

ENSURING POSITIVE TRAJECTORY

James Boje, chief operating officer, EMEA at Gaming Laboratories International

How has the increased regulatory requirement for responsible gambling affected the testing and compliance process?

When we think about igaming in all its many forms, there are elements of igaming that have inherent responsible gaming safeguards. When you compare traditional land-based gaming to igaming, when it comes to responsible gaming safeguards, the platforms in igaming are more fundamentally equipped to address responsible gaming issues.

These platforms recognise players, vet their funding sources, verify their geolocation and various other data that help the platform to successfully identify players. Additionally, platforms are more technologically capable of enforcing responsible gaming parameters, whether those are set by the operator or by the player.

So, from a testing and compliance perspective, increased requirements haven't fundamentally altered our testing process, because we have been consulting on and testing for these types of requirements for decades. It's all a part of the integrated compliance commitment that we offer to our clients.

With many jurisdictions requiring responsible gaming due diligence and other compliance-related issues such as recertification, ongoing auditing and AML compliance, we offer robust solutions to help our clients maintain and understand ongoing compliance obligations.

What are the major differences between testing actual gaming machines and online games?

While igaming testing differs from land-based testing in some ways, in many ways they are very much the same, so we look to find those ways where they are the same and bring those concepts forward.

When looking at the ways in which they're different, we start from a player experience perspective, looking at what potential issues a player could have, issues that might cause the player to lose faith in the industry and the marketplace, as one angle to ensure that full fairness is built into the products.

Then we look for vulnerabilities across the platform, meaning what are the security threats or other technological threats. The main piece is the communication between the player device and the back-end system and how those two coordinate to provide an end-to-end product.

What kind of impact is the constantly increasing number of jurisdictions around the world (e.g. sports betting in the US) having on your operation?

We must continually respond to ever-increasing customer demand around the globe, from existing and from emerging jurisdictions. For example, GLI EMEA recently added nearly 70 new test engineers, mathematicians, computer support specialists, data entry operators and document specialists to our teams in the



Netherlands, South Africa, Italy, Spain, the UK and Austria.

Part of that was growth from existing clients and part from new clients. For example, recently the Lotteries and Gaming Regulatory Board of Uganda contracted GLI to support them in developing new technical standards for the gaming industry in the country. That project is just one of many new projects the EMEA team is working on.

The growth has been largely driven by global uptake in online gaming and sports betting. The way we have deliberately structured our laboratory testing business means we can test in any office location for almost any jurisdiction. That means we can hire the best talent and they can work on global GLI projects anywhere the demand is.

It's about having the right people with the right skills to support our customers and meet their demands no matter where in the world they are based.

What steps do you take to remain ahead of the myriad technological advances in the gaming industry?

We must stay ahead so that our clients can stay ahead. Technology changes so quickly and we have an obligation to our clients to be always one step ahead. That's why we have teams of subject matter experts who are continually researching new technologies and considering ways they may impact the industry from the perspective of the regulator, the supplier, the operator and the consumer.

It is a lot of work and we love it. It's exciting - finding that "next" is a thrilling motivator to come to work every day. And that work directly

ties into the integrated approach to compliance that we offer from regulatory compliance, technical compliance, end-to-end testing and full lifecycle compliance.

Our job is to advise on many different parts of the compliance journey for existing and emerging jurisdictions with existing and emerging technologies. Regardless of when and where in the world those projects might happen, or if our clients need one thing or many, their needs are intertwined and GLI is the best partner for all those integrated needs.

We are here to leverage decades of experience to help our clients achieve their goals - no matter how big or small or how unique the challenge. We aim to be your first call every time; we are committed to your success from beginning to end and every stage in between. Our global expert team of advisors is here to serve our clients during every stage of the gaming and regulatory process.

How do you see your company - and the industry - five to 10 years from now?

At GLI, we have never seen the future as a straight line - it has many interesting curves and twists and turns and hills and valleys and it's those things that make our job fun because no day is the same.

New technology makes sure that every day is different. So, while no one can really say for sure where the industry or technology will be in five or 10 years from now, we will be here, helping our clients to stay one step ahead of those curves and hills, providing our world-class advice, consultation and compliance services to help ensure a positive trajectory for our clients and the industry. □