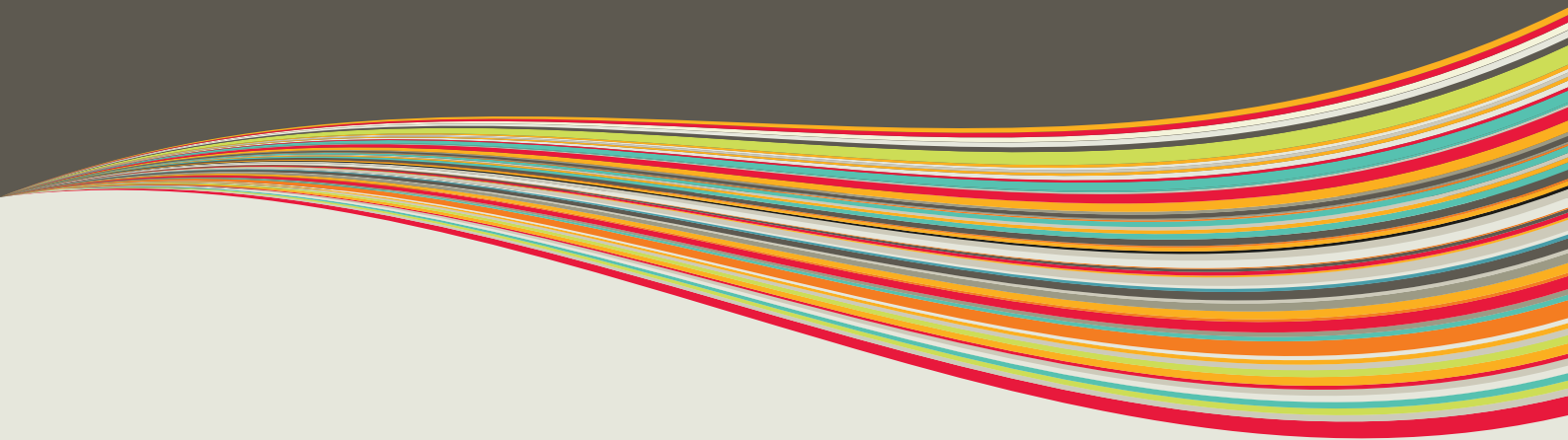# Strong Enough To Bend

Finnplay

Founded in 2008, Finnplay is an award winning, Nordic-based provider of iGaming platform technology and services. We offer a trusted, open and fully integrated casino and sportsbook platform to experienced operators in the iGaming industry.
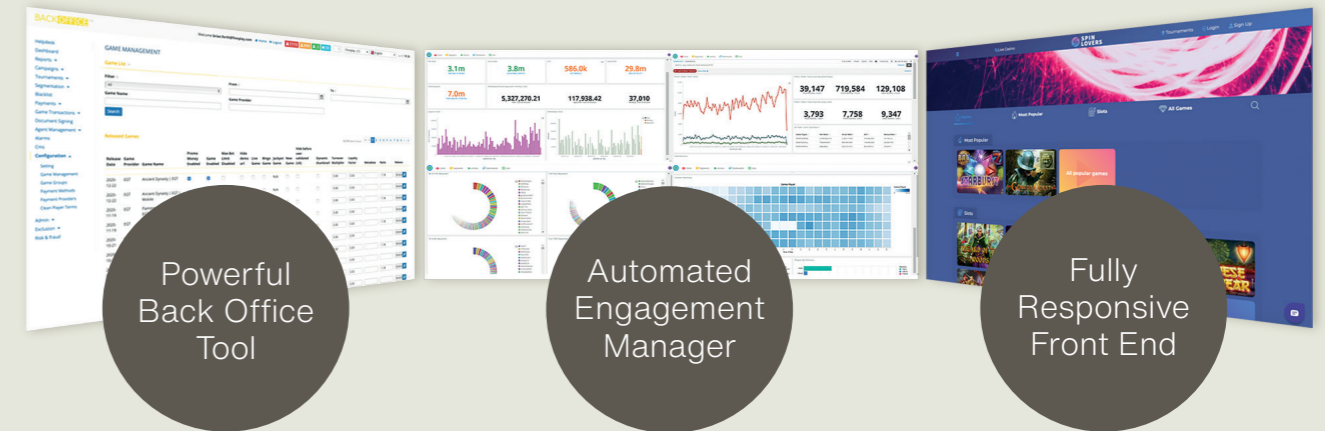
We are an international company with a growing team of over 90 professionals and offices in 4 countries. That means we are big enough to meet the requirements of the most demanding operators, while still being flexible to their changing needs, which is why we say we are "Strong enough to bend"!

As a company we value responsibility, and we specialise in building technology that is fully compliant for regulated markets. Our customers trust our experience and commitment to maximising their success through delivering state-of-the-art technology and service excellence.

Finnplay is an industry leader in:
- **Responsible gaming – Compliance**
- **Customisation & localisation**
- **Agile development**

Complete solution

Powerful Back Office Tool

Automated Engagement Manager

Fully Responsive Front End

The gaming platform is compliant in the regulated gaming jurisdictions of Belgium, Bulgaria, Cameroon, Denmark, Estonia, Hungary, Lithuania, Madagascar, Mexico, Sweden, the Netherlands and Spain.

Finnplay technology is licensed in the UK, Malta and Romania

Titan Platform

Titan® is our market-proven open iGaming platform built to support the needs of the most demanding and successful operators. Titan incorporates a state-of-the-art technology stack based on microservices, including integrations for all the major games, payments and other third party providers plus a user friendly Back Office for site management. Titan currently integrates over 120 tier 1 content providers. We also offer a responsive, mobile-first front end connected via rest-api.

Titan can be delivered as an SaaS
We offer hosting in ISO 27001 facilities

TITAN
PROTECTING PLAYERS

INFORMATION SECURITY
ISO 27001
CERTIFIED

Open Platform

Titan® is an open platform, meaning it is designed to integrate any and all the major games, payment processors and software providers. Finnplay is not affiliated with any specific supplier so our operators can choose from among all the top providers in the industry. Also, we are constantly adding new integrations at our partners' request.

Compliant

Titan® can offer hosting in ISO 27001 certified facilities. The Titan® platform is licensed, recognised or compliant with several jurisdictions including UK, Malta, Sweden, Netherlands, Lithuania, Denmark, Hungary, Belgium, Romania, Bulgaria, Mexico and Estonia.

Rest API

Interface your front end easily via RestAPI or use our fully responsive technology.

Player Account Management

Record and segment players details and profiles. Offer seamless wallets with real money, bonus money, virtual money and free spins.

Responsible Gaming

Finnplay is a leader in Responsible Gaming technology. Titan® has integrated RG tools that detect problem gamblers, enable limit setting and self-exclusion, then activate the required procedures. The RG features also work across multiple brands.

Engagement Manager

This tool improves campaign effectiveness by analysing site activity, segmenting players and assigning personalized campaigns and rewards based on their profiles.
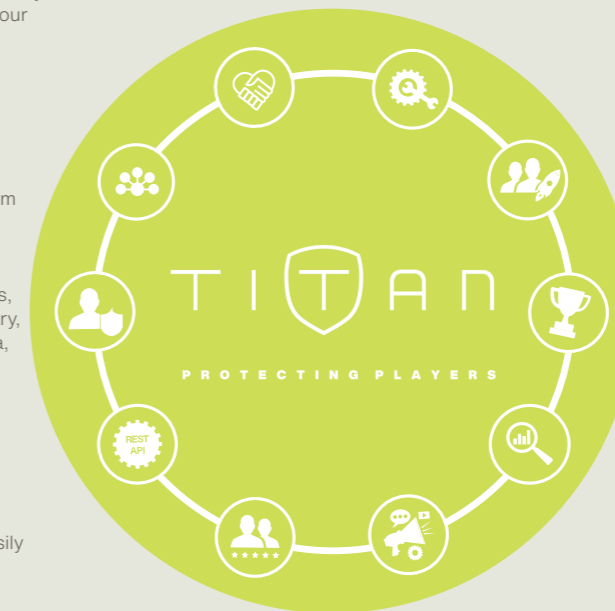
Custom Development

Finnplay offers customer-driven development and features. Our motto is "Strong Enough to Bend", meaning our technology is both solid and flexible. We understand that every operator has their own needs, and our team is dedicated to supporting Agile Development with fast, market-driven improvements.

Campaigns and Loyalty

Extensive selection of campaigns award player activity with rebate, cashback, free spins or promo. Integrated loyalty program with customisable tiers and awards.

Tournaments

Boost engagement by gamifying your site with Tournaments. Players compete for extra bonuses and rewards with on-site leaderboard just for playing selected games. This feature works across multiple providers and titles.

Business Intelligence

Using Finnplay's powerful Back Office, operators can generate insightful reports and real time data to better understand and maximize the site performance. Reports cover all major aspects of the iGaming business including player activities, payments, game transactions, affiliation and much more.

TITAN
PROTECTING PLAYERS

Front End

The Frontend application is based on ReactJS, MobX and MaterialUI libraries on the client-side and runs on NodeJS on the server. Operators can provide their own Frontend or choose from Finnplay's customisable templates.

Mobile Application

Native mobile app that optimizes UI and UX in a sleek, mobile-friendly design. Registrations, deposits, withdrawals and game play have never been easier. The application is highly customisable and integrates all the available games, payments and other third-party providers. Available for iOS and Android platforms.

Engagement Manager

The Engagement Manager is portal that integrates modern CRM tools to optimise return on investment by combining smart player segmentation with campaign automation and real-time analytics. These tools allow operators to create custom player groups, segmented by behaviour and deliver automated and timely messages, campaigns and bonuses over API.

Games

The Titan® platform has API's integrated from over 100 leading game providers. The platform is extremely flexible to integrate any 3rd party content. The integrated game providers can be managed via the backoffice in a fast and easy way. New providers and content are being added every month

Payments

The Titan® platform interfaces with over 80 external Payment Service Providers via a well-defined API. The role of a Payment Service Provider is to manage all connections to financial institutions such as banks, credit card companies and clearinghouses. New methods are being added as required by operators.
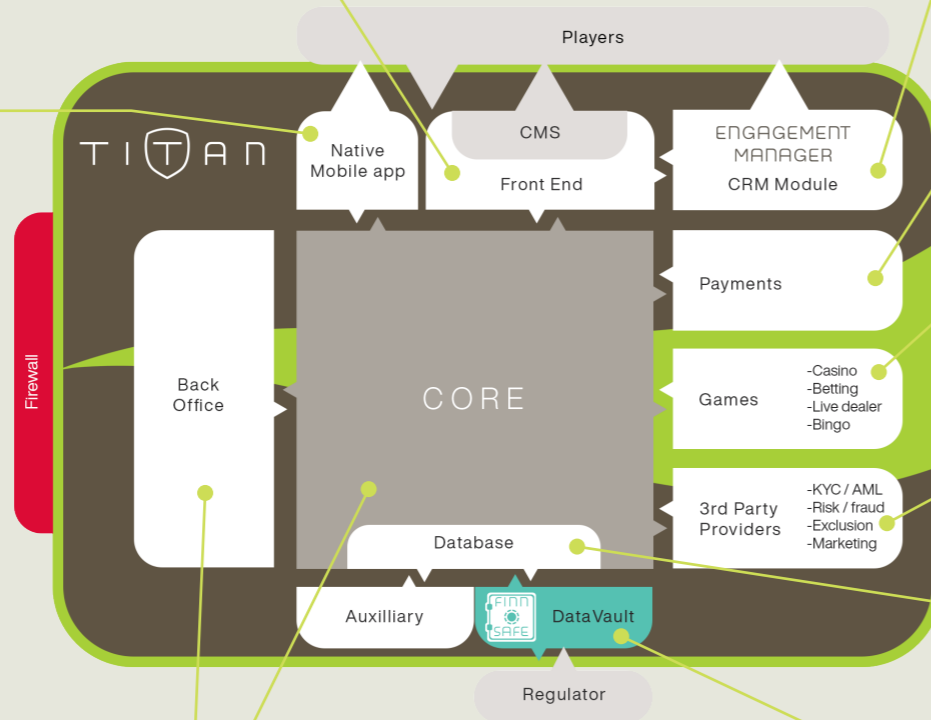
Third Party Services

Titan® has ready-integrations with dozens of leading providers of third party services, including; SMS providers, marketing tools, AML / KYC, Risk and Fraud Services, Exclusion lists and Affiliate programs.

Database

The database solution is built on top of the open-source market standard relational database management system and deployed in a fully redundant manner following extensive high-availability and resilience practices.

FinnSafe

An advanced reporting tool built to enable compliancy in markets where regulators require access to real-time data and reports from a secure, dedicated server.

Back Office

The Back Office interface is used to operate and monitor the iGaming business. In the Back Office, users can set all the parameters for the gaming site including:

Dashboards	CMS	Agent
Help Desk Campaigns	Configuration	Payments
Tournaments	Administration	Game managment
Player	Exclusion	transactions
Blacklists	Segmentation	Risk & Fraud / Alarms
		Reports

CORE

Titan® CORE is the heart of the platform. It integrates all the modules of the system including; Front End, Payments, Games, Hardware Hosting and the Back Office. CORE also performs the main operational functions for the site including; Responsible Gaming, AML, Risk and Fraud, Campaigns, Loyalty, Player Registration, Account Management and other features.

Diagram labels

TITAN

Players

Native Mobile app

CMS
Front End

ENGAGEMENT MANAGER
CRM Module

Payments

Games
-Casino
-Betting
-Live dealer
-Bingo

3rd Party Providers
-KYC / AML
-Risk / fraud
-Exclusion
-Marketing

Firewall

Back Office

CORE

Database

Auxilliary
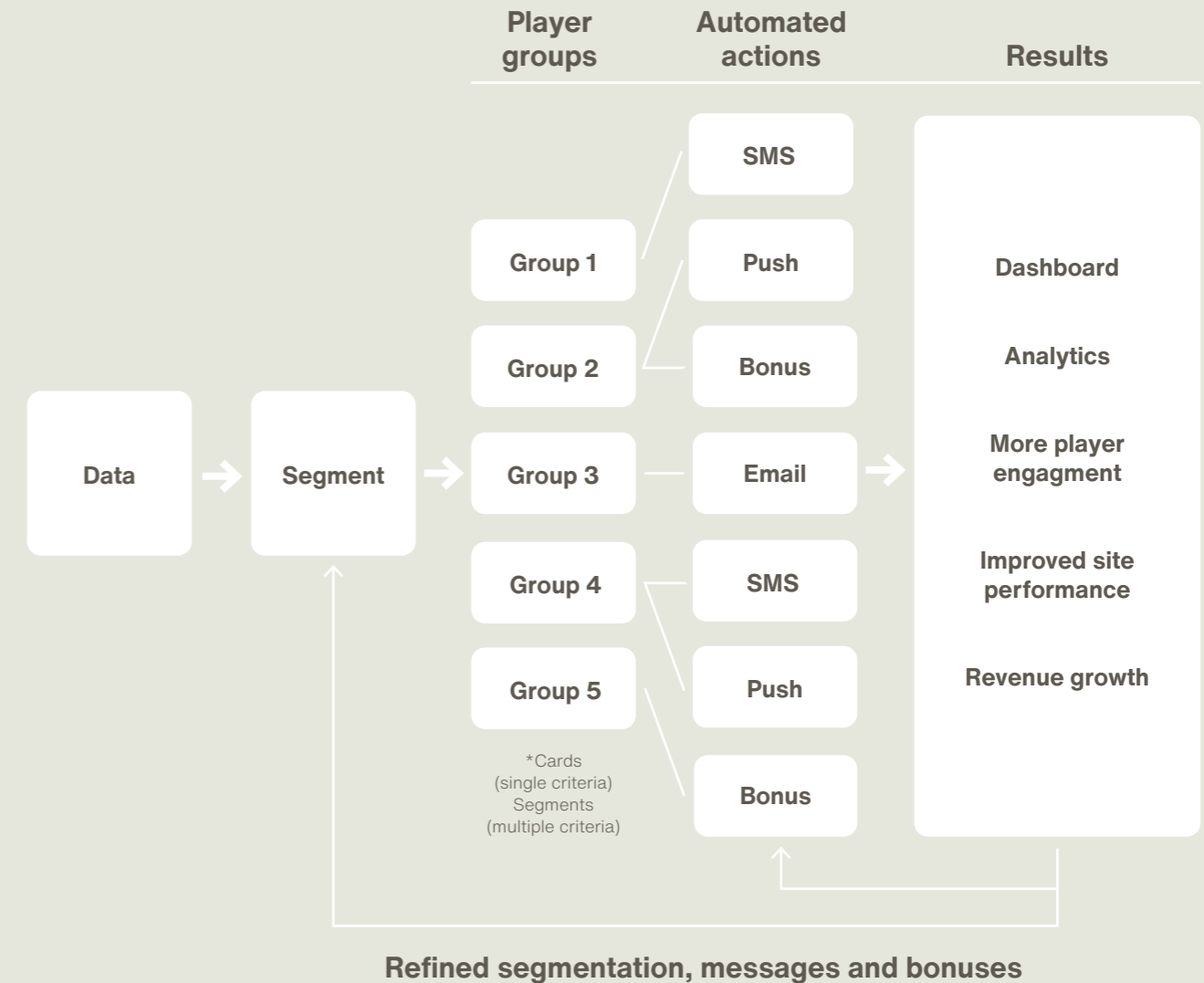
FINN SAFE DataVault

Regulator

Engagement Manager

The Engagement Manager is an open portal designed to integrate industry-leading CRM and campaign automation tools enabling:

- **Intelligent player segmentation**
- **Campaign Automation**
- **Real time data and analytics**

With the Engagement Manager, operators can select from leading suppliers of CRM technology. Modern CRM tools enable operators to customise player groups, segment by behaviour, set action trigger points and deliver timely messages, campaigns and bonuses via automated actions. The messages can be delivered via email, SMS and push notification using integrated service providers. Operators also set up graphical dashboards fed by real-time data to analyse results and improve future campaigns, player segments, triggers and bonus offerings.

Player groups   **Automated actions**   **Results**

Data → Segment → Group 1, Group 2, Group 3, Group 4, Group 5

SMS, Push, Bonus, Email, SMS, Push, Bonus

*Cards (single criteria) Segments (multiple criteria)

Dashboard

Analytics

More player engagment

Improved site performance

Revenue growth

Refined segmentation, messages and bonuses

Mobile App

Today's players are increasingly turning to mobile devices as a preferred and convenient gaming experience. Finnplay has developed a bespoke mobile application that optimizes the iGaming UX in a sleek, mobile-friendly design. Registrations, deposits and withdrawals have never been easier. The application is highly customisable and integrates available games, payments and other third-party providers. The application supports both casino and sports betting content.

The software is built using Google's Flutter technology and is approved for distribution on the Apple store for iPhones and Google Play for Android devices.

MOBILE APP

- Superior mobile-first UX
- Maximum player convenience
- Biotmetric logins: fingerprint and face ID
- Critical compliance features such as RG and self-exclusion
- Available on Apple store (iOS devices) and Google Play (Android)

360 Services

360 Services is a collection of services and tools dedicated to providing top-class services and support to Finnplay's customers. 360 Services are designed to maximize uptime and productivity of the gaming application. The support is structured in four tier levels, which bundle different services and availability including:

- **Eagle Eye Application Monitoring**
- **Payment & Game Support**
- **Training**
- **24/7 Support**

Finnplay has also offers a bespoke Chat application to enhance responsiveness. This new department is a result of Finnplay's efforts to develop new and innovative ways to better support its operators and enhance site performance.

We support operators with services from our experienced team. Our 360° Services are available as a complete package or tailored to fit the specific need.

360 Support

Finnplay experts available to assist operators and service tickets as required up to 24/7 as required by the SLA.

Finnplay Chat App

Dedicated mobile application for logging issues and communicating directly with the support team

Eagle Eye Application Monitoring

· Real time monitoring of site KPIs
· Insightful visualisations
· Early detection of issues and patterns
· Access to personalized dashboard

Game & Payment Support

· Coordinating release of new game content
· Communication and troubleshooting with providers
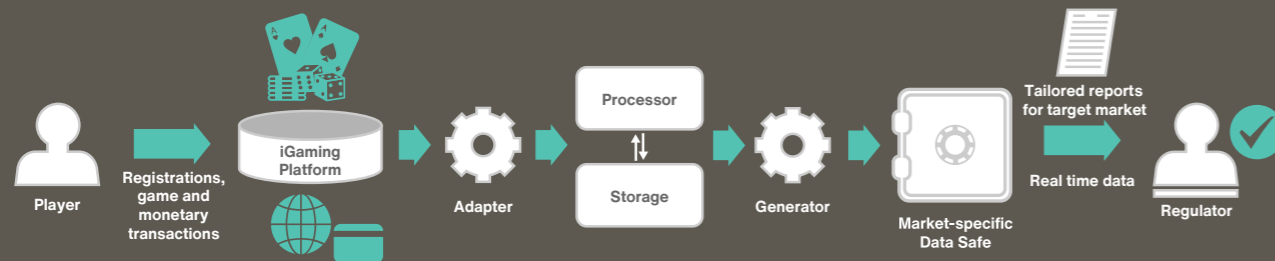· Continual service and maintenance of all integrations

Finnsafe

Authorities in regulated markets increasingly require access to real-time transactional data and dedicated reporting from iGaming operators. Many markets have published requirements for such a tool, including;

- **Spain (Internal Control System ICS / Vault)**
- **Denmark (SAFE)**
- **The Netherlands (Control Database)**

FinnSafe is a versatile solution built to enable compliancy in markets like these by allowing regulators access to real-time data from a secure, dedicated server with a bespoke reporting tool. FinnSafe transmits all critical data such as registrations, game and payment transactions to a dedicated server running in parallel to the primary host server. The parameters for the data and reporting can be tailored to meet the requirements in each specific market.

Protect your data, improve your reporting and ensure your compliancy with FinnSafe.

Player → Registrations, game and monetary transactions → iGaming Platform → Adapter → Processor / Storage → Generator → Market-specific Data Safe → Tailored reports for target market / Real time data → Regulator

Development Services

In addition to all Finnplay's primary products, we also offer specialized development services on demand when needed. Our development experts work with our clients to build and maintain a state-of-the-art technology stack, including:

Dedicated Development

We can assign a dedicated person or team to a specific client for a particular operator or brand. That person(s) can work in on Finnplay's premise, or be located with the client.

Front-End Build and Maintenance

Finnplay can integrate an operator's own front-end, or provide a tailored front-end based on our template. Our front-end developers work with clients to build and manage a highly responsive front-end application based on ReactJS, MobX and MaterialUI libraries on the client-side that runs on NodeJS on the server.

New Platform Releases

The Finnplay development team produces a new release for Titan platform about every month. The releases include new integrations and features as well as general updates and bug fixes. Operators can choose to participate in updates as whenever needed to benefit from the improvements.

New Integrations

We are constantly adding new providers to the platform. Every month Titan expands with new and exciting suppliers of games, payments and other third party services. Our team makes it easy for operators to set up new suppliers whenever needed.

FINN PLAY

STRONG ENOUGH TO BEND

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