

Press Release
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SIS and Finsoft launch exciting new service for independent bookmakers

The new service will provide a one-stop shop for all the technology and process management requirements of a bookmaker to run both sports betting and traditional betting services.

Why: The smaller independent bookmaker is subject to strong competition from larger chains that possess the technology and in-house expertise to achieve economies of scale in their retail business. The independent bookmaker therefore needs a solution to be able to compete. This new service is the only one available that utilises the advanced technology needed to successfully exploit the huge opportunities inherent in sports betting and in-running betting.

What is it: A new service delivered by SIS, which comprises:

- Finsoft's Margin Maker EPoS system
- SIS's iSIS display system
- SIS's Sports Data (including prices)

packaged into one integrated service delivered by SIS and available at a fixed monthly charge

It contains the complete range of functionality required in a betting shop, including:

- iSIS price display system
- computerised bet capture, translation and settlement
- straight and in-running betting on a vast range of opportunities
- the ability to manage the field book of liabilities in real-time
- handling the same extent of sports betting opportunities as offered on the best internet sites
- feed of sports betting opportunities, prices and settlement data
- automatic settlement based on data feed
- the most flexible product and special offers creation and management software available in the market.

The service combines Finsoft's proven MarginMaker technology, which drives some of the fastest growing businesses in the industry (including Stan James, Paddy Power, Boyle Sports and Betfred), with the support and service prowess of SIS to deliver an unrivalled solution that gives the independent bookmaker a clear edge in today's competitive market.

As a result, the independent bookmaker benefits from best-of-breed business processes at an affordable cost and without prohibitive investment in technology and in-house expertise. With this service, the bookmaker can focus on driving the business forward, confident in the knowledge that the flexibility, management control and instantaneous response of the technology will exceed anything else available and will therefore allow him to set the agenda amongst local competition. It enables the bookmaker to transform his business mode from being reactive to being strongly proactive.

Who is

it for: Any bookmaker, who wants to compete in an ever changing market, which is becoming dominated by advanced technology and marketing prowess, and where the ability to offer and manage a growing range of sports betting and in-running betting is becoming a crucial differentiator.

Predrag Popovic, CEO of Finsoft, says:

“We are very excited to participate in this new service, which allows us to enter a new market segment with a strongly competitive offer, which will set the standard in retail bookmaking”

“A trial service will launch in November with a dozen bookmakers, with the intention to launch the service to the wider market in the early part of 2006.”

David Holdgate, CEO of SIS, says:

“This initiative will signal a significant step forward for the independent bookmaker and SIS. We are delighted to be working with the team at Finsoft”.

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