

## EDITORIAL

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# THE 7 P<sub>S</sub> – POWERFUL PAYMENTS PROVIDE PERFECTLY PLEASING PLATFORMS TO PUNTERS!



*“Greentube ensures that operators within a regulatory environment are always working with the latest and most effective versions of every payment solution.”*

*Jonathan Alexander of Greentube introduces the company’s payment solution for the ever-changing online regulatory landscape under international compliance guidelines.*

Greentube recognizes that the purchase and payout process, far from being a mere afterthought, forms an integral part of the online gaming experience. If customers are not satisfied with the security, simplicity and convenience of the purchase process, they simply will not deposit. Similarly, the payout process merits close attention, as any obstacle that stands between a customer and payout of their hard-earned winnings is sure to attract the ire of the user, in the form not only of increased friction with support agents but also in unfavorable reviews on influential forums, placing the value of the brand at risk. It is also well-known that keeping pace with new developments in the payments industry is a significant drain on resources – everything from incremental updates of provider solutions to integrations of must-have methods for newly-regulated markets has an impact on time-to-market.

To this end, Greentube has invested considerable resources in building up a portfolio of trusted and convenient payment methods meeting all legal requirements, allowing gamers in regulated markets across Europe to take part in the thrill of real-money gaming with their favorite NOVOMATIC games from the comfort of their homes. While other operators struggle to maintain technical and legal connections with a myriad of providers in a multitude of markets, NOVOMATIC clients, through a single integration with Greentube, have access to over 30 of Europe’s most popular payment methods. Ranging from instant bank transfers to credit/debit card payments (protected by Greentube’s in-house PCI certified hosted payment platform) to carrier billing and Bitcoin gateways, customers can find their preferred and trusted channel for payments on Greentube-powered sites.

This custom-built payments solution, tightly integrated with the NOVOMATIC NRGS platform, enables casino operators to focus on the core business of generating revenue and delivering a best-in-class gaming experience while reaping the benefits of a payment process designed from the ground up as an integral part of a comprehensive gaming offer. There is no need to coordinate the look and feel of the payment solution across multiple providers, as the Greentube payment platform is designed to provide a flawlessly consistent experience for clients, every time.

No reward comes without exposure to risk, and Greentube has accordingly developed a top-tier fraud prevention system based on the principle of striking the ideal balance between security and flexibility. Greentube devotes considerable attention to identify, evaluate and integrate market-leading service providers in the risk management industry, harmonizing automated checks with the experience and insight that a dedicated team of risk management experts can bring. Licensed operators benefit not only in terms of reduced losses directly due to fraud but also in terms of added value to other features: express payouts, streamlined Know Your Customer (KYC) processes, intelligent limits management and effective customer profiling are just a few of the advantages wrought from Greentube's holistic approach to risk management.

Operators also benefit from the ongoing development of this multi-tenant payments and risk management platform. As a market leader, Greentube is constantly enhancing the payments platform to account for new technologies, markets and channels, whether it be in-app payments, dynamic 3D Secure, blockchain solutions or emerging local payment providers. Besides this, Greentube ensures that operators within a regulatory environment are always working with the latest and most effective versions of every payment solution, taking care to maintain payments on the cutting-edge so that operators can focus on what they do best.