



Services

Playtech Turnkey Services

Comprehensive set of tools and skills

Player acquisition and retention

Levels playing field for new operators

As part of our Playtech ONE offering, operators and their customers are presented with a seamless, anytime, anywhere experience, across any product, any channel and any device using a single account and wallet.

Playtech's Turnkey Services (PTTS) offer all-encompassing solutions across all platforms by supplying product design, operational management, internal and external marketing tools, fully customisable applications and around the clock interactive player support.

PTTS is designed to deliver material value and expertise to licensees across key elements of player acquisition and retention, together with the opportunity to realise substantial cost savings by outsourcing operational services.

Marketing services

Unbeatable industry experience and expertise

Access to 50,000+ affiliates

Optimisation driven

Playtech offers in-depth marketing services based on decades of expertise from gaming industry experts.

Our offering includes affiliate marketing services and access to 50,000+ affiliates with the tools to push our licensees' products through the world's leading e-gaming affiliate programme; dedicated affiliate product managers; branding during affiliate tradeshows; and multilingual services to suit all online marketing requirements.

Our experienced team of media buyers build multi-language campaigns and offer daily campaign tracking, with a strong focus on optimisation so as to obtain maximum return on investment.

We offer unbeatable Search Engine Optimisation skills with full-scope promotion within the dominant search engines by our developers and SEO experts, in addition to effective optimisation across all relevant languages using the appropriate keywords.

Our turnkey solutions bring more than a decade of expertise to assist those new operators preparing to enter highly competitive online regulated markets, including access to some of the most powerful marketing affiliates.

Payment advisory

Expert consultancy services

All payment queries dealt with

Extensive choice of payment methods

Our professional consultants provide advice on all payment issues related to cashier, processing, payments, risk management and financial performance, creating and simplifying the implementation of processing and payment models.

With an extensive choice of more than 50 existing payment methods, including credit card processing gateways, acquirers, e-wallets, EFT, bank draft payout options via local banks worldwide, wire transfer and prepaid cards, a payment model can be customised to meet the specific requirements of each individual client.

Customer support services

24/7 email and phone support

Comprehensive customer support is crucial to the success of a gaming brand, from sign-ups, through to deposit, play and withdrawal.

Our email and telephone customer support is accessible 24/7, met by our team of highly skilled professionals with industry-leading customer response times.

Unrivalled response times

Service at the heart of Playtech philosophy

Financial reporting services

Unmatched reporting and analysis

Our advanced financial reporting and analysis tools offer our customers a comprehensive portfolio of financial services coupled with the ability to review and monitor a selection of online activities, all in real time.

Our world-class financial tools include player payout approval/decline, dispute withdrawal requests, wagering calculations, procedure submittal, document review and much more.

Broad range of services

Real-time online monitoring

Hosting services

Expansive industry experience

With years of industry experience, our hosting services are world class. We give you peace of mind and work to ensure your operation remains reliable and secure at all times, providing DDoS prevention; DNS management; third-party services; geo-location services; maintenance services and client and banner hosting amongst others.

We are experts in and lead the industry in omni-channel gaming, software and services, so we understand operators' specific business needs, therefore our customers can rely on us to foresee every possible threat and issue, prevent unplanned system failure and ensure businesses are running safely and at their maximum potential.

Tried, tested, trusted

Understand operator's specific requirements

Fraud prevention

Next generation tracking technology

As the gaming industry continues to grow, so too do the number of fraudsters keen to take advantage of the huge revenues earned by operators.

Our state-of-the-art tracking technology allows for the rapid detection of suspicious behaviour and the prevention of illegal activity, while our top tier management tools monitor deposits and withdrawals, track player activity and deliver automated alerts.

Rapid suspicious activity detection

Automated alerts