

## Ramping up delivery

**Devon Dalbock**, GLI Africa's general manager, tells *INTERGAMINGi* how the company is reacting to increased online gaming testing requirements

**INTERGAMINGi: How big a part does the online gaming industry now play in your business?**

**DD:** Demand for testing of online gaming continues to grow as more and more manufacturers come to market and new jurisdictions open for online gaming and sports betting. At GLI, we are also seeing many of our traditional land-based clients starting to offer online gaming.

We see this trend to online continuing and over the last 18 months GLI has further ramped up our delivery teams to ensure we are ready to meet our clients' timelines.

**What are the latest cutting-edge elements in the compliance and testing sector?**

The cutting-edge elements come from suppliers, and their innovations are part of what makes what we do so exciting.

**With the industry ever evolving, how do you ensure you stay ahead of the game? How do you keep your engineers ahead of the curve when it comes to new technology used by manufacturers?**

We are constantly scanning the technology horizon to identify and understand new technologies and trends that may be relevant in the gaming market. For example, several years ago, we noted the growth in blockchain and cryptocurrency and created a task team to identify how this may impact on the industry and our clients.

We had a similar execution regarding esports and both scenarios enabled us to be ahead of the curve so that we could provide the best possible advice to clients. This type of knowledge is one reason why clients rely on our pre-compliance services, to help them understand how new technology meets current regulation.

**Could you tell us how you balance to meet the needs of both operators and players?**

The role of the test lab is to ensure gaming products are compliant with the relevant jurisdictional requirements. Not only from a technical standard compliance perspective, but we also take into account the various rules and regulations of the jurisdiction we are testing for.

Often, these regulations may contain responsible gaming, anti-money laundering, KYC and other criteria designed to protect both operators and players. The bottom line is, our work helps keep the game fair for everyone - operators, players, suppliers and regulators.

**Do you differ in your approach when dealing with well-established and emerging markets?**

Our approach remains the same whether we are testing for established markets or new emerging markets. Our mission is to guide our clients

through the compliance requirements of each jurisdiction and deliver their projects on time, on budget and at the highest quality.

Our global presence and accreditation in over 480 jurisdictions mean that our clients can rely on GLI to assist them in entering any regulated jurisdiction around the world.

**How closely do you work with regulators in order to shape the testing landscape?**

GLI has become the trusted advisor to many regulators across the globe, who look to GLI for guidance with regards to new technologies and trends within the industry.

Many new and emerging jurisdictions have adopted the GLI technical standards as this provides them with peace of mind knowing that products approved against these standards have been tested to the highest standards.

Some regulators will look to further refine and adapt the GLI standards to their specific requirements and GLI can certainly assist with this service.

**What are the key elements of pre-compliance and how is it best to achieve ongoing compliance once operations are live?**

Testing and certifying gaming devices and systems is a major part of what GLI does, but we're also here to help our clients understand ongoing compliance obligations in land-based, igaming, sports betting and lottery.

We offer end-to-end support for our clients GLI via our Integrated Compliance Solutions. We're always working with operators, suppliers and jurisdictions around the globe so we can provide the most up-to-date information and resources, no matter where our clients are in the process.

When we engage with a new client, for example, we don't just look at a project in isolation. We take time to really understand where they want to go as a business.

By doing that, we can take a more strategic view of what support they will need from us longer term and build that into the project plans saving them time and money further down the line.

Integrated compliance isn't just about a certificate to us; it's an ongoing relationship to help maintain compliance and ensure our clients remain proactive.

**In an industry defined and charged by such fluidity, where do you see it in five years?**

The online gaming market is currently estimated to be worth just under \$100bn, with predictions that it will reach \$130bn by 2027, which is a compound annual growth of almost 10 per cent.

Asia-Pacific was the largest online gambling market in 2021, but the rise in access to smartphones, cheaper data costs and better internet connectivity is driving online gambling and we will see growth in other markets such as Africa and LatAm.

I think we will see a rise in the adoption of cryptocurrency as a payment medium, also I believe more suppliers will look to integrate augmented reality and virtual reality into their online offerings in an attempt to offer a more immersive gaming experience.

Finally, I think that esports betting will gain significant traction over the next year, not just betting on the outcome of the game, but also in-game betting, where punters are able to place a wager on outcomes such as who will score first or how many minutes to the first score, etc. Whatever course the industry takes, GLI is ready to help.

