice. Connected with the general global growth in interactive gambling, take those two trends together, and we think we’re in a very good place.”

Spin³ is a division of Spiral Solutions Ltd, which employs 175 staff. Mr Zinder set up Spiral Solutions in 1999 in order to provide value-added services to clients of online software giant Microgaming, who “contracted our services for clients who came to them, but did not have the marketing or business expertise,” he explains.

Spin³ was born of Mr Zinder’s vision of a convergence of the increased popularity of online casino gaming and the predicted exponential growth of the mobile content and entertainment industry in the form of mobile casino gaming.

According to Mr Zinder, “a client comes to Microgaming and says ‘I’m very interested in getting into the mobile gaming space. I have the money, I have the contacts, I have the appetite to get into this industry, but I don’t have the skills.’ Microgaming will provide them with the system, then refer them to us, and we provide the value-added services, and obviously some technologies



Mobile Gaming

as well, because we've not only developed the wireless component, but we've also developed a range of different value-added technologies on top of the Microgaming basic platform."

Backed by the online gaming expertise of Spiral Solutions, Spin³ not only provides clients a full mobile casino solution (powered by the Microgaming platform), but also a range of other value-added services and technologies.

"We cover the entire spectrum. Everything from basic systems deployment—we can provide just a stand-alone technology solution, if that's what the client wants—to a complete, fully-outsourced interactive casino business," says Mr Zinder. "We have some clients who simply pay us money and we run the whole operation for them on an outsourced basis."

Mr Zinder continues: "We have very advanced financial management and risk analysis solutions, we have customer acquisition and tracking solutions, we have a group of very experienced consultants that can come into a client, and specifically for the mobile arena, will be able to consult a client on setting up the most cost-effective mobile casino. We're able to advise

them what kind of promotions to run, what players to target, what kind of groupings, you know, really providing insights into the business based on our nine years of experience in this field."

The company provides training seminars for clients, and also offers them a call service option called SpinSupport™, which employs over 70 people. Mobile casinos using SpinSupport™ can opt to include a Call Back button feature, which allows players to receive an immediate call back from a service representative within minutes.

"We craft the technical solutions specifically according to the client's requirements and specifications, and on top of that we add services which are again tailored specifically to the client's needs," claims Mr Zinder. "For example, if the client needs customer service and support in Chinese, we're able to do that."

"In essence, what's important for us is the business focus for the client. Not so much the technology. From our perspective we succeed if the client makes money. And we provide all the components around the business solution to ensure that that happens."



Mobile extension

The company's client list includes Ladbrokes, 32 Red, 777 and "Unibet will receive a system soon," adds Mr Zinder.

Spin³ is seeing a lot of interest from land-based casinos seeking to extend their presence into the mobile space. In the middle of last year, the company launched a product called OnCash™, which "allows land-based casinos to use their existing cashier point of purchase to accept cash payments and very effectively convert those into online credits," he explains.

OnCash can be deployed immediately, and with it, a land-based casino can offer players a real money mobile and/or online casino when they leave, or it can install a casino console in the player's hotel room, thus strengthening player loyalty and increasing turnover. "This system can be used with hotels, for hospitality chains. It extends way beyond just the casino business," points out Mr Zinder.

There is a version of OnCash that works on points alone, and offers . "If a casino wants to establish a relationship with a player and they set up a loyalty account with the player, and say the player leaves the casino with 1,000 loyalty credits, and



