

RBW continues investment in raising digital presence

TECHNOLOGY

Building on a successful year of business wins RBW Systems has completed an overhaul of its digital presence making the customer experience more intuitive and enhancing functionality. According to **James Wheeler**, the company's Head of Product Marketing this reflects a continuation of RBW's focus on always seeking to deliver for their customers.

RBW Systems, the leading independent systems supplier to all sectors of the UK land-based gaming industry comprising pub, bingo, FEC and AGC is entering Q4 of what has been a momentous year for the company in some style.

RBW Systems, which includes Inspired, OKTO, Shipley's, Game Nation as well as a host of independent arcade operators among its customers, has completed a comprehensive upgrade to its branding and digital presence which has included improvements to the front-end of its Mobile, TITO and Central Management System (CMS).

Head of Product Marketing James Wheeler who has led the project stated: "As a customer-focussed technology company the core



focus for RBW has been on the delivery of an exceptional product which meets the needs of operators irrespective of their size. With over 5,000 machines managed by our technologies and 300+ sites installed with

Guardian TITO processing in excess of £1bn of TITO transactions we are now in the position where we want the quality and excellence of our product offering to be reflected in our digital presence.

"As well as creating a

new, sharper, contemporary brand identity we have also redeveloped the front-end User Interface (UI) of our mobile, TITO, and CMS in order to be more intuitive and deliver increased functionality, whilst incorpo-

rating the new branding."

"In our latest release, we have also introduced a comprehensive library of AI-powered training videos, designed to simplify the process of learning the Guardian system. This resource provides operators and staff with immediate, accessible guidance, reducing the costs, challenges, and disruptions typically associated with traditional staff training."

He added: "2024 has seen RBW make a number of key appointments including the addition of highly experienced industry executives Craig Morgan, Barry Knowles and Geoff Clark. Drawing on the incomparable level of knowledge that sits within the business we've been able to elevate our product, our digital presence, and service to the next level, something that we are continually looking to deliver"

Let's get digital

James Wheeler said...

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GBG expands membership with IGT and CLMS joining the Group

TRADE GROUP

The Gambling Business Group has welcomed two new members to its ranks with international gaming giants IGT and management systems specialists CLMS joining the industry body.

The two businesses bring a wealth of expertise to the GBG with gaming machine and technology innovators IGT adding a crucial international perspective, whilst CLMS's skillset, particularly in machine play data, provides a perfect fit for the organisation's determined drive to add evidence and technical know-how to the debate on gaming and gambling in the UK.

Peter Hannibal welcomed both businesses to the fold, recognising each company's value to the GBG's strategic plans over for the next few years. "With growth and technical innovation so important on the industry, and to the UK govern-



ment's agenda, the input of a global gaming giant such as IGT is invaluable. Their experience across all territories around the world offers crucial insight into the opportunities available to strengthen the industry's growth potential. We are extremely happy to welcome IGT to the organisation."

And for CLMS, Hannibal was equally pleased to see Simon Barff's team joining the group. "Most people in the industry know the important



contribution that CLMS brings to our collection of data. They record the patterns and trends that enable the industry to move forward and help improve performance and identify issues that sectors encounter along the way. As a Group we rely on trustworthy data to ensure the right kind of legislation and regulation is applied - CLMS will help play a crucial role in that objective."

It's an important week at the GBG with the association holding its

latest Board Meeting with two special guests attending - Nick Rust, chairman of the Gambling Commission's Industry Forum, and Kate Nicholls in her role as chair of the Institute of Licensing.

Both OBE honour recipients will be addressing the GBG Board - and it's a line-up that Peter Hannibal is keen to hear from. "We are at such an important time for the industry and Nick and Kate have a lot to talk about. For Nick and his Industry Forum colleagues, we need to provide all our support in making sure the voice of the industry is properly recognised and understood by the Commission. The regulator established the Forum to draw on the industry's experience and knowledge and we must make our input work in helping the Commission do their job and for the benefit of all stakeholders."

And for Nicholls, it's a step aside from her duties at UK Hospitality where she and her team have a

common objective to re-invigorate the UK's high streets. Hannibal noted: "Kate is a great ally of the GBG and BISL before that, and we have both been pressing hard for serious government attention to drive economic energy back into our high streets. On this occasion, though, she will be talking to us about the important relationship that we have been building between the GBG and the Institute of Licensing over the past few years. It is a vital connection for land based gambling: the licensing authorities are an ever-present body for our members and the industry in general. We have established ourselves as a primary point of contact for local authorities in all areas that affect premise based gambling businesses and their high street operations. For us, it's a key engagement and we are hoping Kate will help give us added guidance on areas where we can strengthen that relationship."