

Case Study: Gaming Industry

Applying technology to innovatively address an industry's strategic challenges:

- The global industry segment was experiencing declining age of clients, reducing share of wallet, reducing number of players, declining core profitability and a history of disintermediation and regulatory hurdles
- The engagements are designed to identify megatrends relevant to this industry, scope the untapped white spaces and scope and specify new innovative solutions that could enhance core value in achieving:
 - The attraction of new members in targeted demographics
 - The retention of existing members
 - Enhancing client satisfaction and convenience
 - Increasing the profitability of betting behaviour

