



it's about time



Kx for Gaming

The right offer, at the right time, in the right place has never been more crucial in the increasingly competitive betting and gaming landscape. Gaming companies need to be able to optimize odds and products to be as competitive as possible; speed of insight is key. Kx for Gaming leverages the world's fastest database to deliver real time insight and optimisation through our easy to use platform, whilst empowering companies with the data and solutions to meet all requirements for responsible gaming.

Sample applications include:

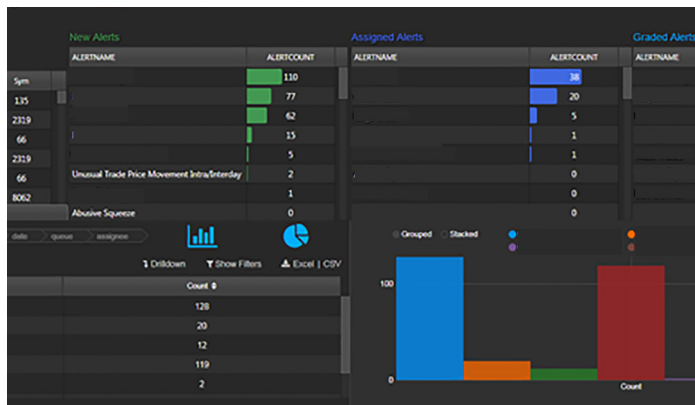
- Improved profitability through real time odds and price management
- Loss prevention with real time fraud detection and alerting
- Regulatory compliance using behaviour analytics to detect irresponsible gaming
- In-game analytics and CRM for deeper customer insights



Per Game real-time earnings analysis

Kx's in-memory database, columnar design and integrated querying and processing language q enables real time, in-game processing of data

- **Real time Odds and Price Management**
- **Fraud Detection and Alerts**
- **In-Game Behavioural Analytics**
- **Enforcing Responsible Gaming**
- **Anomaly Detection**



Fraud detection and alerts

At a Glance



Kx for Gaming is an integrated platform for ingesting, processing and analyzing massive amounts of real time, streaming and historical data to increase revenue through improved pricing, better odds and customer segmentation. It is also ideally suited for real-time fraud detection, offer optimization and regulatory compliance.

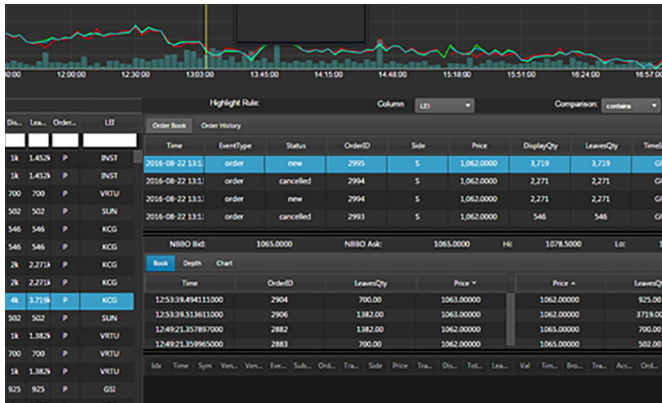
The Kx Advantage

- One single, integrated platform for network and customer data analytics with an interactive development environment, not a collection of incompatible tools and loosely coupled projects
- Analyzes network data 10s to 100s of times more quickly than alternatives for competitive advantage and lower TCO
- Provides a customer service quality model for increased customer satisfaction and reduced customer churn
- Enables real time state and performance information aggregation, propagation, complex event processing and alerting
- Ingests, validates, estimates, filters and cleanses streaming, real time and batch data, using vector and parallelized algorithms
- Supports any state, event type, attribute, message, and frequency
- Scales to hundreds of millions of network elements and trillions of records, while maintaining performance
- Enterprise-grade reliability, redundancy, security, auditing, and compression



Lightning Fast Gaming Analytics

Unlock full historical player data and real time game activity at the touch of a button. Flexible HTML5 visualisations help the detection of anomalous activity and review historical data to detect errors, trends or inform investigations and customer queries



Market Replay to review individual, group and market behaviour

Fraud Detection and Responsible Gaming

Detect anomalous gaming patterns and act upon them in real-time with Kx. Our advanced algorithms detect changes in behavioural patterns in order to raise alerts at both game and customer level.

Enabling Insights from Fast Data - Faster

- Track Game Popularity & Progression Traits for Reporting & BI
- Predictive Recommendation Algorithm – Boosting Sales & Reducing Fraud
- Speed and scalability to support billions of transactions daily
- Access to multiple disparate data sources including news and social media

About Kx

Kx has been the software leader for complex analytics on massive-scale streaming data for over two decades. The Kx technology is an established and trusted standard for trading, surveillance and research in financial services. Kx has emerged as the elegant, integrated solution to the analytic needs of the Pharma, Retail, Utilities and High Tech Manufacturing industries scaling effortlessly to the data challenges of the Internet of Things.

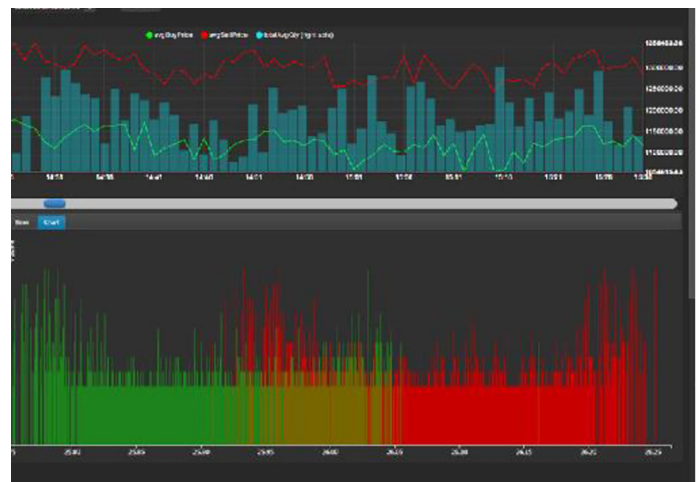
Kx is a division of First Derivatives plc. Listed on the London Stock Exchange [FDP:LN] First Derivatives is a specialist software and consulting organization with a uninterrupted track record of customer success and profitable growth since it was listed in 2002.

Real Time Odds Checker and Pricing Optimization

Leverage your customer and competitor data in real time to win key events. Kx pricing optimisation adjusts odds and promotions in real time, leveraging machine learning and complex algorithms to ensure you are selected each time a bet/spin is placed

Real-time Alerts and Next Best Action

Increase lifetime value through automated in-game offers and alerts using our proprietary customer journey solutions to identify the right product, time and place to serve enhanced prices that drive optimal ROI



**Interactive Profit/Loss comparison
Granular Profit/Loss trends
Fine-Grained Analysis**

For more information

Contact us at sales@kx.com or visit www.kx.com

Kx in Action

Visualize and Explore Data

- Dashboards for Kx
- Analyst for Kx
- Control for Kx
- Streams for Kx

Industry Solutions

- Finance
- Surveillance
- Algo
- Flow
- Pharma
- Utilities

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