

GAT

Gaming Administration Toolkit

A SUPER SYSTEM FROM

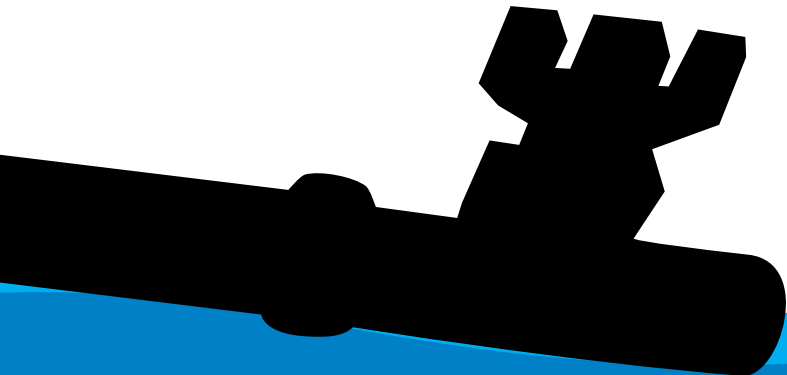
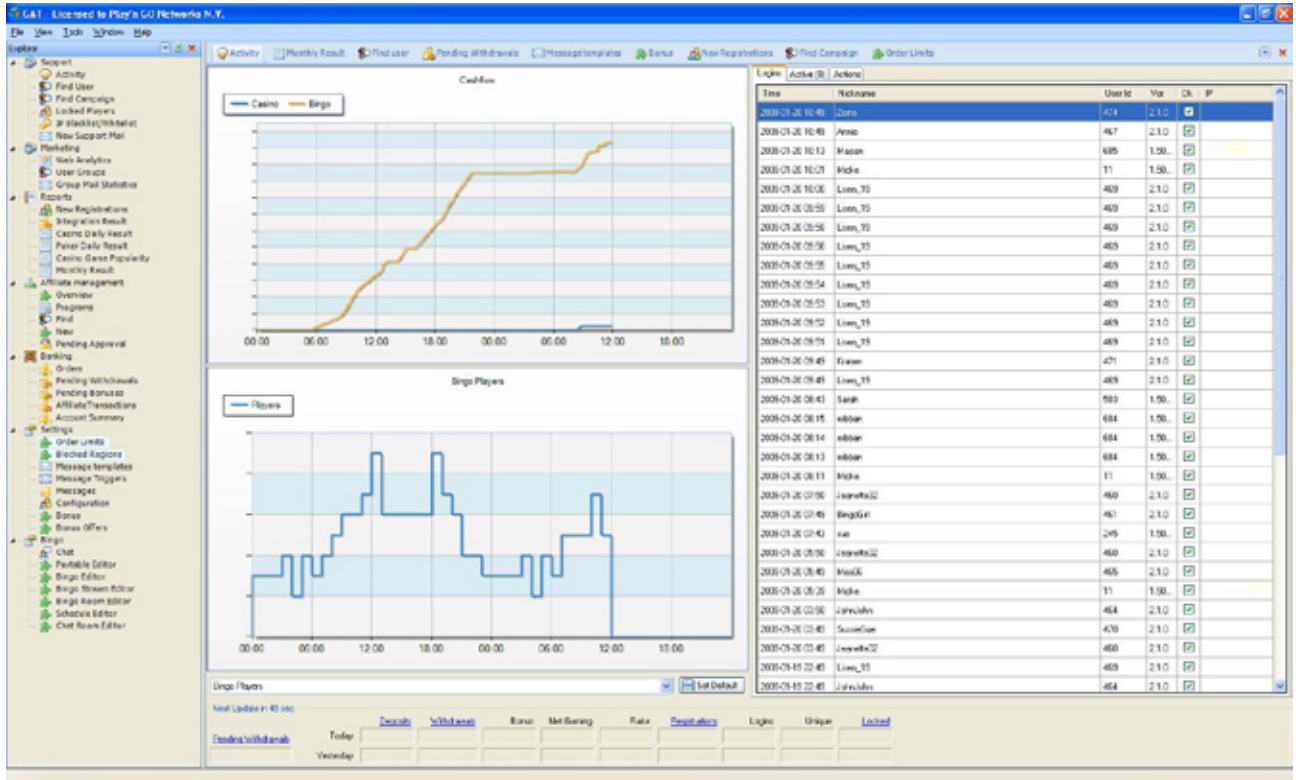


UNLOCKING YOUR POTENTIAL

GAMING ADMINISTRATION TOOLKIT

Gaming Administration Toolkit is the back-office system that equips you with the tools you need to integrate and manage your gaming operation and boost its productivity in an ever-changing market. The toolkit includes all the essential tools for administration, marketing and interoperability. The system compiles extensive information from game databases and presents it to you through a secure, user-friendly web interface. Open GAT for access to all areas of your comprehensive gaming operation.





TAKING CARE OF BUSINESS

CENTRAL CONTROL

Use GAT to manage all game systems within your operation – from Internet bingo to mobile casino games. Personnel with secure access to the GAT interface can supervise financial transactions and game progress in real time. Through GAT, you can easily generate tailored reports to evaluate game and business performance.

GAME ADMINISTRATION

Use GAT functions to strategically modify your game selection as consumer trends and preferences shift over time. Approved personnel can also use functions in GAT to create unique game variations by configuring game settings, such as the winning patterns in a 75-ball bingo game and the minimum bet permitted in blackjack.

PAYMENTS

GAT supports Payliner by Play'n GO as well as other e-payment systems. Payliner is a complete cashier solution that includes payment alternatives suited to your needs. Payliner ensures simple, speedy and safe electronic transactions. The cashier interface opens instantly within your venue and provides customers with clear, step-by-step instructions. Customers from all areas of the globe can conduct secure, convenient account deposits and withdrawals in their preferred currencies and languages. All sensitive information transmitted between the customer's computer and payment system servers is automatically protected by the highest encryption standard commercially available. The Payliner system also includes an intelligent, state-of-the-art anti-fraud solution to automatically review transactions to detect irregular activity. At any time, your customers can view a complete record of all requested and completed account transactions.

ENHANCING CUSTOMER SATISFACTION

CUSTOMER SERVICE

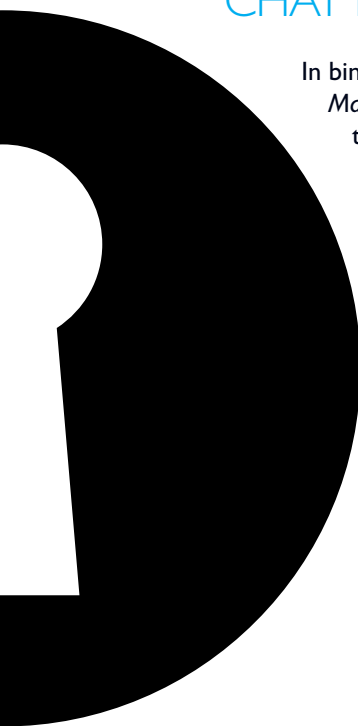
Your Customer Service team can rely on GAT to efficiently access specific customer information at the click of a mouse button. View any player's account transactions and round-by-round playing histories for proficient trouble shooting. Customer Service personnel can also edit stored information and manually credit or debit customers' accounts.

RESPONSIBLE GAMING

A responsible operation elicits trust. Use GAT to set limits to prevent addictive play and comply with regulations stipulated by gaming authorities. GAT gives you the ability to set time and/or wagering limits for one or several players to comply with a responsible gaming or self-exclusion programme.

CHAT MANAGEMENT

In bingo, chat hosts use the clever *Bingo Management Toolkit* in GAT to monitor the conversation and to organise impromptu chat games to heighten the excitement in bingo chat rooms.



ATTRACTING CUSTOMERS

PROMOTIONS

GAT performs as a versatile marketing tool that helps you run successful promotional campaigns. Design bonus promotions by stipulating rules and requirements, and then generate statistical reports to evaluate ongoing and completed campaigns. GAT effectively tracks consumer behaviour from the time a visitor first clicks on a banner to the player's most recent bet at your blackjack or roulette table. To encourage activity and build loyalty, use GAT to send personalised messages to customers by e-mail and pop-up. GAT also manages loyalty reward programmes such as cash-back offers based on earned points through play.

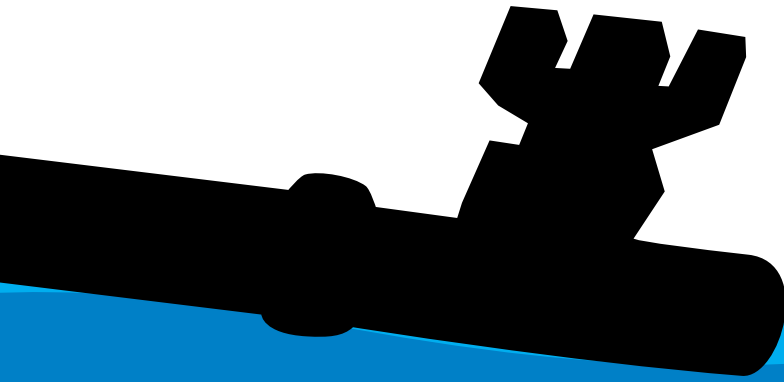
AFFILIATE PROGRAMME

The *Affiliate Management (AiM)* system supported by GAT helps you to efficiently recruit and manage affiliates, external webmasters who refer traffic to your gaming site in exchange for commission. In GAT, you can approve new registrants, configure commission settings, manage commission payments and view affiliates' performance as well as organise banners, links and other marketing materials made readily available to your affiliates.



HAVE IT YOUR WAY

GAT from Play'n GO is the entrance and control centre to your comprehensive gaming environment. GAT capably manages a heterogeneous operation based on components supplied by Play'n GO or even other vendors, granting you the independence to shop around for the very best applications and systems. Interoperability with your existing systems means you are not compelled to alter your entire back-office structure when you employ GAT to oversee your operation. GAT grants you the flexibility to incorporate the diverse games and systems that optimally suit your unique operation and customers.



Unlock your future potential
through **GAT** from Play'n GO



THE GAMING PRO

SMART, SPEEDY SOLUTIONS
FOR STRONG, STEADY OPERATIONS

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