



# BETTER PLAYER EXPERIENCES, RICHER BUSINESS OUTCOMES

Dive into the next big betting and gaming revolution with  
HARMAN Connected Services





## Transition from Traditional to Immersive

The size of the global online gambling market peaked at around US \$59Bn in 2019 and was expected to be valued at over US \$92.9Bn by 2023<sup>1</sup>. But this was before 2020. Now, this projection looks understated.

With consumers openly embracing digital experiences, online betting and gaming has been catapulted into the mainstream overnight. And while this is good news for the business development teams, it necessitates innovative product development with high-end technology integration. Operators must deliver personalized and high-quality customer experiences, using emerging technologies like AI and AR/VR to succeed in this new normal. They must move beyond brick-and-mortar bookmaking, and embrace a powerful, channel-agnostic approach to service delivery. This is where HARMAN can help you drive real differentiation.

Leverage our deep domain knowledge, engineering expertise, and proficiency in non-core IT assets and platforms to transform your betting and gaming operations and rapidly build a larger user base.

## Sports Betting, Lottery, and Casino Engineering by HARMAN

HARMAN delivers rich UI/UX and multichannel experiences coupled with real-time business intelligence and faster go-to-market cycles for betting and gaming operators. We also deploy cutting-edge encryption technology to help secure your dataflows and engage with every stakeholder in the most simple and agile manner.

For sports bookmakers, our pre-match and live-match solutions deliver personalized betting features and quick integration into third-party solutions, while offering total administration of sports betting games from operational and risk management perspectives.

1: <https://www.statista.com/statistics/270728/market-volume-of-online-gaming-worldwide/>

# The House Always Wins

With HARMAN, you can make use of data-driven customer insights to enable remote betting and gaming, deliver multi-channel experiences, and so much more.

- Accelerate your time-to-market
- Enable immersive player experiences
- Access granular and broad customer insights
- Integrate and validate supplier games on multiple operator environments
- Drive customer acquisition, retention, and loyalty
- Reduce discretionary expenditures



12 years of betting, gaming, and lottery delivery experience



Expertise in cutting edge technologies and digital transformation



AI and ML-led data analytics for boosted revenue



Upselling and cross-selling integrated business models

## Beat the Odds, with HARMAN

### Design

Embrace a mobile-first responsive web design philosophy that includes user experience design, experience evaluation, digital marketing, front end development, and more.

### Integrations & Engineering Services

Streamline processes to deliver high-quality games and features, faster. We help accelerate development cycles to get exciting new games into the market, at speed.

### BI & Analytics

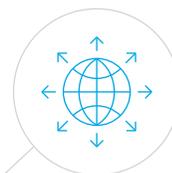
Drive customer engagement and business insights for gaming operators through focused analytics solutions. Leverage the power of big data to provide timely betting suggestions based on player behavior and previous successes.

### Testing & QA

Deploy exhaustive testing solutions across multiple gaming software providers such as OpenBet, Playtech, Realistic, IGT, etc. Our end-to-end test offerings ensure 99.2% defect removal efficiency, 99.9% site uptime, and 77% automation.

### Access, Anywhere

Deliver seamless multi-channel experiences and personalization to connect with end-users across web, mobile, tablet, and physical retail outlets.



# Multichannel Product Development for a Retail Bookmaking Leader

One of the world's leading betting and gaming enterprises, enabled personalized content and consistent user experiences across all channels using an integrated, digital-first approach, and simplified registration and betting processes.



## Why is HARMAN Recognized as a Leader Across Global Service Providers for the Gaming Industry?

[Learn more](#)

## Are you interested in taking your gaming experience to the next level?

[Get in touch: askcs@harman.com](mailto:askcs@harman.com)

### ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®. HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

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