



## CasinoEngine edition

The EveryMatrix Effect addresses operators' key challenges in entering new markets or scaling up. With in-house data, expert insights, and performance metrics, it helps you choose the right iGaming solutions and stay ahead of the competition.

In collaboration with **iGB**

## Challenge 3:

Unsatisfactory uptime and limited scalability

### Key insights to tackle Challenge 3

1

Customise your content portfolio and player lobbies for your market while ensuring smooth, compliant operations.

2

Choose an iGaming provider that ensures reliable delivery, service, and ongoing development.

3

Your provider should handle new game integrations, releases, upgrades, and regulation compliance.

4

Expect 24/7 support, monitoring, and communication with game providers.

5

Choose an iGaming software provider that helps you optimise revenues through account management, content review, lobby management, and KPI analysis.

Your provider should help you save resources, while maintaining seamless operations.

6

7

Among your iGaming software provider commitments, they should include uptime, fast transactions, software updates, and 24/7 incident management.

8

Dedicated Key Account Manager, back-office training, and a knowledge hub support ongoing success.

9

You should benefit from access to the provider's product suite with freedom to develop your own portal and player wallets.

10

Your iGaming software provider should ensure a scalable infrastructure supporting high TPS (up to 5,800) and fast transaction times (35ms median).

The EveryMatrix effect on a client that went live in the decentralised regulated Argentinean market in late 2021

35%

Average UAP growth / month

46%

Average growth in total bets / month

58%

Average growth in total wagered amount / month

City of Buenos Aires (CABA), first 2 years