

Betfred switches to Finsoft's MarginMaker LBO system - 13/07/06

In a multi-million pound investment in its retail estate, Betfred will be installing the MarginMaker EPOS system in its growing number of betting shops. Andrew McCarron reports.

National independent bookmaker Betfred has signed a multimillion pound supply deal with Finsoft, one of the gaming industry's leading providers of real-time software solutions.

The partnership will see Betfred install Finsoft's Margin- Maker EPOS system across its quick growing betting shop estate over the next few years. The deal makes sense for the bookmaker as Finsoft already provides it with the MarginMaker system for its internet and call centre business. Finsoft claims that the addition of the retail element of the MarginMaker product will make Betfred the only large-scale UK based operator with one central risk control system for all channels in real time.

Betfred managing director John Haddock explained that it was a major investment for the company. "We have not taken this decision lightly," he said. "Finsoft ticked all the boxes and have provided us with a system which will enable us to continue our growth and control a lot of our costs more effectively than ever before."

Finsoft had earlier this year run a pilot at one of the Betfred sites in order to demonstrate the potential of the MarginMaker system and this convinced the bookmaker to sign up for the EPOS system.

Betfred currently has over 580 shops and owner Fred Done has frequently let it be known that his ambition is to have 800 shops by 2008. By that time the whole estate should have transferred to the MarginMaker system.

Haddock added that the Finsoft product would be featuring in two of Betfred's key locations. "We look forward to working with the Finsoft team, particularly with the installation of MarginMaker at the Wembley National Stadium and Manchester United's Old Trafford," he said. "All of our customers will benefit from the added flexibility that MarginMaker will give Betfred."

Finsoft managing director Predrag Popovic is particularly pleased that his firm has managed to tie up the Betfred contract. He commented: "We are delighted to add Betfred to our rapidly expanding portfolio of customers. Betfred is one of the great innovators in the industry and we look forward to an ongoing involvement with the Bonus King."

Popovic believes that Finsoft's track record with other bookmakers helped secure the deal. "I think that the work we had done with Boylesports and Paddy Power had not gone unnoticed," he said. "Betfred also has good working relationships with some of our other customers such as Stan James and I think feedback on our system was very positive. MarginMaker works very well in the shops and, on the whole, punters are pleased at the look and feel of the screen system."

He also thinks that the deal secures Finsoft's reputation for being at the cutting edge of technology and the quality of the highend systems it has developed. Popovic commented: "If

you look at the kind of clients we have picked up in the last couple of years – on the retail side alone we have the number one and two betting shop operators in Ireland using our software – people recognise them as innovators who are continually pushing the envelope and we are proud to work alongside these industry pioneers."