

WE KNOW ONLINE GAMING & BETTING

Winner takes all with GlobalLogic
Your best partner for digital success



GlobalLogic[®]
A Hitachi Group Company

IN AN INDUSTRY WHERE THE STAKES ARE HIGH, GlobalLogic is your best bet to win the game.



Stakes are high. You have to build fast.

Execute faster. Comply with regulations, provide the best user experience so you attract and retain customers, ensure compliance when the rules vary across the planet, guarantee secure transactions in a world where fraud is rampant, and create 100% reliability in real-time. Without fail. Innovating when the game is in motion and digital disruption is evolving is hard. **Winner takes all.**

At [GlobalLogic](#), we know innovation with a digital mindset. We know how to design and build platforms that can scale and grow with you. By integrating our strategic design, complex engineering, and vertical industry expertise with our parent Hitachi's Operating Technology and Information Technology capabilities, we help our clients imagine what's possible and accelerate their transition into tomorrow's digital businesses.

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We help our clients design and build innovative products, platforms, and digital experiences for the modern world.”

—Shashank Samant, CEO, GlobalLogic

WE KNOW ENTERTAINMENT

GlobalLogic helps media and entertainment (M&E) companies across the globe leverage sophisticated technologies to deliver engaging and data-driven viewing experiences. When Manchester City, an English Premier League football club, introduced their fan platform, Cityzens/Man City, they encountered a low engagement rate. The need to rethink their vision had them joining forces with Method and GlobalLogic. Together, we created a strategic, user-centered design that reinvented the platform in under six months. The result? A product that reached a million fans worldwide in the first month, encouraging connection with an active, global community and providing the football club with engagement and behavioral analytics.

Additionally, building platforms to take gaming, betting, and lottery online is a key and growing part of our M&E segment, and within this, our solutions and sports betting technology cover the product life cycle where we have deep expertise and flexibility to meet you where you are and deliver on the services you need most.

INNOVATION

- POCs
- New Technology evaluation

DESIGN

- Product Strategy
- UX/UI

PRODUCT DEVELOPMENT

- Product/Platform Engineering
- Enhancements
- Custom engineering

SYSTEMS INTEGRATION

- Integrations across various products and platforms
- API development

SUPPORT

- Managed Services
- DevOps

CERTIFIED PARTNERSHIPS WITH



Google Cloud



Microsoft Azure

WE KNOW INNOVATION

Innovation is at our core. Innovation requires collaboration, co-creation, acceleration, and speed. Innovation also requires the right tools for testing, assessing, and migrating to the cloud.

GlobalLogic has passionate technologists around the world specializing in ML and AI, Big Data and Analytics, Cloud, DevOps, Mobile/Web and much more. These experts collaborate to share best practices and learnings, so you benefit from the collaboration and collective learnings to accelerate your business.

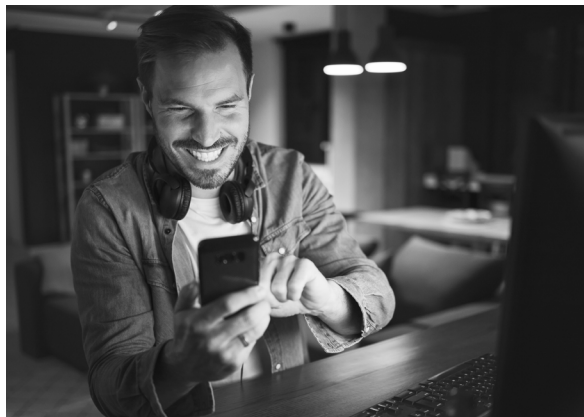
As a scalable and diversified engineering partner, we can quickly assemble a team to develop high-quality iGaming and Betting platforms and solutions—from the front-end UX to the back-end processes. We collaborate to design and build the next-gen products, platforms, and digital experiences that will engage audiences and generate revenue.

Our team of innovators executes with clients in multiple models. Whichever model you select, GlobalLogic employs a customizable framework that enables content creators and providers to create a fully functional, highly branded, monetized online sports betting app, with user-friendly sports betting UI and superb sports betting UX, in as little as 10 weeks. Our unified infrastructure & scheduling tool allows testers to remotely schedule automated tests for their applications on a repository of 3,000+ devices. And migrating to the cloud is efficiently managed by our Cloudwave Assessment Tool, a survey-based process and intelligent categorization engine.



WE KNOW USER EXPERIENCE

And the role of design and data in the game, and how to bring both of them together to help you create engaging experiences.



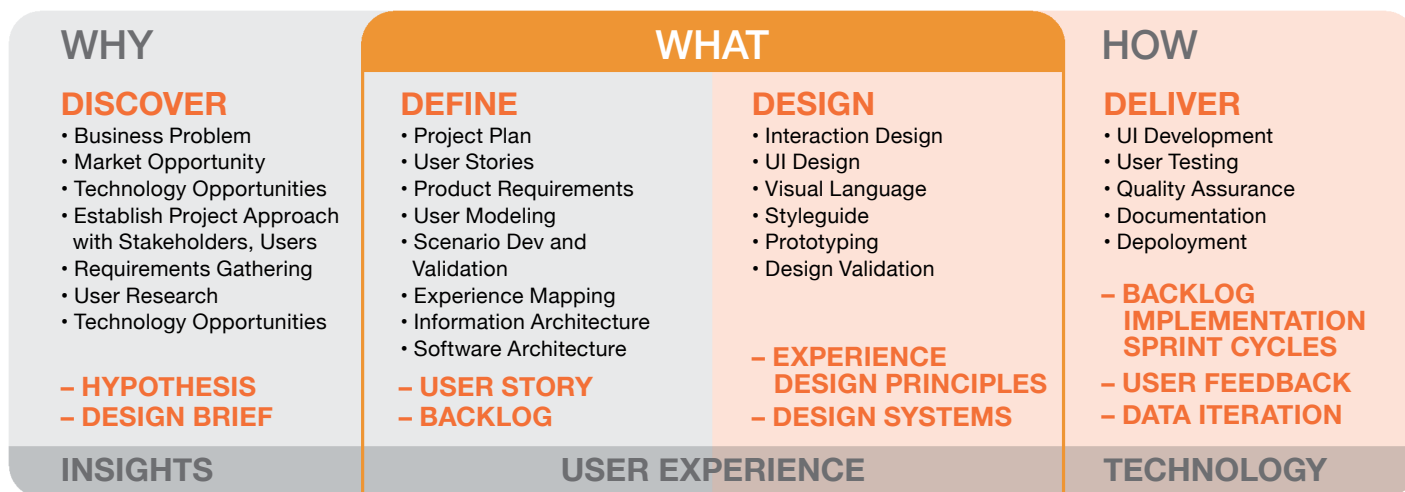
Stakes are high for attracting, engaging, and retaining users, but with increasing online options and routes to digital engagement, their expectations of their experience with your platform are even higher. The first signs of underperformance—from poor navigation and payment delays to missing content and recurring technical issues—discourage user commitment. Design is at our core and data driven strategy helps personalize experiences to engage and to keep bringing them back.

METHOD

WE KNOW THE WHY, WHAT AND HOW OF PLATFORMS THAT ENGAGE It's Our Method.

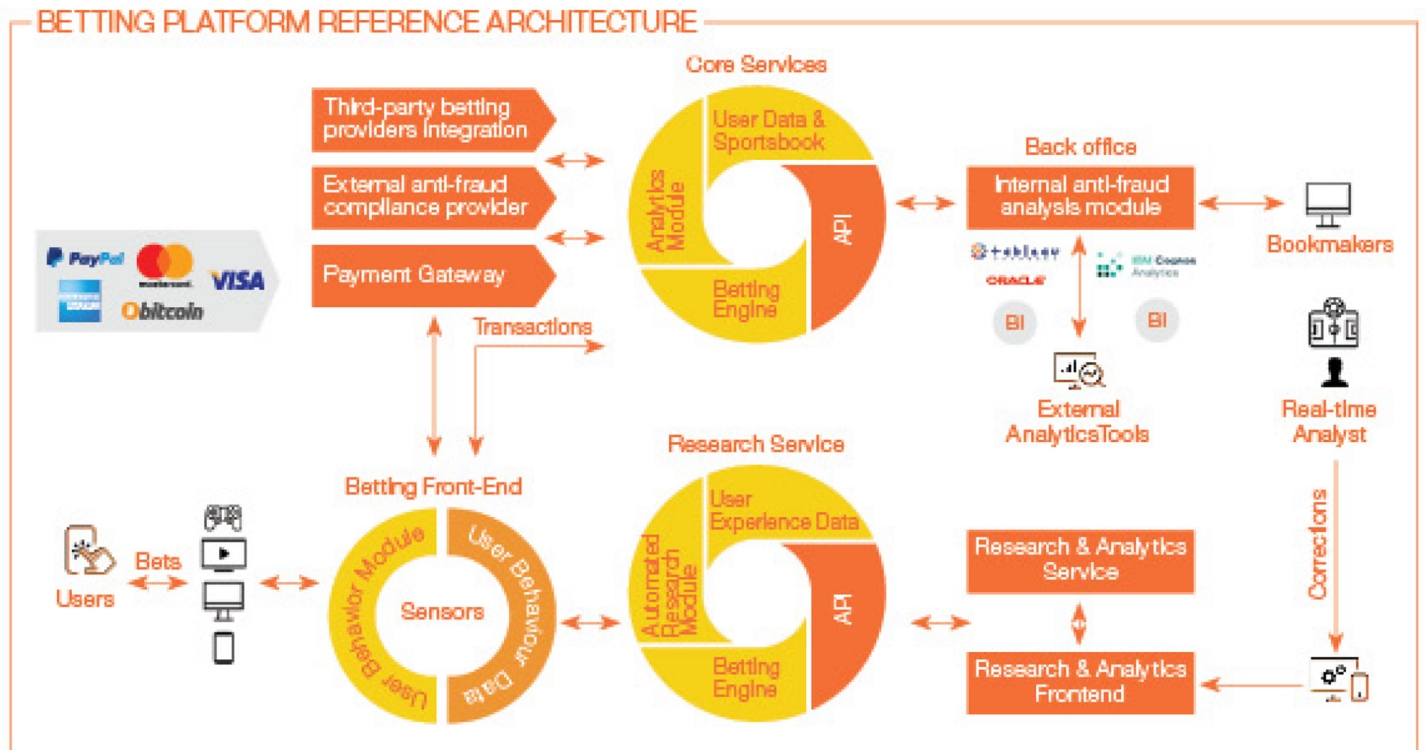
Method, a GlobalLogic company creates digital products and experiences. With 500 designers across the company, Method collaborates with clients to innovate their brand, products and services from a strategy, concept and experience point-of-view. With DAZN, the top grossing on-demand sports platform worldwide, Method brought in an accelerated “make, test and learn” process to define the overall product design direction and express it across multiple platforms, in target markets, in a short time frame.

Method is the recognized leader in crafting branded experiences. We offer business, brand, product, and data strategy; visual, interaction, and service design; and full stack technical implication services—working in concert to create digital solutions from concept to launch.



PLACE YOUR BETS ON A DESIGN THAT GROWS WITH YOU

Our Betting Platform Reference Architecture helps you quickly deploy a platform that can grow with you while you provide your users a personalized experience, such as adding social interaction and gamification to the betting front end.



WE KNOW PAYMENTS, ANALYTICS, SECURITY, AND CODE TO CLOUD

With all the payment options, gateways, acquirers/processors, networks, issuers, regulations, sports betting compliance etc., payment can be complicated. GlobalLogic has developed compliant, secure, scalable, and robust solutions across the transactions domain.

At GlobalLogic, we help our customers turn data into knowledgeable and actionable insights. We have expertise across the data value chain and help our customers strategize, transform, realize, evolve, analyze and monetize data. We also have 2000+ data engineers globally working across industry domains that bring best practices, technology knowledge and innovation.

In today's digital world, security issues abound. End users fear sensitive data leaks, network issues, malware attacks, and more. With our strong security engineering expertise, we collaborate with you to recommend the right security strategy, build a secure software development process, and deploy DevSecOps implementations. We know security from inside out. You can bet on that.

And cloud and DevOps is the largest practice within GlobalLogic, with 4000+ global engineers working across various solutions and platforms. We are certified partners to the large hyperscalers—AWS, GCP and MS Azure—and can provide unbiased, vendor agnostic solutions to our customers based on their unique needs.

WE KNOW SOLUTIONS [CASE STUDY]

A multinational sports data and tech solutions vendor needed a new engineering approach to get in market rapidly with sports betting expertise that wasn't available in-house.

GlobalLogic engaged through a dedicated lab model, activating more than 75 engineers who accelerated major initiatives for the client including real time sports analytics, an ad placement platform, an OTT application, and a high-end CV solution.

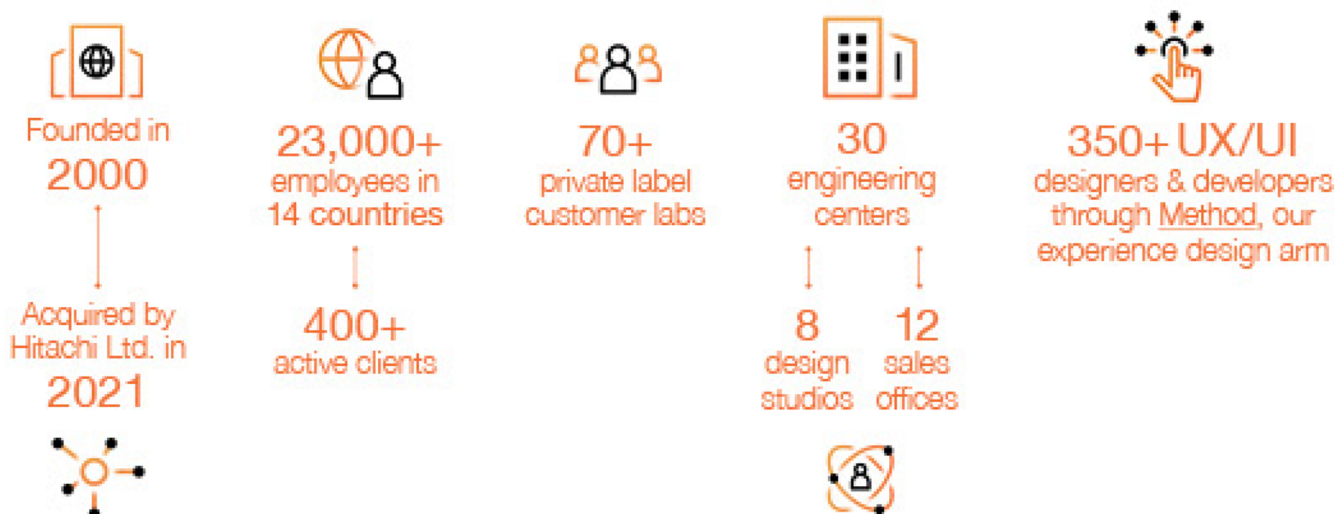
THE WINNING OUTCOME FOR THE CLIENT?

A responsive web front end, OTT apps, core sport events and stream processing pipeline, sport related CMS and fan engagement websites and ML models for real-time sport video analysis.

WE KNOW GROWTH

For GlobalLogic and our customers

For over 20 years, GlobalLogic has partnered with businesses across every major industry to make amazing products and connect the dots between people, products, and business opportunities. In 2021, GlobalLogic was acquired by Hitachi Ltd. GlobalLogic's capabilities, combined with Hitachi's [Lumada](#), enables us to deploy Hitachi's extensive library of digital solutions to the global market and to help customers and societies solve their issues through Agile application development in the cloud.



WE EMBRACE CULTURE

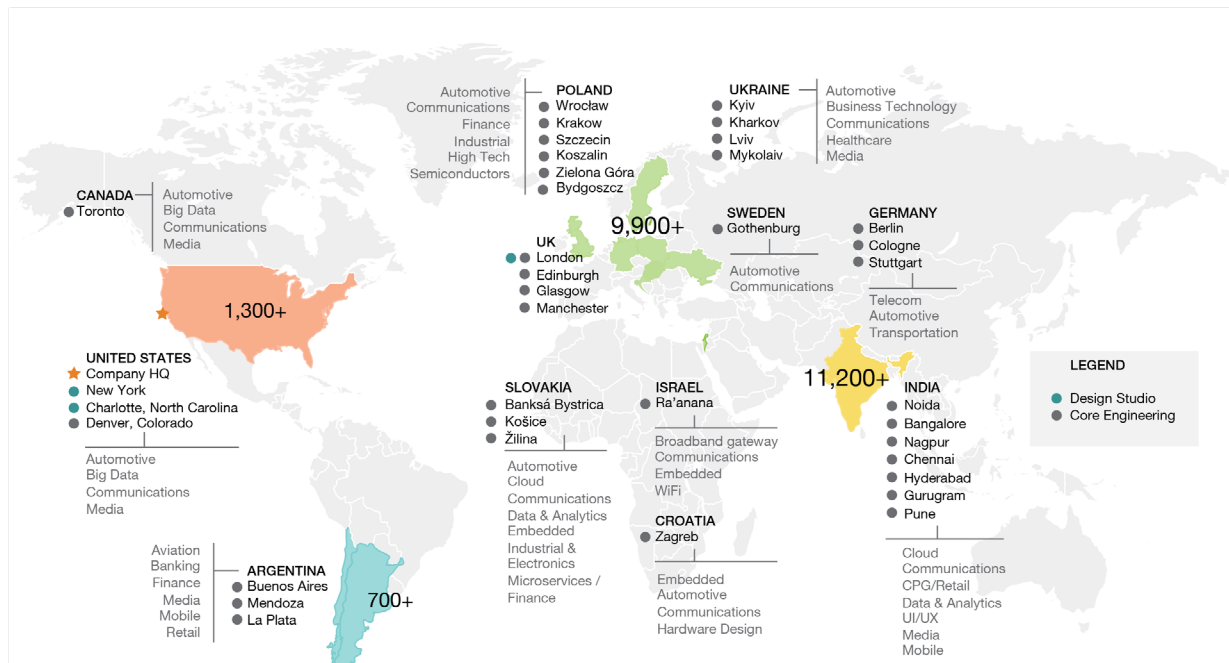
Environmental, Social & Governance (ESG) has been woven into our company's fabric from the beginning. From supporting education, the environment, women in tech, and the arts to fostering diversity, equity, and inclusion, we're committed to advancing a multi-faceted culture within our global company. Examples include signing the [CEO Action of Diversity & Inclusion Pledge](#), managing our environmental footprint, and being a proud member of the National Association of Corporate Directors (NACD).



SOCIAL RESPONSIBILITY IS OUR RESPONSIBILITY

GlobalLogic
FOUNDATION

At GlobalLogic, we believe in giving back to our community. Every year, we select a number of charities & volunteer programs to participate in under the umbrella of our CRS program: **The GlobalLogic Foundation.**



WE ARE YOUR BEST PARTNER FOR DIGITAL SUCCESS

Market leading companies partner with GlobalLogic to design, develop and manage their software products, platforms, and experiences.

With design and engineering expertise across the entire media lifecycle, GlobalLogic provides a single strategic partnership for end-to-end solution development, from Gaming/Sports Betting, OTT, and targeted ad delivery to next-gen digital broadcasting studios. We can help you get products to market faster, capture new revenue streams, and deliver value to consumers through seamless viewing experiences and intelligent data usage.

We hope this value book has allowed you to get to know us a little better, understand our approach to work and affirm our commitment to your industry. We believe strong partnerships deliver innovative solutions. To see if we're a partner match for your company, download our guide, 6 Questions to Ask When Looking for a Software Engineer and check out our additional resources for further insights.

**Win the Game with GlobalLogic.
Your Best Partner for Digital Success.**





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About GlobalLogic

GlobalLogic is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world.

By integrating experience design, complex engineering, and data expertise—we help our clients imagine what's possible, and accelerate their transition into tomorrow's digital businesses.

Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries.

GlobalLogic is a Hitachi Group Company operating under Hitachi, Ltd. (TSE: 6501) which contributes to a sustainable society with a higher quality of life by driving innovation through data and technology as the Social Innovation Business.