

# **JACK** **TIME**

THE WINNING EDGE

# BETCORE INTRODUCTION / Boost your sportsbook

**BETCORE** provides a sportsbook operator with 'The Winning Edge' by unlocking and maximising the potential of your cash-out functionality. This goes for if you are just starting out with the concept, or if you are looking to improve upon existing functionality to advance your product experience and boost your profit.

**BETCORE** can be integrated into any sportsbook platform.

All models and algorithms have been constantly advanced and honed over more than six years of specialising for the sports betting industry.

The **BETCORE** solution is bolstered with the most state-of-the-art AI and machine learning to ensure complete cash-out accuracy and highest profitability.

## KEY BENEFITS OF BETCORE FOR YOUR BUSINESS

- > **GENERATE** higher profits and drive turnover
- > **SAVE** with substantial R&D investments and advancements costs while always staying ahead of the competition
- > **PROVIDE** your customers with an unrivalled cash-out experience increasing customer satisfaction
- > **DIFFERENTIATE** from the competition by customising your cash-out configurations with complete control of the product and features



> **6**  
YEARS OF FOCUSED R&D



> **300.000**  
CASH-OUT TRANSACTIONS PER DAY



> **70.000.000**  
BET SLIPS PROCESSED PER MONTH

## COMPLETE CONTROL AND HIGH FLEXIBILITY

Jacktime **BETCORE** Cash-Out is equipped with everything you need to run your own bespoke cash-out solution, so the operator stays in full control.

We provide you with a unique engine that allows for comprehensive data analysis and automated, bespoke, risk-adjusted pricing for cash-out, alongside a whole host of complementary features to guarantee:

- > You retain full control of your cash-out product
- > You can create your own bespoke cash-out pricing
- > You stand out through access to the 'best-in-class' cash-out solution

## MAXIMISE AVAILABILITY AND COVERAGE

High coverage and availability of cash-out is key to increasing activity and subsequent profit.

Jacktime **BETCORE** Cash-Out covers the widest range of betting types and markets. It is equipped with models developed specifically for cash-out per sport to guarantee:

- > Most extensive coverage of markets for all sports and esports
- > The highest possible cash-out availability per sport even when markets are not open or lines have changed, for each individual market
- > It caters for the most dynamic markets or markets with cashback per sport such as Asian Handicaps/Asian-style markets and corner markets for football, spread and total score markets for basketball and American football, and many more
- > Models are proven to be highly robust to deal with high-load environments and frequent cash-out activity

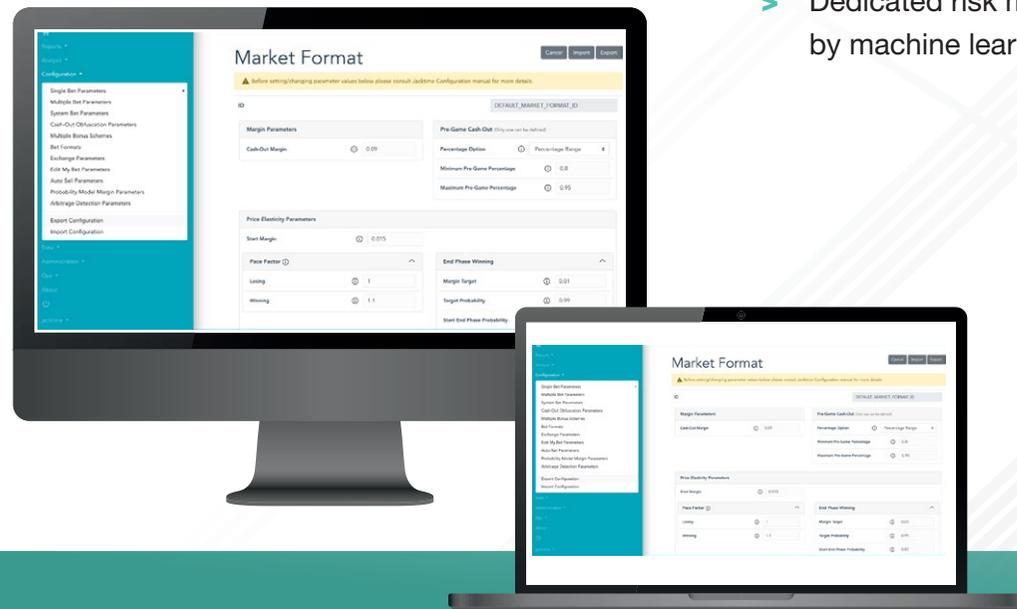


## YIELD HIGHEST ADDITIONAL PROFIT

**Having a dynamic margin you can fully control, and one which adapts to events and player behaviour, is essential to yielding the highest additional cash-out profit.**

With **BETCORE**, you have full control over profit margins across all markets, leagues and events, powered by automated and intelligent pricing algorithms which adapt to the characteristics of individual players. All in all, providing you with:

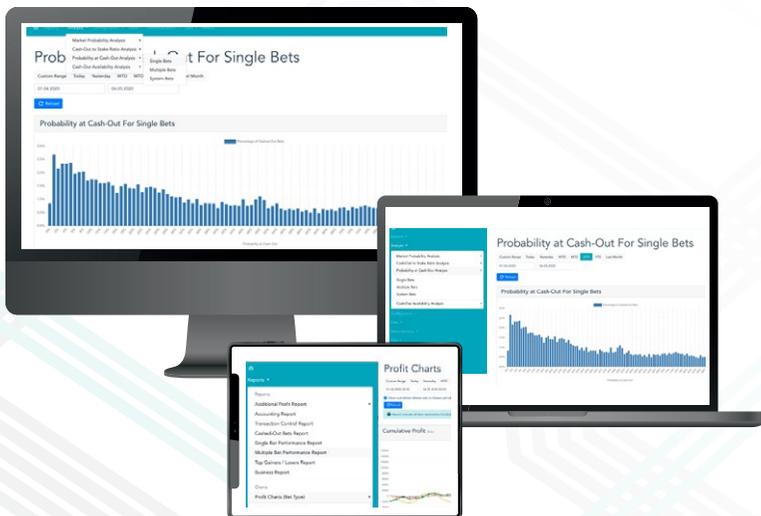
- Sophisticated cash-out pricing algorithms to yield highest additional profit
- Dynamic and intelligent margin management as a reaction to events, stimulating cash-out behaviour (reduce overall pay-outs on winning bets)
- Immediate performance feedback based on data analysis and adaptive adjustment of pricing parameters, all housed together in one product suite
- The ability to easily adapt pricing to individual clustering (e.g. user groups, channels, distribution partners etc.)
- Dedicated risk management for cash-out that is powered by machine learning to improve accuracy



## 360-DEGREE VIEW CASH-OUT PERFORMANCE

### REPORTING AND ANALYSIS

- A full range of thorough reports and visualisations to support business intelligence, all accessible through **BETCORE's** easy-to-use back-office UI
- Separate multi-layered data analysis section to assess profit, player behaviour and performance of your individual configuration
- Dedicated performance reports for each cash-out feature
- Extensive reporting data is also available via API to be imported into your individual reporting systems



### AND GET THERE FAST...

- The Jacktime **BETCORE** solution has been designed to roll-out cash-out domain features in the fastest time possible
- This speed to market does not impinge upon the level of control provided
- The modular product solution and its straightforward configuration and analysis UI allow operators to react fastest to changing player behaviour, demands and market conditions

***And you don't have to worry about disturbing your own development roadmap to build, maintain or advance the solution – all this is done for you by Jacktime's professionals.***



# BETCORE | Cash-Out Features

## Benefits, Safeguards and Notifications

**BETCORE** enables you to make various types of cash-out (complete with operator benefits) available to your players – implemented with safeguards, automated triggers and notifications and a front end widget to emphasise bet value and cash-out value history.

### CASH OUT AND PARTIAL CASH OUT

Cash-out and partial cash-out for single bets, multi-bets and system bets for all market types.

Players also have full access to their cash-out value history, presented with relevant graphics to boost engagement with the product.

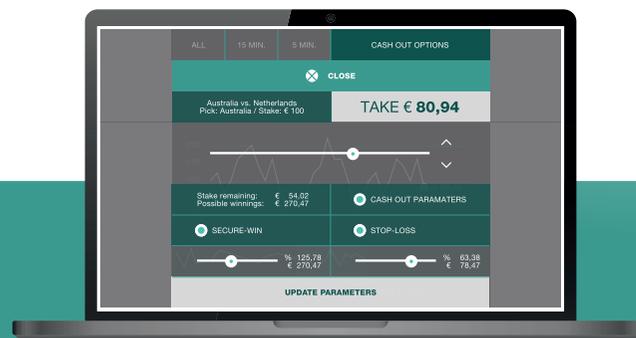
For the operator, all cash-out types are complete with intelligent algorithms for dynamic margin management. This is supported by algorithms to create more value fluctuation and improve the perception of the cash-out, thereby stimulating more cash-outs.

### AUTO CASH-OUT

Just like with the full cash-out and partial cash-out, players can auto cash-out single bets, multi-bets and system bets for all market types.

Players can set Secure-Win and Stop-Loss limits to trigger automated cash-outs, tied either to the bet stake or the score of the event. These win and loss limits can be changed at any time in the lifetime of the bet.

Auto Cash-Out and notifications can also be combined.



## RE-BET + BONUS

Players can fully or partially cash-out and directly re-stake the same amount for the same or any other market, with a bonus added as an incentive which results in a more attractive cash-out price. The player has the opportunity to raise the stake when finalising the re-bet.

This allows the sportsbook operator to lock in three margins (margin from original bet, cash-out and re-bet) and increase turnover generated by the cash-out through a quick recycling into follow up bets, simply by offering a slightly more attractive cash-out value.

The value/margin of this bonus can be individually configured via the configuration console.

## AUTO NOTIFICATIONS

The operator can trigger notifications to players when cash-out values move above or below pre-set values. These values are defined by the player and can be changed at any time during the lifetime of the bet.

Auto Cash-Out and notifications can also be combined.

## EDIT-BET

Players can change the make-up of their bets through a Level-Up (add a leg) or Level-Down (remove a leg) – with both options available for bets across all markets.

There is a built-in option to raise the stake when adding or removing legs, while players can, through just one transaction, add or remove multiple legs.

The operator retains full control and flexibility over the profit margins and parameters associated with adding or dropping selections. There are also different types of algorithms available for this feature to meet different regulatory and taxation requirements.

## CASH-OUT VALUE HISTORY CHART

This is a front-end widget, available to the player, which displays the course/history of the cash-out value for the lifetime of any individual bet placed – a great tool to showcase the value offered and encourage repeat engagement with the cash-out functionality.



# BETCORE | Basics

## A TECHNICAL OVERVIEW

Compatible with any sportsbook, **BETCORE** has been designed for maximal transparency and minimal integration time for the operator:

- > **BETCORE** is a distributed request reply system that works completely separate from the operator's own system
- > **BETCORE** offers users two API interface technologies HTTP/Rest or RabbitMQ
- > **BETCORE** is integrated as a dedicated micro-service into the operator's backend, and not Software as a Service (SaaS)
- > **BETCORE** is installed on a dedicated server hosted and controlled by the operator
- > **BETCORE** runs on the operator's intranet behind the firewall to ensure non-latent data transmission and full data control, so the data is never leaving the site
- > **BETCORE** ensures the fastest and safest communication between systems, because all modules communicate within short distances and confidential information doesn't leave the secure operator's intranet and environment

## The distributed software system consists of the following four modules:

### 1. INPUT / OUTPUT

#### A COMMUNICATION INTERFACE TO THE OPERATOR

The 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 HTTP API and Google Protocol Buffers v3; but as it is a very thin layer in the overall platform, it can be modified and adjusted to use other solutions such as RabbitMQ message broker.

Messages exchanged by the platform and the operator's system can be grouped as:

- > Administration > general parameters selection
- > Commands > creation of matches/markets and the placing/selling bets
- > Queries > fetching cash-out values, history of bets and 'edit bet' offers
- > Notifications > setting up auto sell bet and price alert notifications

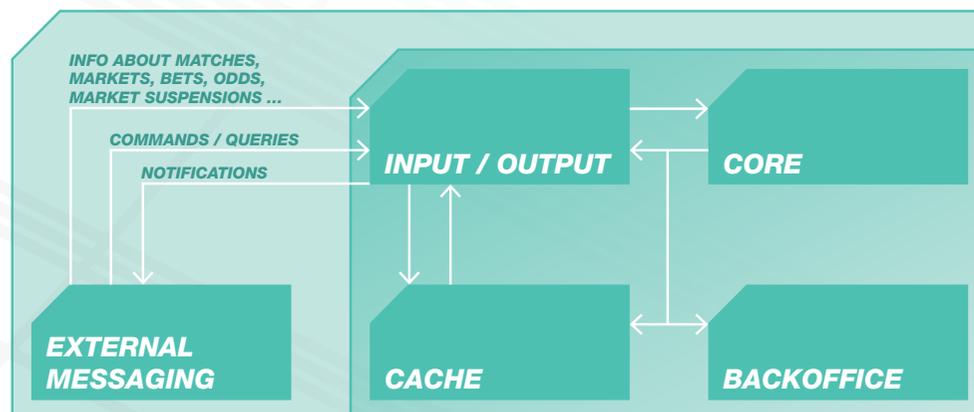
### 2. CORE MODULE

#### IMPLEMENTS ALL CORE FUNCTIONALITY OF THE SYSTEM

It is an in-memory engine based on a distributed system co-developed with one of Europe's most renowned application-oriented research organisations.

It is responsible for real time processing of forwarded data and all main features provided by the Jacktime **BETCORE** solution, including:

- > The operator's created and forwarded matches, markets and bets
- > The operator's forwarded odds, true odds and probability calculation
- > Dynamic margin and value calculation with highest granularity
- > The cash-out value is constantly changing according to:
  - > Events impacting match outcomes (pre-match or in-play)
  - > Level-Up and Level-Down (adding/removing legs)
  - > Re-Bet (re-stake with cash-out bonus)
  - > Sell bet (including through Secure-Win & Stop-Loss)



### 3. CACHE MODULE

#### A PERMANENT STORAGE OF CASH-OUT VALUES

To provide a complete history of what has been offered to the player across all channels (desktop, mobile or retail), this module stores all calculated cash-out values.

The CACHE module tracks the lifetime of every bet from placement to final settlement. The purpose is that all values can then be retrieved from the **BETCORE** system and presented to the player if there are any queries.

### 4. BACKEND TRADING AND BACKOFFICE MODULE

#### CONFIGURATION PANEL AND SEPARATE STORAGE FOR LOGGING AND REPORTING

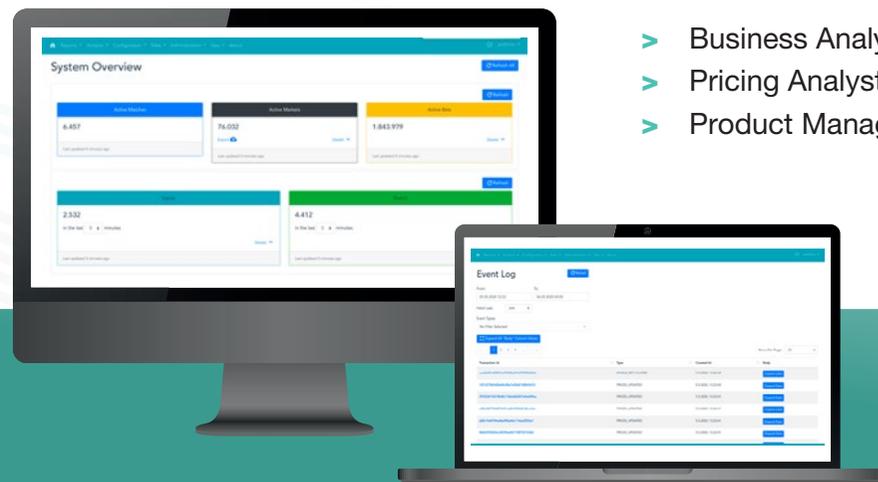
A separate storage to the cache module, housing all events, outcomes and offered bet values for logging, debugging and reporting purposes.

Cash-out configuration, margin management, data analysis and reporting of all **BETCORE** features can be controlled and made available through this dedicated user interface.

Several predefined reports are provided by default by **BETCORE** and additional reports can be tailored to the customer's specific needs.

The wide range of business stakeholder groups addressed within these reports include:

- > Business Analysts
- > Pricing Analysts
- > Product Managers
- > Trading Operations
- > Developers
- > System Operations
- > Support Staff



# BETCORE | Integration Steps

## LET'S GET STARTED

Jacktime **BETCORE** is a message-based API and microservice software that is installed behind your firewall as part of your system infrastructure to ensure the highest transaction speed and level of data protection.

### TYPICAL INTEGRATION STEPS

1. The operator forwards all required information and events to **BETCORE** using the message-based interface
2. **BETCORE** provides cash-out values, cash-out validation, Level-Up/Down calculations etc. to the operator using the message-based interface
3. The operator includes the new **BETCORE** Cash-Out and related products to its existing betting frontend

The optional integration extras include:

- > A full synchronisation of risk management functionalities
- > Implementation of automated Book Balancing Algorithms
- > Specific customisation requests on a case-by-case basis

Throughout the whole integration process, the sportsbook operator is proactively supported and guided by Jacktime's dedicated team of experts.

**WHERE WE ARE AND HOW TO CONTACT US**

JACKTIME S.A.  
14, Rue Eugene Ruppert  
L-2453 Luxembourg

Tel. (+352) 20 601 701 1  
Fax (+352) 20 601 701 99  
E-mail [info@jacktime.com](mailto:info@jacktime.com)  
URL [www.jacktime.com](http://www.jacktime.com)

RCS Luxembourg B.164 871  
Aut. 10104858/0  
VAT LU 31282781

**JACK**  
**TIME**

THE WINNING EDGE

**BOOST YOUR SPORTSBOOK**  
*Schedule a meeting for a live presentation now or to discuss your enquiries*

**> [sales@jacktime.com](mailto:sales@jacktime.com)**