SUMMARY

Customers

Orchadia Systems Ltd
BetXS

Partners

imageHOLDERS Ltd
FSB Technology UK Ltd

Industry

Automated betting

Location

Worldwide

Challenge

Orchadia Systems was looking for best-in-class hardware for its fully automated solution for retail bookmakers; the solution needed to enable full regulatory compliance and improved ledger accuracy, whilst reducing costs

Solution

- Fully automated solution which includes a range of three imageHOLDERS kiosks featuring Zebra SE3307 OEM Array Imager Scan Engines

Results

- Excellent collaboration between Orchadia Systems and partners to deliver the world's first fully automated solution for retail bookmakers; BetXS is Orchadia Systems' first customer and a successful proof of concept (POC) shop

- Reliable, robust hardware and software housed in professionally designed touch-screen kiosks ensures optimal functionality and operability

- The system is not only technically sound and financially viable, saving retail costs of up to 65%, but it also sets the benchmark for ledger data accuracy and ensures full regulatory compliance with regard to age verification, self-exclusion and anti-money laundering across a shared platform ledger

- It is hoped the solution will be a key driver in the revival and modernisation of the industry

World's First Fully Automated Retail Bookmakers

In recent years, bookmakers have disappeared from small towns and villages across the globe, due to shrinking rural populations and higher costs. With the aim of reversing this trend, BetXS, which runs three shops in the small towns of Rathcoole, Kilbeggan and Ballivor in Ireland, has teamed up with newly founded Orchadia Systems, a collaboration between Colm Finlay (director of BetXS) and AI Video Ltd, to use technology to create a totally new type of betting shop that is completely automated, from the doors, lights, heating, video and security systems, to the easy-to-use betting and pay-out kiosks.

Challenge

Colm Finlay aptly summarises the challenges that have been facing retail bookmakers over recent years: "I come from a long line of bookmakers and I've seen first-hand the multitude of issues traditional retail betting shops have had to face; there are countless moving parts and costs, coupled with endless audits and significant risk of errors, mishandled transactions or regulatory nonconformity. It's no wonder that many, like my father's business, eventually sold up or closed down, which is ultimately why I came up with the idea of automation. I want to address the challenges the sector has been facing and reverse the trend, as I believe bringing safe, regulated bookmakers back to small town high streets will play a key part in reviving rural communities."

Solution

Colm Finlay first approached AI Video to address the need for facial recognition technology, with regard to correct identification and age verification (for those who appear aged 25 or under) for player protection. Colm has since partnered with the team at AI Video to found Orchadia Systems, who will market the automated solution globally, where legislation permits. AI Video had been working on various projects with Zebra OEM partner imageHOLDERS, who BetXS knew previously from various industry conferences, and was quick to recommend imageHOLDERS to design and manufacture the kiosks. The kiosks would host the cameras with face biometrics, the printers, the age verification, self-exclusion and background checks applications and the FSB Technology Sportsbook software, which includes threshold-based procedures for due diligence and to manage anti-money laundering, in adherence with current spending thresholds.

Knowing that Orchadia Systems needed the most robust, reliable and accurate hardware, imageHOLDERS once again selected the Zebra SE3307 OEM Array Imager Scan Engines for the proposed kiosks, for the 2D scanning of betting slips, pay slips and barcodes, printed or on-screen. Christian Bosence, senior account manager at imageHOLDERS, explains why his company recommends the SE3307: "It has a tiny footprint so it's really easy to integrate into any of our kiosks, but there's no compromise when it comes to functionality or performance. We've recommended the SE3307 so often that we've now even designed special bespoke housing for it. And, as always, the Zebra OEM team has really supported us throughout."

Having encouraged Orchadia Systems to adopt an exceptionally sleek, modern design, which has been warmly welcomed by the industry, imageHOLDERS has now designed three different self-service betting kiosks for deployment in BetXS shops: the Dual 22" Touchscreen SSBT Kiosk with Facial Recognition (floor standing), the Dual 22" Touchscreen Treble SSBT Table with Facial Recognition (for space-saving) and the Wall Mounted 32" Totem SSBT with Facial Recognition (large format). All have touchscreens with antimicrobial screen protectors, high resolution facial recognition cameras, Zebra SE3307 OEM scan engines, enclosures to securely house Intel® i5 PCs, NFC readers for loyalty cards, note validators, ticket printers and LED downlights. All kiosks are custom branded, too.

Results

Moving forward, Orchadia Systems is also looking at other solutions from imageHOLDERS and Zebra Technologies, such as the Fixed Mount scanner, that offers features like selective data parsing for background checks, and Zebra's range of RFID-enabled card printers, to print personalised encoded loyalty cards. As Colm Finlay summarises: "We at Orchadia Systems are very comfortable delivering ground-breaking solutions. We want to set a whole new series of benchmarks. We know we can adapt our formula, whether as total or part automation, to suit any bookmaker's needs, irrespective of size, language or specific requirements, and the success in my BetXS POC shops shows this automation really can tick every box. Some of the biggest players in the market are looking closely at our solutions, and who wouldn't be interested in reducing operating costs, increasing data accuracy and guaranteeing compliance, not to mention the benefit of a shared ledger? As far as I'm aware, our solution is a world first and we're hoping to really shake up the world of retail bookmaking for the better."

"With no carriage of goods, installing the technology to physically operate and run the betting shops remotely was relatively easy; I could see the model could work from a data accuracy and commercial basis. However, to make this a truly global platform, I still needed a distributed ledger and a combination of technology to ensure regulatory compliance with the three pillars our industry is built on. That was trickier. I needed the autonomous shop model to function flawlessly. I needed best-in-class technology. That's where the partners, like imageHOLDERS, and Zebra Technologies came in."

Colm Finlay,
Director, Orchadia Systems & BetXS

For more information, please visit: www.zebra.com