# **GLI: A VITAL PART** OF THE INDUSTRY

James Illingworth, vice president of EMEA sales at GLI, answers InterGaming's questions

## What are the main challenges facing testing labs

Technology is moving faster than ever in the gaming space and as a result our customers are investing more time in research and development. It certainly is the case that platforms and content make the difference between those suppliers to perform well and those that don't.

Because of this, the number of new products and technologies being developed continues to increase and the challenge for any test lab is to be able to deliver on time, on budget and with the best quality. At GLI, we work daily to make sure we can deliver to every client, big or small, at the timeframe they need.

In addition to the increase in new products coming out, GLI is also in demand to ensure current products on the market are evaluated against new market regulations or changes in regulations and we work hard to communicate those changes to the supplier industry.

That's why we have staff who are knowledgeable, experienced, and globally diverse to maintain our ability to deliver our advisory services to the industry upon demand. To assist us in this endeavour during the pandemic, we continued to recruit expert staff to meet the demands of clients, operators and regulatory bodies to help them be ready for the

Finally, another challenge for testing labs, suppliers and regulators is that many current regulations were written when the jurisdiction/ market first opened, but new technologies are now pushing the boundaries of those regulations.

We work simultaneously with suppliers and regulators to balance what each regulator requires with the new technologies customers want to bring to market and how regulations can be applied to new technologies which were not envisioned years ago.

Therefore, we are also finding ourselves working closer than ever with our customers, aligning ourselves in the development stages of their products due to the demand, timelines and marketing campaigns around new products to ensure we deliver for them on-time certifications.

#### How do you keep your engineers ahead of the curve when it comes to new technology used by manufacturers?

GLI is often approached by manufacturers and regulators to evaluate new technologies and offer an opinion as to the appropriateness and compliance with regulations across many

global jurisdictions. To ensure our compliance and engineering teams are always ahead of the curve, we have a task team that identifies and evaluates new technologies and trends as they appear on the horizon.

This enables us to skill up the appropriate resources and ensure we are ready to assist our clients in bringing new technologies to market quickly. In addition, we may produce white papers on new technologies to assist regulatory bodies and customers in dealing with these challenging technologies.

We have 24 labs around the world, with additional labs on the way, so we benefit from early insights into what is happening locally in jurisdictions worldwide and can share that information across all our labs.

#### How closely do you work with regulators to shape the testing landscape?

Regulators and policymakers shape the testing landscape to fit and meet the needs of their individual jurisdictions and policy objectives. To help, when asked, we work with regulators across the globe, serving as a trusted advisor, guiding and advising them on technical standards and testing requirements.

GLI Standards have been adopted by jurisdictions globally in all product verticals. We update and initiate new standard requests constantly to serve regulators. That means GLI Standards have been developed and adapted over time, which provides regulators with confidence and peace of mind.

#### How have the other services you provide evolved from your original purpose?

What GLI does and the tools we use have evolved with technology; however, our original purpose remains the same: to help maintain the gaming industry's integrity and keep the game fair for everyone by working with and being the conduit between suppliers, regulators and operators.

GLI's first testing engagement in 1989 was a machine-testing contract with the State of South Dakota to assist in the oversight and implementation of the first organised video lottery system in the US. Since then, we have certified millions of land-based, online, lottery devices and systems, advised on and tested equipment for more than 480 jurisdictions and created a series of global standards that help suppliers, regulators and operators.

As our business has evolved, so have our clients' businesses, technology and the industry at large. Our clients now require more than just



a test laboratory. They are looking for a partner to help them grow their business, enter new markets and gain an advantage in an increasingly competitive market.

At the same time, we see new gaming technology and are working with regulatory bodies to assist in this area, the overall aim being to help the gaming sector. They want a partner with the experience and global reach to get them to market quickly and efficiently without compromising on standards.

This is where GLI's suite of integrated compliance solutions really benefits our clients. We have a solution for wherever they find themselves on the product journey, from understanding regulations in a new jurisdiction through to annual change management audits and cybersecurity testing and all the testing and compliance requirements in between.

#### How big a part does the online gaming industry now play in your business?

The online gaming market had been growing year over year prior to the Covid pandemic, but certainly the global lockdowns of early 2020 were a significant factor in the rise of online gaming around the world. Naturally, we experienced a rise in the number of online gaming clients, new products coming to market and new jurisdictions opening to online gaming during the pandemic.

GLI was able to remain agile throughout this period and we grew our delivery teams significantly to assist our clients with meeting their go-to-market timelines. At the end of the day, we see content to be tested as content that may be distributed anywhere in the omnichannel of delivery to the player.

### How do you see both testing and compliance and the gaming industry in general developing over the next decade or so?

We have already started to see and will continue to see risk-based models which allow more flexibility to improve time to market and a heavy emphasis on audit and review after products have been launched. We also expect to see more product convergence and a seamless player experience from the casino to a mobile

Either way, we continue to see the need for regulation, the need for strong regulators and an industry that continues to place compliance as a critical element to make sure that the industry prospers and remains fair for everyone.