



**JACK
TIME**

THE WINNING EDGE

BETCORE | Boost your sportsbook



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BETCORE / Boost your sportsbook

- > Offer your customers the most dynamic and exciting Cash Out and betting products and realize a second margin
- > Graphically present the course of Cash Out values of a bet to a player in your existing betting frontend to increase retention and most importantly stimulate Cash Out behaviour to realize the second margin
- > Cover the widest range of markets, betting types with highest Cash Out availability
- > Applicable across all distribution channels (e.g. Online, Mobile, Retail and Terminals)
- > Dynamic margin: profit from Intelligent Margin Management Algorithms
- > Have full control over and flexibility in the Cash Out and feature margins
- > Use the enormous variety of configuration parameters to your benefit to ensure BETCORE products meet your requirements precisely
- > Maintain full control of your Cash Out offer enabled by BETCORE's extensive and intelligent set of configuration parameters
- > Maintain a full overview of your Cash Out risk management while capitalising on the features and benefits of innovative risk management tools
- > Offer Cash Out for Asian (all handicaps covered) and American bet types: include automated Book Balancing Algorithms that align Cash Out and features with your existing system and pricing strategies to manage these accordingly
- > Make use of BETCORE's unique Probability Tools to ensure Cash Out availability when odds / probabilities are not available
- > Take advantage of BETCORE's leading technology: the software's backbone is a high-performance distributed system
- > Have a system that has been designed to be compatible with any sportsbook platform

BETCORE features

CASH OUT AND PARTIAL CASH OUT

- > Coverage of Single Bets, Multiple Bets and System Bets for all market types
- > Intelligent Margin Management Algorithms to enable dynamic margin management
 - >> Hide your Cash Out margin and maximize Cash Out yield
- > Most dynamic Cash Out value on the market enabled by supporting algorithms that create additional fluctuation of the general Cash Out
 - >> Improve visual Cash Out perception and thereby stimulate as well as trigger Cash Outs by players as much as possible
- > Full availability of Cash Out values history to graphically present the course of Cash Out values to the player at the frontend to engage players more actively
- > Additional Partial Cash Out margin possible

SECURE-WIN / STOP-LOSS

- > Player can set Secure-Win and Stop-Loss limits to trigger automated Cash Outs (tied either to the bet's stake or scoreline of the event)
- > Coverage of Single Bets, Multiple Bets and System Bets for all market types
- > Player can change Secure-Win and Stop-Loss limits any time during the course of the bet's lifetime
- > Additional individually-configurable Secure-Win margin possible

RE-BET

- > Player can Cash Out and directly re-place that amount on any other available market, which allows faster recycling of stakes and the bookmaker to lock-in three margins
- > Re-Bet possible from any bet and market type to any other bet and market type
- > Player has the opportunity to raise the stake when re-betting
- > Possible to promote Re-Bet by offering a Re-Bet bonus to the bettor: incentivize players to lock-in three margins by offering a slightly more attractive Re-Bet price than the corresponding Cash Out price

EDIT ACCUMULATOR

- > Level-Up (adding a leg) available for Multiple Bets across all markets
- > Level-Down (removing a leg) available for Multiple Bets across all markets
- > Player has the opportunity to raise the stake when adding or removing legs / selections
- > Full control of and flexibility over the Level-Down margin

BETCORE products and features are fully customisable:
all features are equipped with a great variety of configurable parameters
to accommodate specific requirements and wishes

What is BETCORE?

The Jacktime BETCORE system is an innovative risk and trading solution for bookmakers that allows them to expand their product portfolio with new and innovative betting and Cash Out products. Developed as a distributed software system, Jacktime BETCORE is designed to run on a bookmaker's existing infrastructure and to be compatible with any existing sportsbook. It has been designed for maximal transparency and minimal integration effort at the bookmaker's site.

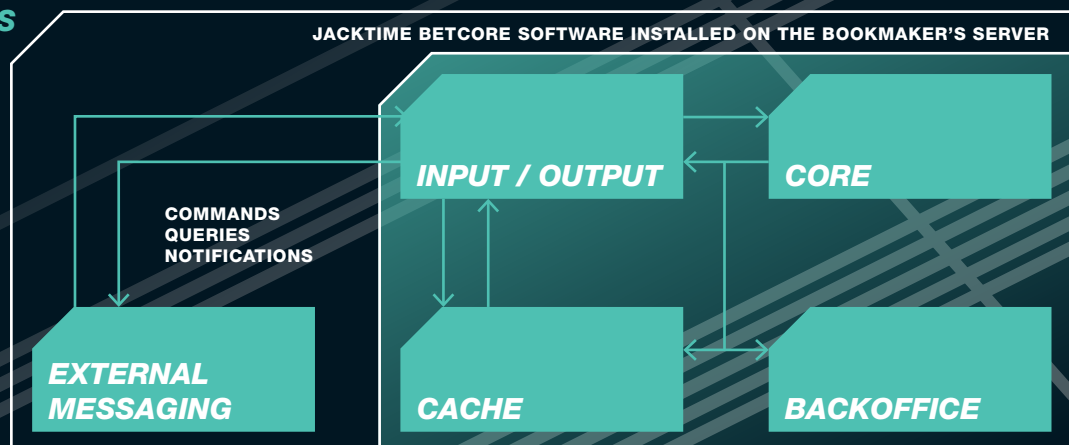
The Jacktime BETCORE application provides highly performant message-based interfaces so communication with the new software elements does not depend on specific programming languages or backend / server-systems.

How does BETCORE work?

BETCORE platform is a distributed system consisting of the following modules:

- > **INPUT / OUTPUT Module** – an interface to an external message bus / protocol responsible for routing incoming messages to the internal BETCORE components
- > **CORE Module** – an in-memory engine based on a distributed system co-developed with Europe's most renowned application-oriented research organization used for real time processing of events; implements all core functionality of the BETCORE system
- > **CACHE Module** – a permanent storage for keeping Cash Out value history of all bets during their lifetime (from placement to settlement)
- > **BACKOFFICE Module** – separate storage of all events (and their outcomes) processed by the system used for logging and reporting

BOOKMAKER'S SERVER



INTERFACE (INPUT / OUTPUT Module)

Acts as the BETCORE communication interface to the integrating bookmaker's system. Its purpose is to listen for incoming messages (commands, queries) on a message bus, decompose them and route them to the correct components in the BETCORE platform. The default and preferred external messaging used by the BETCORE system is the RabbitMQ message broker and Google Protocol Buffers v2; but as the INPUT / OUTPUT module is a very thin layer in the overall platform, it can be modified and adjusted to use other messaging solutions. Messages exchanged by the platform and the bookmaker's system can be grouped as follows:

- > **Administration** – parameters selection
- > **Commands** – creation of matches, markets, placing / selling bets ...
- > **Queries** – fetching Cash Out values, Cash Out value history, Level-Up / Down offers ...
- > **Notifications** – bet auto sell notification

CORE Module

As an in-memory solution built on top of an engine assembled by Europe's renowned applied science institute, the CORE module is responsible for real time processing of all main features provided by the Jacktime BETCORE:

- > Creating matches
- > Creating markets
- > Updating odds, true odds calculation, probability calculation
- > Dynamic margin and Cash Out value calculation, constant variation feature of Cash Out value
- > Level-Up and Level-Down
- > Re-Bet
- > Sell bet (Cash Out), Secure-Win, Stop-Loss

Cash Out Value Graph Tool (CACHE Module)

In order to provide a complete history of offered Cash Out values to a bettor / player on the web / mobile / retail frontend, the BETCORE CACHE stores all calculated Cash Out values to a permanent storage and keeps them throughout the lifetime of each bet created in the system (from its placement to its settlement). The intention of keeping the history of each bet is that it can be queried, retrieved from the BETCORE system and displayed to the player at the frontend.

Business Intelligence and Reporting of all Betcore Features (BACKOFFICE Module)

BETCORE stores all events and outcomes in a separate database for logging, debugging and reporting purposes. Several predefined reports are provided by default by BETCORE but additional reports can be tailored to the customer's specific needs.

How is BETCORE configured?

Jacktime BETCORE system offers a wide range of setting parameters that enable the bookmaker to use it exactly the way he wants to. All parameters have been designed to allow BETCORE to adjust to the specific needs of a bookmaker. These parameters include:

- > Cash Out margin individually adjustable for each market and for Multiple or System Bets
- > Parameters to adjust the Intelligent Margin Management Algorithms
- > Partial Cash Out settings
- > Level-Up / Down settings
- ... and many more

Typical Integration Steps

- > Jacktime installs the BETCORE software on a server hosted and owned by the bookmaker
- > The bookmaker forwards all required information and events to BETCORE using the message-based interface
- > BETCORE provides Cash Out values, Cash Out validation, Level-Up / Down calculations etc. to the bookmaker using the message-based interface
- > The bookmaker includes the new Cash Out and Cash Out related products to its existing betting frontend
- >> If desired, the bookmaker can request a full synchronization of risk management functionalities to benefit from BETCORE's extensive risk overview and output
- >> Optional: implementation of automated Book Balancing Algorithms
- >> Specific customization requests will be dealt with on a case-by-case basis



GET IN TOUCH - NOW!

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