

INTRODUCTION

New technologies such as smartphones and tablets have given gamblers immediate access to their favorite suite of wager games such as Casino, Lotteries and Interactive gaming. Even for gambling companies/operators, offering mobile wagering games for additional revenue generation is nothing short of common sense since mobile devices are a standard part of everyone's life.

Regulation are playing critical role in the attractiveness of specific segment of games becoming more popular in specific areas. Scope and definition of mobile gaming differs from one jurisdiction to another – some jurisdictions do not distinguish between mobile gaming and online gaming while other jurisdictions might mean that only “Games played on casino provided mobile equipment” allowed and considered as mobile gaming. Although these definitions differ – regulations are opening up to mobile based wagering and offering increasing opportunities to operators to tap new segments through their mobility solutions

RISE OF MOBILE WAGERING

Development of mobile applications has introduced new features for customers - be it GPS, “checking in”, accelerometers or cameras, the technical possibilities of the devices coupled with the user behavior of smartphone and tablet users expands the ways in which developers can engage players.

Although online casino games like poker are very popular now for mobile gaming, use of mobile devices for Lotteries and horse racing are also catching up.

To give an idea approximately 21% of lotteries are experimenting with mobile apps - Illinois lottery has become first state in USA with its suite of lotteries available on mobile including Mega Million, Powerball, and Lotto etc.

Innovative solutions such as new age horse racing punting mobile applications are now being rolled out. Using the mobile application users can determine the real time position of one's horse, its distance to finish line or from the leader, speed and acceleration of the horse and bet on their favorite horses while on the move to office or on a leisure vacation on a beach.

TECHNOLOGY LEVERAGE

Even as companies launch mobile wagering games, this mobile platform's success is highly dependent on how well the mobile channel is integrated with their wide array of services for leveraging existing systems and providing uniform experience across channels.

Some of the key challenges faced by organizations rolling out their products on mobile are

Technology Fragmentation

High Rate of Technology Change

Quality Assurance – Mobile Application Testing

Integration Complexity

Short release cycles – capex and opex

Business Process Re-engineering

Custom Hardware requirements

Updates & Patches Complexities

Whether Gaming companies are launching a customer facing business application or employee productivity mobility solution - they need to build an enterprise strategy across security, data integration for single view of customer, distribution & management and testing.

HCL is working with leading gaming companies on their mobile applications portfolio and has a detailed Mobility practice covering right from Consulting and Strategy to Mobile testing and distribution management.

Combined with deep understanding of Gaming Domain and experience of delivering high impact mobility lottery - solutions, HCL has executed 500+ mobility projects for 125+ customers and brings with it wide array of solutions and accelerators. HCL has executed hundreds of application development and maintenance engagements across the major mobile operating systems including iOS, Android, Blackberry, Windows, and HTML5 for both smartphones and tablets.

HCL GAMING MOBILITY PROPOSITION PORTFOLIO: FACILITATING HASSLE FREE MOBILITY SHIFT

Mobility Strategy Consulting Services

A Comprehensive mobility strategy roadmap generated by thorough assessment of the current and future IT landscapes



Launch Mobile Wagering Games

Facility enabled with frameworks and tools to rapidly develop and launch mobile games and solutions



Automated Mobile Application/Games Testing Hub

Automated cloud enabled services for end-to-end and cross device testing of mobile applications and games



Managed Mobility Services

From fully managed to a hosted offering for mobility infrastructure and applications



POWERED BY

Co-Innovation Labs

Teaming up with the clients for both revolutionary mobility ideas as well as providing various mobility services across multiple devices, OS systems and geographies.

- Cloud Enabled Mobile Automation Testing Lab
- Co-Innovation Lab for New Technology - Singapore
- Testing & Certification Lab



HCL Mobile Gaming Solutions/Accelerators

Futuristic accelerated development of solutions empowering the gaming industry for what lies ahead of the trends.

- Testing Automation Framework
- Augmented Reality - 2nd Screen Experience
- Guest Engagement Mobility Solutions (Mobile Signup/ Promotions/Offers push notifications)
- Mobility based Efficiency Driving Solutions (Casinos - Average Bet solution)



Delivering Value For Customers

Improved the operational efficiency by 1200 Hours/Year for a large casino house by implementing a solution to record table game performance and game speed surveys electronically.

Reduced the time taken to test new mobile games on multiple devices prior to launch by increasing efficiency by 50% from one week to two hours by implementing a Mobile Automation Test Factory.



Case Study

HCL helps a global lottery provider roll out its mobile lottery platform quickly in a cost effective manner for both new and existing sites located in multiple states and countries by providing cloud enabled automation testing and support services.



APPLICATION
SUPPORT &
MAINTENANCE



BIG DATA &
BUSINESS
ANALYTICS



BUSINESS
ASSURANCE
& TESTING



CLOUD, DIGITAL
EXPERIENCE &
MOBILITY



COLLABORATION,
CONTENT & SOCIAL



CUSTOMER
RELATIONSHIP
MANAGEMENT



DIGITAL
SYSTEMS
INTEGRATION



E-COMMERCE
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