

Global Symposium Racing & Gaming

Presented by

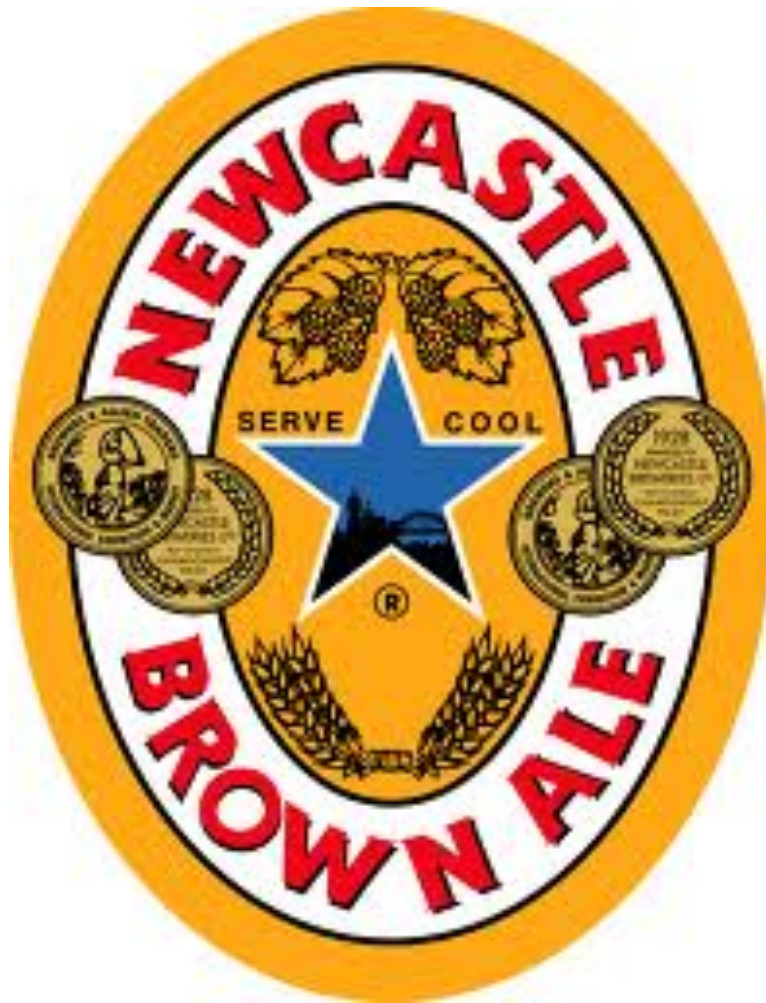
Peter Murray –
Head of Gaming
December 2013



Who am I



Where am I



The Blaydon Races



Who are you?



GBGroup Credentials

About GBGroup (GBG):



Established 1989

Mar Cap £100MLN

300 Employees

Fully Listed PLC

HQ in Chester

Offices in San Francisco, London, Sydney Edinburgh, Glasgow, Nottingham

4 Corp Acquisitions since 2011.



ISO 27001:2005
Cert No: IS 552579



INVESTORS
IN PEOPLE



GBGroup
USING IDENTITY INTELLIGENTLY

E-Gaming Customers

paddypower.com
poker • betting • casino • bingo

Ladbrokes



888
.com

bwin

sky BET



Boylesports.com

watch and wager

betfair

StanJames.com

SPORTS | CASINO | POKER | GAMES

Probability plc

bwin.party digital entertainment

32Red
online casino

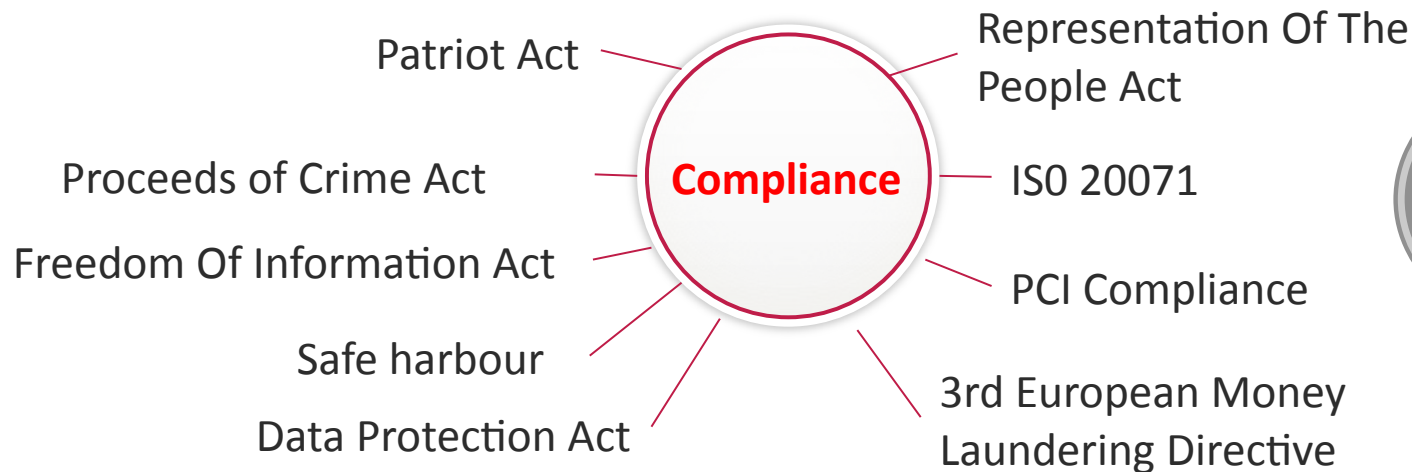
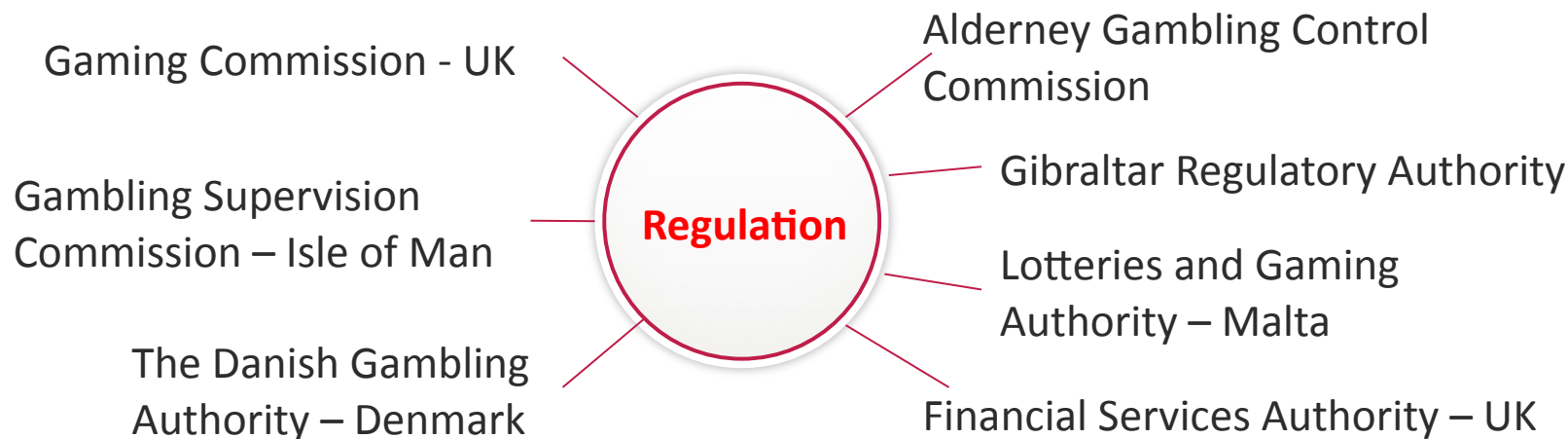
totesport

SPORTINGINDEX
WORLD LEADERS IN SPORTS SPREAD BETTING

Littlewoods
POKER 100 COM

bet365

Regulations & Compliance



The Future is
ID³global
 a GBGroup solution

20%
 Global ID Engine is 20%
 faster than before

3bn
 Verify the identity
 of 3 billion citizens

Expand
 ID3global will future
 proof your business as
 you expand globally

Security
 Includes ISO 27001, PCI DSS
 compliance, 2nd factor authentication
 Dual site and Full Disaster Recovery

Easy
 You can produce
 your own bespoke
 reports easily

24/7
 Helpdesk
 Support Line
 Available

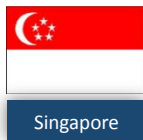
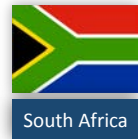
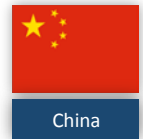
Control
 Giving your administrators
 more control to add users
 and reset passwords



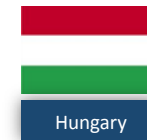
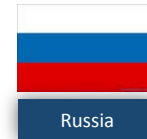
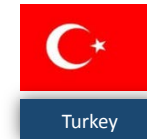
-  Register & Verify
-  Cleanse & Engage
-  Employ & Comply
-  Trace & Investigate

Deep Data Coverage

LIVE



IN PROGRESS



Data Availability - USA

USA – Data Sources

Postal records 	Mobile Telephone Directory 	National ID Card 	Utilities 	Fraud Signals 	KYC Data	ID Document Validation	FMS	Currently unavailable
National ID Register 	National Passport Registry 	Driving Licence 	Mobile Phone Validation 	IP Validation 	USA – Input Fields Mandatory Optional First Name Last Name Country MRZ Passport No. Address Social Security No. Date of Birth. Mobile Tel No. Gender			
Electoral Roll 	Consented Marketing Data 	Credit & Debit Cards 	Mortality Records 	Bank Account Validation 				
Landline Telephone Directory 	PEP Intelligence 	Passport 	Device ID 	Postal Redirect 				
Enhanced Sanctions 	Credit Header Data 	ID Document Image Validation 	My Data 	Payment Predictor 				

Data Availability - USA

US Persons Database (Voters, Motor etc*)

Driving Licence

International Passport

SSN (Last 4, Full or Digit Calculation)

Geo Location (Alert on outside of state)

Mobile Phone Location (Located/Registered outside of state)

Device ID (Fraudulent Reputation)

IP Location (Located outside of state)

Sanctions & Enforcements

Politically Exposed Persons

US data sources

US Persons Database includes

- US Consumer Reporting Agencies
- Voter's Registration Records
- Motor Vehicle Records
- County Government Property Records
- National Telco Phone Records
- State Government Recreational License Records
- Social Security Death Master
- US Postal Service Address Records

Customer Journey and Regulation

How to engage the customer and meet regulation

- What is required
- Name
- Address
- Date of Birth
- Mandated data
 - Tax/ID number
 - SSN
 - Full or last 4?
- Documents!!!

US regulation differentiators

- Licenses process for suppliers
- Enhanced level of checks
 - Exclusion list
 - Disbarred lists
 - Multi factor authentication
- Geolocation (the 'sexy' one)

What is Verification = Who v's Where

Information



Address



Family / Surname



Date of Birth



Individual / Forename



Document Number / Image



Alerting

KYC Criteria



Age Verification



Location


























Fraud Management



BGGroup
USING IDENTITY INTELLIGENTLY

US verification

US Persons Database (Voters, Motor etc*)						
Driving Licence						
International Passport						
SSN (Last 4, Full or Digit Calculation)						
Geo Location (Alert on outside of state)						
Mobile Phone Location (Located/Registered outside of state)						
Device ID (Fraudulent Reputation)						
IP Location (Located outside of state)						
Sanctions & Enforcements						
Politically Exposed Persons						

Geolocation – Where and When

It is where you are

- Carrier Network Mobile location
- Derived from Cell tower triangulation
- In Real time
- Wireless carriers such as Verizon and AT&T
- All cell phones, tablets and laptops with Data connections can be tracked reliably and accurately
- Triangulation of data for wifi
- As with identity it is most effective when 'layering' the data available
- On log on and during session

Questions & contact

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