

SCCG

management

An Introduction to SCCG Managed Services

With over 30 years in the gaming and sports sectors, SCCG has expanded to media/content partnerships digital gaming across real money and social, **connecting clients with strategic partners at a global scale.**

SCCG Management is a leading advisory firm specializing in gaming operations, management, and business development.

With over 30 years of experience, we offer turnkey solutions for casino operations, iGaming, compliant gaming technologies, and sportsbook managed trading services.

Our global presence and network facilitate connections between clients and strategic partners, driving innovation and expansion. We focus on gaming operations and technology across tribal and commercial operators. Providing tailored guidance for enhanced gaming experiences through our technology and partners. We foster relationships and empower our partners in rapidly evolving sectors across gaming.

Sports Betting Technology



Managed Services



iGaming



Development & Training Continuation



 **100+**
Client Partners

Click Image Below
To Watch Our
Corporate Film



GAMBLING INDUSTRY'S GLOBAL CONNECTOR

- **Sports Betting Platforms and PAM Providers:**
 - Assess and recommend technology infrastructure.
 - Identify and establish roadmaps with partners to launch.
 - Training and execution.
- **Design and Construction of Sportsbook:**
 - Conduct market research to understand customer preferences and industry standards in sportsbook design.
 - Collaborate with architects and designers to create a visually appealing and functional sportsbook layout.
 - Ensure compliance with regulatory requirements and implement safety measures in the construction process.
- **Risk Management and Regulatory: Responsible Gaming, AML, KYC**
 - Assess current measures, verification processes, and internal controls in place.
 - Implement technology solutions and partnerships.
 - Provide continued support, train staff, and communicate updates on regulations.
- **Trading, Sports Data, and Content:**
 - Assess sports offerings and data quality. Provide recommendations.
 - Expand partnerships and support real-time data integration.
 - Support in managing liability based on wagers across customer base.
- **Payment/Fraud Platforms**
 - Evaluate existing platforms for reliability and diversity.
 - Adopt technologies for convenience and security.
 - Address fraud risks and regulatory compliance.
- **Marketing**
 - Evaluate customer engagement programs
 - Develop unique branded content, designed to promote gamification and enhance loyalty.
 - Sports Partnerships and Activations
 - Enhance rewards and offer personalized promotions.
 - Train and monitor.
- **Customer Service and Support**
 - Ensure all team members provide friendly and professional service to customers at all times, making them feel welcome and valued.
 - Train and empower employees to effectively handle customer inquiries, complaints, and feedback, resolving issues promptly and satisfactorily.
 - Implement customer-focused initiatives, such as personalized greetings and proactive assistance, to enhance the overall customer experience.
- **Development and Training Continuation**
 - Develop comprehensive training programs for Shooting Star tribal members.
 - Develop and implement comprehensive training programs to enhance tribal member skill sets across customer service, marketing/loyalty programming, and responsible gaming.
 - Foster a culture of continuous through ongoing training, recognition of exceptional service, and open communication channels between technology providers, customers and team members.
- **iGaming/Social Casino Content Distribution:**
 - Evaluate distribution channels and engagement levels.
 - Expand reach through partnerships and platforms.
 - Adjust iGaming offerings based on regulations.



SCCG
management

Managed Services

- Platform & Technology Providers
- Design & Construction
- Risk Management & Regulatory
- Trading
- Payment & Fraud
- Marketing
- Sports Partnerships and Activations
- Customer Service
- Development & Training Continuation
- iGaming Technology Partners



SCCG
MANAGED SERVICES

Platform and Technology Providers

Commercial gaming, tribal, lottery, and technology operators rely on SCCG to achieve optimal returns on investment for their businesses. They trust SCCG Managed Services not only for its award-winning technology and gaming partners but also for its standing in the gaming industry. With expanding operations with an emphasis on turnkey sports betting solutions, SCCG Managed Services is the premier choice to bring sports betting and iGaming initiatives to life.

Platform Provider Selection and Integration:

- Collaborate with the client to define operational needs and requirements.
- Advise on the platform and hardware most aligned with the client's specifications.
- Facilitate contract negotiations and integration with the platform provider.

Platform Training:

- Conduct consistent training sessions tailored for the client's team.
- Empower the client's team to operate the platform independently by the project's conclusion.

Oversight of Operations Management:

- Continuous assessment and enhancements.
- Management of game configurations and launches.
- Streamlined lobby administration.

Vendor Review:

- Identification and analysis of potential vendor's systems and services market.
- Shortlisting vendors based on their market reputation, past performance, and alignment with client needs



MGARENA



Design and Construction

Overview:

Throughout the design and construction process, we offer close collaboration between the design team, construction professionals, and Client to ensure that the sportsbook meets the desired budget and delivers a compelling and enjoyable experience for customers.

Planning and Conceptualization:

- Understanding the vision and objectives for the sportsbook.
- Site analysis to determine the most suitable location within the property.
- Concept development, including theme, layout, and branding.

Design and Construction:

- creation of architectural plans that integrate the sportsbook into the existing or new structure.
- Design of interior spaces, including seating areas, betting counters, screens, and amenities.
- Integration of technology, such as audio-visual systems and digital signage.

Testing, Commissioning, and Post Construction Support:

- Verification of systems functionality and performance.
- Training of staff on operating procedures and equipment usage.
- Final inspections and approvals from regulatory authorities.



Risk Management Platform:

Gain from a top-tier operational risk management system safeguarding your sportsbook against financial losses and reputation damage. With features like thorough player profiling and identifying suspicious betting behaviors.

Regulatory Reporting & Compliance:

- **Reporting:** Support with regulatory reporting and internal controls outlined across relevant regulatory bodies.
- **Audits and Reviews:** Ensure risk management practices are compliant with regulations through audits, system reviews, and consistent communications across teams.
- **Responsible Gambling:** Implement measures like self-exclusion, deposit limits, and support resources for problem gambling.
- **Fairness and Integrity:** Ensure fair odds, prevent fraud like match-fixing, and ensure all technology is certified across all necessary jurisdictional levels.
- **Data Security and Player Protection:** Employ encryption, secure transactions, and access controls to protect user data.
- **Marketing and RG:** We ensure advertising and marketing practices must adhere to strict guidelines set by regulatory authorities to prevent misleading or deceptive promotions



Trading Overview:

SCCG platform offerings include integrations that support; data analytics, automation, and compliance measures to enhance decision-making and ensure regulatory adherence. We offer expertise for every aspect of day-to-day sports book operations, including odds making, risk advisory and tailored pricing and promotional strategies.

Trading Services:

- Customization and implementation of a risk management program specific to the client's requirements and jurisdiction.
- Bespoke and flexible, trading operations
- Evaluate and classify the client's risk stature.
- Persistently monitor and refine client risk profiles based on transactional patterns and key indicators.
- Bespoke and flexible, trading operations



Comprehensive Payments and Fraud Review:

SCCG offers comprehensive fraud prevention services tailored specifically for you. Leveraging our partners advanced AI, we provide real-time detection and mitigation of fraudulent activities, securing transactions and protecting your casino customers.

AML Technology & Systems:

- Leverage ID and age verification, KYC, geolocation, and AML protocols to ensure your operations are operating efficiently.
- We balance security needs with the player experience you need to keep conversion rates high

Payment, Fraud, and Responsible Gaming:

- Deposit / Withdrawal review
- Chargebacks
- Miscellaneous transaction investigation
- Payment Processing
- Affiliate fraud monitoring
- Hacked accounts (HA) and account takeover investigations
- Digital Wallet Integrations
- RG technologies to protect customers
- Recommendations for system enhancements and tuning.



We will recommend and provide tools to offer deeper understanding of your player behavior, enabling personalized interaction recommendations. Maximize engagement and conversion rates by tailoring interactions based on data-driven insights.

Content Creation: Developing content that is transferable to you and deployable at your property.

Influencer Marketing: Collaboration with influencers to drive visibility at a global scale.

Loyalty and Branding: SCCG to provide recommendations across gamification technology, CRM tools, cross-promotion, and best practices shared across our portfolio.

Sports Partnerships: SCCG Management is heavily involved in various aspects of the sports industry, from traditional professional sports teams to emerging sports leagues, demonstrating a commitment to innovation, strategic partnerships, and maximizing opportunities within the sports landscape.

We offer opportunities for you to align agreed upon objectives with those of the leagues or teams we partner with, enabling planning that can drive mutual growth and success.



SCCG Management is heavily involved in various aspects of the sports industry, from traditional professional sports teams to emerging sports leagues, demonstrating a commitment to innovation, strategic partnerships, and maximizing opportunities within the sports landscape.

Sponsorship Partnerships

SCCG Management manages sponsorship deals with several prominent sports teams, including the Cincinnati Bengals (NFL), Las Vegas Golden Knights (NHL), Colorado Rockies (MLB), Denver Broncos (NFL), and the Iowa Cubs (MiLB).

Strategic Partnerships and Business Development

SCCG has established business development partnerships with the Arena Football League, Major League Rugby, the Northwoods Baseball League and the American Cornhole League. These partnerships involve strategic planning, marketing initiatives, and revenue generation strategies to support the growth of these leagues.

SCCG has partnered with Hendrick Motorsports to leverage data, content, and engagement strategies. This partnership optimizes insights from fan data, developing content strategies for digital platforms, and enhancing fan engagement initiatives.

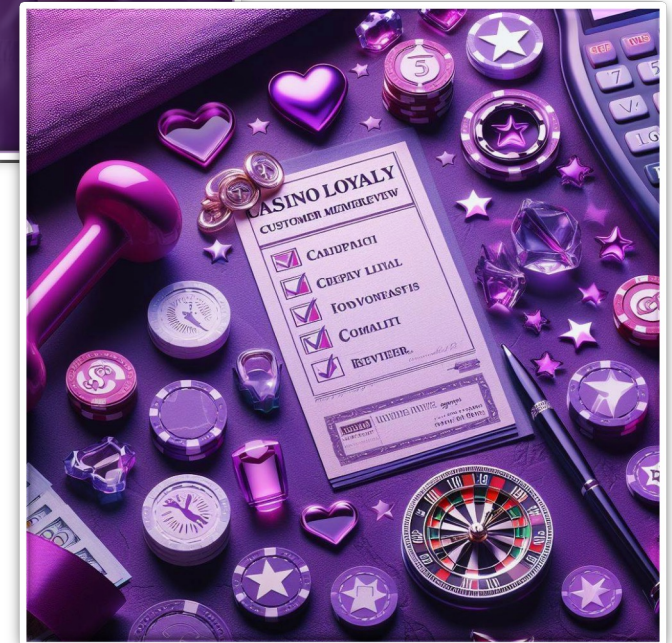


Customer Service:

We prioritize customer service programming from personalized assistance to proactive issue resolution, we focus on your team cultivating lasting relationships, driving loyalty and profitability across your casino and sportsbook.

Customer Service Support:

- Account Verification and Login Assistance
- Latest customer service technology and tools emphasize automation and simplification.
- Daily monitoring and reporting track trends, efficiencies, contact volumes, and reasons.
- Dedicated teams and chatbots for responsible gaming, safer gambling, customer complaints, and alternative dispute resolution



Development and Training Continuation

Customer Service:

SCCG offers a comprehensive review of your objectives related to your customers. We offer personalized training, quality assurance, and a dedicated leadership team focused on continuous improvement from operations to amplifying loyalty across your assets.

Customer Service Support:

- Account Verification and Login Assistance
- Latest customer service technology and tools emphasize automation and simplification.
- Daily monitoring and reporting track trends, efficiencies, contact volumes, and reasons.
- Dedicated teams and chatbots for responsible gaming, safer gambling, customer complaints, and alternative dispute resolution

Customer Service:

- Tailored training program designed for launching a sportsbook operation.
- Loyalty- building strategies within the sportsbook context.
- Training modules focusing on effective sportsbook management techniques.
- Practical instruction on customer engagement and retention strategies.
- Evaluation of staff proficiency to ensure readiness for operation launch.
- Continued education after launch of book operations.



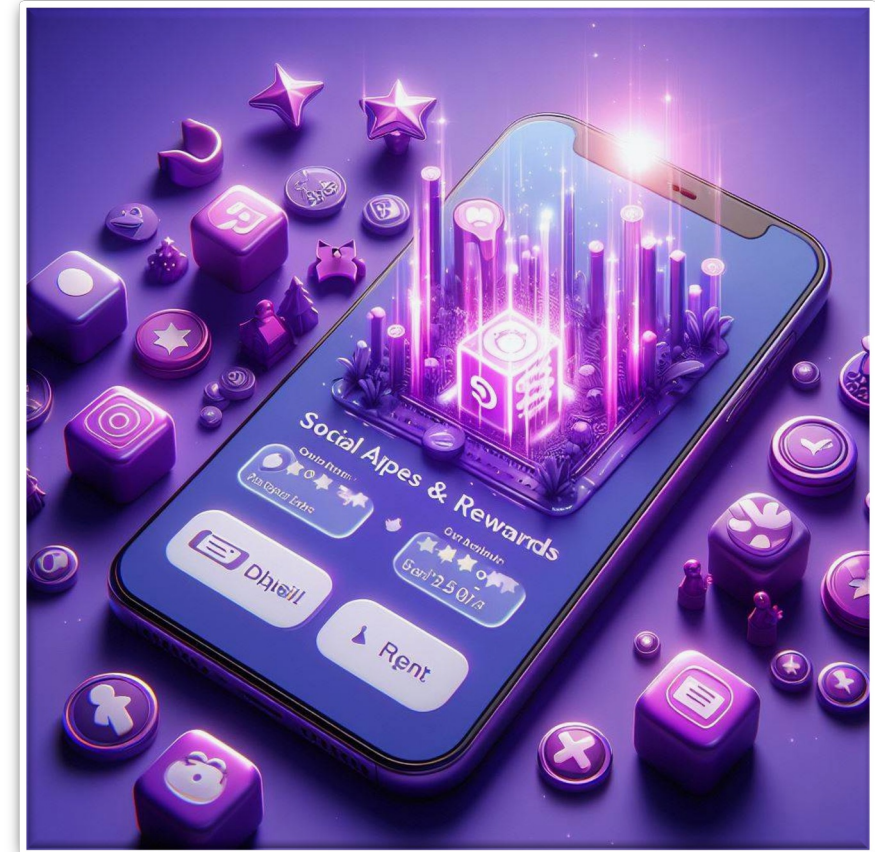
We're dedicated to providing the top platform solutions for to support iCasino for our clients. Our partnerships represent the best in class when it comes to technology and reliability. We focus on offering superior technology that meet the needs of our clients to adapt in all of facets of gaming. iGaming, Sports Betting, Social Casino, and virtuals. With us, operators can trust that they're providing exceptional gaming experience for their players.

We offer Customizable iCasino, Social Gaming, and other forms of Gamification

We provide white labeled technology that fit your customization and branding across your gaming assets.

Opportunities such as constructing:

- Client-branded social casino
- Client-branded game studio content to boost engagement and retention for the client's physical casino location.





STEPHEN A. CRYSTAL
FOUNDER & CEO



Kelly Segovia
CTO



Dave Antony
CFO



Mark Stebbings
Chairman of Advisory
Board



Peter Kula
VP Global Strategy



Nick Giangreco
VP Marketing



STEPHEN A. CRYSTAL

FOUNDER & CEO
SCCG Management

+1 (725) 502-5033

Whatsapp

stephen.crystal@sccgmanagement.com

E-Mail

<https://linkedin.com/company/sccg-management>

Social Media



Las Vegas

United States
105 E. Reno Avenue
Suit 8
Las Vegas, NV 89119

Calgary

Canada
500 4th Avenue SW,
Calgary - Suite 3200
AB T2P 2V6

Mexico City

Mexico
Avenida Coyoacán 1617-204
Colonia Del Valle, 03100
Ciudad de México, Mexico

Gzira

Malta
Fawwara Building
Triq I-Imsida, II-Gżira
GZR 1401

Kampala

Uganda
Tirupati Mazima Mall
3rd floor Suite #251,
Ggaba-Kabalagala,
Kampala Uganda

Hyderabad

India
Plot no.18, Level II & III,
GVR Pride, Road no. 12
Banjara Hills, Hyderabad,
Telangana - 50034

Florianópolis

Brazil
R. Felipe Schmidt, 835
Centro, Florianópolis, SC
88010-001

London

UK
Lion House,
3 Plough Yard,
London, EC2A 3LP

Manchester

UK
Jactin House,
24 Hood Street, Ancoats
Manchester - M4 6WX

Sydney

Australia
557/243 Pyrmont Street,
Pyrmont Sydney
NSW 2009

Bangkok

Thailand
S-Metro Building Lvl 20,
725 Sukhumvit RD
Bangkok, Thailand 10110

Athens

Greece
12 Gravas Street
Markopoulo, Attica
Greece, GR19003



SCCG

management