

Sogeti

Aiding Survival, Accelerating Recovery

A decorative graphic consisting of several overlapping, semi-transparent gray shapes. It includes a large circle on the left, a square on the right, and various curved segments that create a complex, layered geometric pattern.

The Business Environment

- **Shareholders looking to make a return**
- **Barriers to entry are coming down**
- **Governments trying to tax the business**
- **Governments trying to protect national companies and tourism**
- **Regulators trying to protect the players interests**
- **Regulators trying to keep 'unwanted' companies out**

A very heavily regulated environment but also very competitive

A large, light gray decorative graphic consisting of overlapping curved shapes, resembling a stylized 'S' or a series of connected arcs, positioned on the right side of the slide.

Interested parties

- **Players**
 - **Players families**
 - **Gambling Anonymous**
 - **Religions**
 - **Television**
 - **Sponsors**
 - **Competitors**
 - **'The Baddies'**
 - **Sports teams / Events / Organisations**
 - **Electoral Commissions**
 - **Mobile Phone Technology companies**
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- A decorative graphic on the right side of the slide, consisting of several overlapping, semi-transparent grey shapes that form a stylized, abstract design.

The Baddies

- **International criminals and gangs**
- **International terrorists**
- **Cheats and the like**
- **Local criminals**
- **'IT criminals'**
- **Opportunists**
- **Under aged gamblers**



Industry issues

- **Random Number Generators**
- **Payout rules**
- **Machines**
- **Networks**
- **Internet Service Providers**
- **International Boundaries**



Status Players

- **Business owners**
- **Regulators**
- **Gamblers**
- **Police**
- **Governments**
- **Software companies**
- **Acquirers**

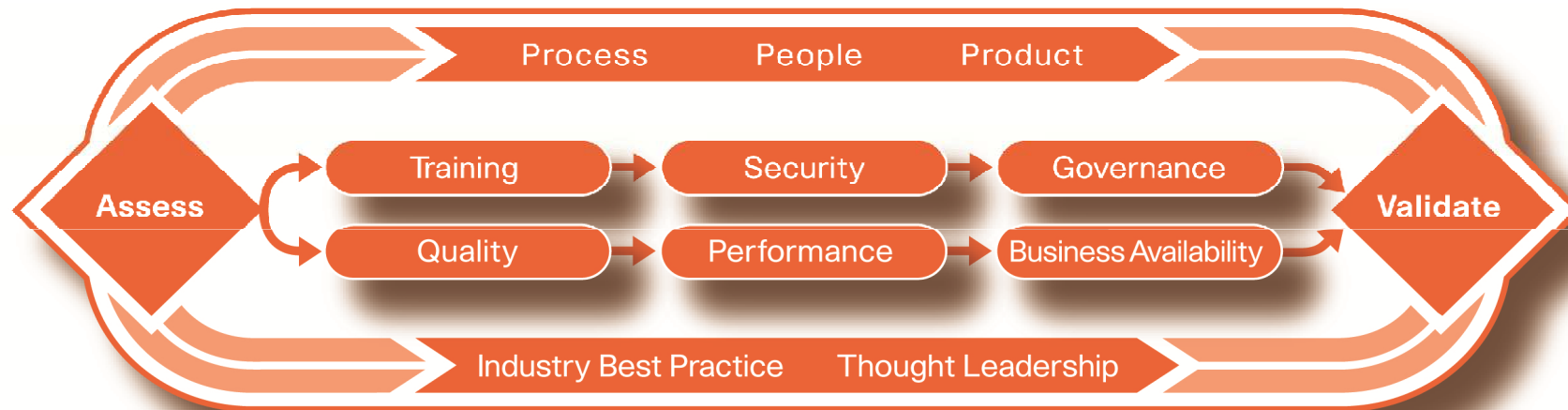


The Gambling Company Itself

- **Profit**
- **Return on Investment**
- **Time to Market**
- **Market share**
- **Barriers to entry**
- **Audit / Reporting Capability**
- **Competitors**
- **Changing delivery platforms**



QA and Testing Approach



www.sogeti.com

