



**IGT**  
SOLUTIONS

IGT Solutions Gaming



# Select Your Destination

Player Support

Social &  
Community

QA & Playtesting

Analytics

Co-development  
Resources

Generative AI

IGT Solutions  
Family



# Player Support

## Elevate Your Gaming Experience with Premium Player Support

Are your players tired of getting stuck on challenging levels, encountering technical glitches, or feeling frustrated by in-game issues?

We understand how important it is for your players to have an immersive and enjoyable gaming experience. That's why we're offering our cutting-edge Premium Player Support service, designed to take your player's gaming journey to the next level.



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## Instant Assistance, Anytime, Anywhere

Imagine having a team of dedicated gaming experts at your players' fingertips, ready to assist them round-the-clock. Our Player Support ensures that your players are never alone on the gaming adventure. Whether they're struggling with a tough boss battle, need help setting up the game, or just have a burning question, our experts are here to guide them every step of the way.

## Tailored Solutions for Every Gamer

We recognize that every gamer's journey is unique. Our Player Support is designed to cater to your player's specific needs. Whether they are a casual player, a competitive esports enthusiast, or a strategy game aficionado, our experts will provide personalized assistance that suits your player's playstyle and preferences.



## Pro-Level Tips and Strategies

Want your players to up their game and dominate the leaderboards? Our gaming experts have an in-depth understanding of various titles, strategies, and mechanics. Get insider tips, advanced tactics, and guidance to help your players improve their skills and become a force to be reckoned with in the gaming community.

## Swift Issue Resolution

Encountering a game-breaking bug or experiencing performance issues can be incredibly frustrating. Our Player Support team is equipped with the knowledge and tools to swiftly diagnose and resolve technical issues, minimizing downtime and getting your players back into the action as quickly as possible.





## Community and Connection

Gaming is more fun when shared with others who have similar interests. Your players can join a community of like-minded gamers, share experiences, and connect with fellow players through discord or community forums. They can forge new friendships, exchange tips, and collaborate on in-game challenges.

## Hassle-Free Gaming Setup

Some players are not tech-savvy. Our experts can assist in configuring your gaming rig, optimizing graphics settings, and ensuring that your hardware and software are ready for an exceptional gaming experience.



*Don't let your players settle for a mediocre gaming experience. Elevate your player's journey with Premium Player Support and unlock a world of assistance, insights, and camaraderie that will transform the way your players play. Invest in supporting your players today to enhance your player's experience in gaming like never before.*



*Ranked as Market Leaders in  
HFS Horizons, 2023*



*Ranked Major Contender  
and Star Performers in  
Americas and EMEA in  
CXM Services PEAK Matrix 2023.*



*Recognized as the Leader  
in CX services*

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# Social & Community

## Community Support and Content Moderation

Are you a game developer, publisher, or platform owner looking to foster a thriving gaming community while ensuring a safe and enjoyable experience for your players? Look no further. Our Social & Community Support, Trust and Safety, and Content Moderation services are designed specifically for the dynamic and evolving landscape of the gaming space.

- ◆ Social Media Engagement
- ◆ Community Management
- ◆ Ingame Moderation
- ◆ Content Moderation
- ◆ Trust & Safety All-In-One Moderation Services
- ◆ Ingame Social Engagement And Live Support



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## Nurture a Vibrant Gaming Community

At the heart of any successful game is its community. We specialize in cultivating positive interactions, fostering engagement, and building a sense of belonging among your players. Our team is equipped to handle community management, organize events, and facilitate discussions that enhance player interaction and loyalty.

## Impeccable Content Moderation

Managing user-generated content can be a challenging task. Our content moderation services utilize advanced AI and human expertise to filter out offensive, inappropriate, or spammy content. This not only keeps your game environment clean but also protects your brand reputation.

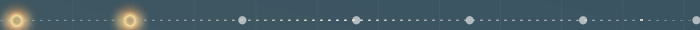


## Ensure Trust and Safety

In an online gaming environment, trust is paramount. We implement cutting-edge tools and strategies to monitor and mitigate toxic behavior, harassment, and inappropriate content. Our proactive approach ensures that your players feel safe, encouraging them to engage and invest more in your game.

## Enhance User Experience

A positive user experience is the cornerstone of player retention. By curbing negativity, promoting respectful interactions, and promptly addressing player concerns, we create an environment where players can fully immerse themselves in the gaming experience without worry.





## Stay Compliant and Ethical

Navigating the regulatory landscape and adhering to ethical guidelines is crucial. Our services align with industry standards and best practices, ensuring that your platform remains compliant with relevant laws and maintains the highest ethical standards.

## Custom Solutions for Your Needs

We understand that each gaming community is unique. That's why we offer tailor-made solutions to address your specific challenges and goals. Whether you're running a massive multiplayer online game or a smaller indie title, we have the expertise to craft a solution that fits.



## Data-Driven Insights

Our services go beyond moderation and support. We provide you with valuable insights into player behavior, trends, and sentiment. This information empowers you to make informed decisions that shape the future of your game.

## Your Partner in Growth

We're not just a service provider; we're your partner in building a thriving gaming ecosystem. Our commitment extends to post-sales support, continuous improvement, and adapting our strategies as your game and community evolve.







Smart technology for social media moderation and analysis Content Moderation solution integrates with your social networks and platforms of all sizes to protect your communities and brands from toxic content. Detecting more than online toxicity

Hateful Content

Supportive Content

Undesirable Content

Custom Classification



## Let's Collaborate

*Join hands with us to create a gaming experience that players love and trust. Whether you're launching a new game or seeking to enhance an existing one, our Social & Community Support, Trust and Safety, and Content Moderation services will be the cornerstone of your success. Reach out today to discuss how we can elevate your game's community and safety to new heights.*



## We understand each type of content that needs to be moderated

Moderating text, image, video, and audio for all types of harmful content



## 6.5 Million + Interactions

per year spread in around 600K cases



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# QA & Playtesting



Are you aiming to create an unforgettable gaming experience that captivates players and sets your game apart? Look no further—our comprehensive QA & Playtesting services ensure your game is polished to perfection before reaching your eager audience.



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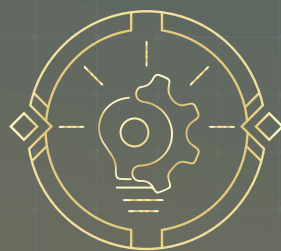
## Platforms & Automation

- ◆ Multiple secure, scalable options for virtual & physical game testing labs
- ◆ Gaming industry tailored automation testing framework integrating multiple best in class tools to emulate & simulate gaming platforms
- ◆ Reducing human errors and speeding up testing processes end to end



## Regression Testing

- ◆ Repeated testing to ensure new updates don't introduce new bugs
- ◆ Preserving game stability and functionality



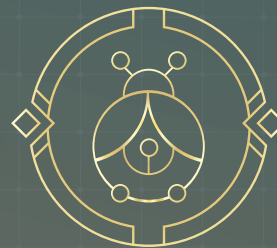
## Continuous Improvement

- ◆ Iterative testing and refinement throughout development cycle
- ◆ Regularly updating test plans to adapt to evolving game features



## Experienced Team of QA Professionals

- ◆ Specialist gaming QA team ensuring top-quality game releases
- ◆ Rigorous playtesting to enhance gameplay and user experience
- ◆ Focusing on gathering valuable player feedback
- ◆ Incorporating player insights to improve game mechanics



## Bug Tracking and Reporting

- ◆ Efficient bug tracking tools like Jira, Trello etc to monitor and resolve issues
- ◆ Comprehensive bug reports for developers to address problems



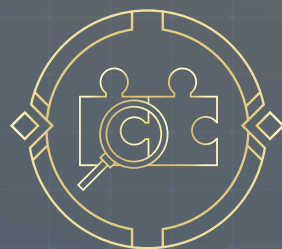
## Multiplayer and Online Testing

- ◆ Verifying seamless multiplayer functionality
- ◆ Stress testing servers for stable online gameplay



## Localization Testing

- ◆ Ensuring games are suitable for global audiences
- ◆ Translating games into multiple languages



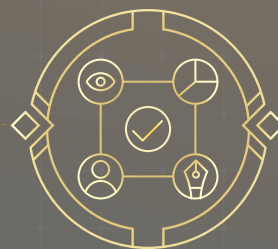
## Compatibility Testing

- ◆ Rigorous testing on various PC configurations and mobile devices
- ◆ Ensuring smooth performance across different platforms



## Data Security and Privacy

- ◆ Prioritizing client's intellectual property protection
- ◆ Implementing robust security measures to protect player data



## User Experience Testing

- ◆ Emphasis on playtesting to enhance gameplay and immersion
- ◆ Gathering feedback to improve overall gaming experience



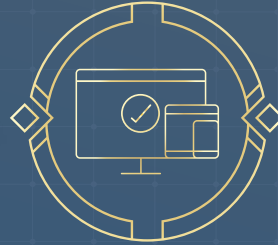
## Adherence to Industry Standards

- ◆ Following best practices and industry guidelines
- ◆ Meeting platform and store requirements
- ◆ Complying with platform-specific requirements (e.g., app store guidelines)



## Rigorous Quality Assurance

Every glitch, bug, and inconsistency can significantly impact player enjoyment and tarnish your game's reputation. Our QA experts meticulously comb through every aspect of your game, from graphics and mechanics to user interface and overall functionality. By identifying and resolving issues early in the development process, we help you release a polished and seamless game that players will love.



## Thorough Testing Across Platforms

Gaming audiences are diverse, and your game needs to perform flawlessly across various platforms and devices. Our QA professionals conduct rigorous testing on different operating systems, consoles, and devices to ensure consistent performance and a satisfying user experience, no matter where players choose to enjoy your game.



## Comprehensive Playtesting

Creating an engaging and immersive gameplay experience is essential for player retention. Our playtesting services go beyond mere bug-hunting; we delve deep into gameplay dynamics, level design, player feedback, and overall flow. By gathering insights from real players, we help you refine your game's mechanics and ensure that the gameplay is intuitive, challenging, and enjoyable.



## Localization and Cultural Sensitivity

Gaming is a global phenomenon, and catering to diverse audiences requires careful attention to cultural nuances and language. Our experts ensure that your game's text, dialogue, and cultural references are accurately localized to resonate with players around the world, enhancing the overall immersion and player engagement.



## Collaboration for Excellence

We're not just a service provider; we're your partner in crafting a gaming experience that leaves a lasting impact. Our dedicated team works closely with you, aligning with your vision to ensure that every aspect of your game meets the highest standards of quality and player satisfaction.



## Data-Driven Insights

Our services go beyond moderation and support. We provide you with valuable insights into player behavior, trends, and sentiment. This information empowers you to make informed decisions that shape the future of your game.


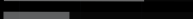
## Ready to Level Up?

*Join forces with us to elevate your game's quality to new heights. Our QA & Playtesting services are your secret weapon for creating a game that resonates with players, earns critical acclaim, and achieves lasting success in the competitive gaming market. Reach out today to discuss how we can help you deliver a flawless gaming experience that players will remember for years to come.*

# Analytics

Are you ready to take your game development and management to the next level? With the ever-evolving gaming industry, having a competitive edge is crucial. IGT Solutions Analytics is a comprehensive solution that empowers game developers, publishers, and stakeholders with actionable insights from powerful data analysis. Our state-of-the-art analytics and dashboards offer an unparalleled advantage in optimizing player engagement, monetization strategies, and overall game performance.



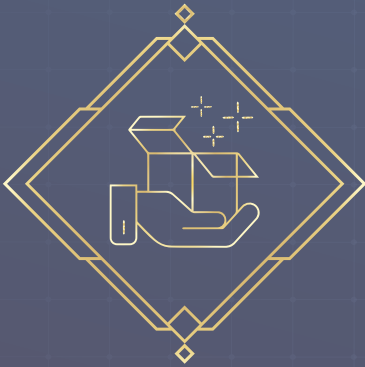
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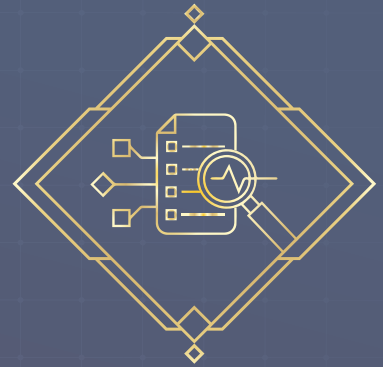
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### **Personalized Game and In-Game Recommendations**



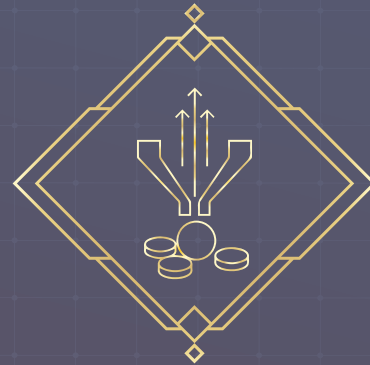
### **Player Identification and Level/Value unlocking through computer vision**



### **Campaign Analytics** *Discover most successful channel and rightful campaigns that create an impact*



### **Content Marketing** *Creation of meaningful marketing messages and delivering them to app. audience*



### **Price Point Prediction** *Ensuring optimal pricing for higher sales*



### **Gaming Analytics** *DAU, MAU, ARPU and bet values, etc*



### **Fraud Detection Prediction** *(Payment, Country laws, Rightful Declaration)*



### **Churn and Retention Analytics** *(Historical usage and engagement patterns)*







## Customer 360, Customer Journey and Lifetime Value Prediction

*(Acquisition to Loyal to Churn,  
Abuse and Addiction)*



## Product Future Use/Enhancing Game Design

*(Making product decisions through  
use of existing games/usage/feedback)*

**40+**

*Successful  
Project  
Execution*

**100+**

*BI Reports/  
Dashboard*

**15+**

*Analytics  
Frameworks  
in Place*

**700+**

*TB of data  
warehouse  
dealt with*

**1.1+**

*Million  
Project  
Hours*

**200+**

*Analytics  
Experts  
in-house*

**25+**

*Industry  
focused  
Machine  
Learning*

**Customer  
Analytics**

*Industry  
Solution*



## Player Behavior Analysis

Understand your players like never before. Dive deep into player demographics, preferences, and playing patterns. Identify what keeps players engaged and tailor your game

## Social Interaction Insights

Leverage social data to enhance community engagement. Analyze player interactions, feedback, and sentiment across forums and social media, gaining valuable insights to strengthen your game's community.



## Cross-Platform Compatibility

Our analytics seamlessly integrates with various gaming platforms and devices, providing a holistic view of player engagement and behavior across platforms.

## Real-Time Performance Metrics

Stay ahead of the curve with real-time data on player behavior, in-game transactions, session lengths, and more. Our dashboards provide a snapshot of your game's current performance, helping you make informed decisions on the fly.





## Churn Prediction

Minimize player churn by identifying potential drop-off points in your game. Our predictive analytics highlight patterns that may lead to player disengagement, enabling you to address issues before they impact your player base.

## Level Design Optimization

Uncover which levels or stages resonate most with players and which might need improvements. Make data-driven decisions to fine-tune the game's difficulty curve, ensuring players remain challenged and engaged.



## Customizable Dashboards

Tailor your analytics experience to your specific needs. Customize your dashboards to focus on the metrics that matter most to your team, making data interpretation faster and more efficient.

## Monetization Insights

Crafting effective monetization strategies is crucial. Our Analytics offers in-depth analyses of in-game purchases, conversion rates, and revenue trends. Uncover which items or features drive revenue and refine your monetization approach accordingly.





# Benefits



## Data-Driven Decisions

Say goodbye to guesswork. Leverage concrete data to drive your game's development, marketing, and business strategies.



## Increased Engagement

Understand player preferences and behaviors to create experiences that captivate and retain your audience.



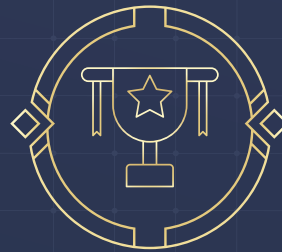
## Revenue Growth

Optimize your monetization strategies, increasing in-game purchases and overall revenue.



## Efficient Updates

Focus development efforts on areas that matter most to players, maximizing the impact of updates and improvements.



## Competitive Advantage

Stay ahead of the competition by making strategic choices informed by comprehensive analytics.

*Revolutionize the way you approach game development and management with IGT Solutions Analytics. Harness the power of data to create unforgettable gaming experiences and achieve unparalleled success. Contact us today to schedule a demo and witness the future of data-driven gaming.*

# Co-development Resources

IGT Solutions provides expert resources to support your game development and even take on complete projects. Our team helps manage workload fluctuations, optimize performance, and enhance core competencies.



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# IGT SOLUTIONS

Delivery Managers

Development Managers

Game Developers

Game Designers

Level Designers

Game Artists

3D Artists

Animators

Sound Designers

QA Testers



FLUTTER



JAVA SCRIPT



ADOBE AIR



UNITY



IOS



CONSTRUCT



UNREAL



GODOT



C++



UNITY



GAMEMAKER



COLLECTION API



ROBLOX



DEFOLD



COCOS2D



META QUEST 2



CORDOVA



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## DESIGN

- World Design
- Story / Dialog
- Tech Design
- Game Design
- Level Design
- Gameplay Mechanics
- UI & UX Design

## ART

- 3D Modelling
- 2D & 3D Animation
- Real-Time VFX
- Art Production
- Environments
- Character Design

## DEVELOPMENT

- Full-Cycle Game Development
- Co-Development
- Game Porting
- Blockchain Game Development
- Devops

## LOCALIZATION BENEFITS

- Access to Global Markets
- Enhanced User Experience
- Cultural Relevance
- Increased Retention and Engagement
- Positive Reviews and Word of Mouth
- Compliance with Regulations
- Competitive Advantage
- Revenue Growth
- Long-Term Brand Building
- Community Building
- Accessible Storytelling
- Localization in the gaming industry is not just an added

## VIDEO PRODUCTION

- Visual Effects
- Video Ads
- Game Trailers
- Cinematics

## AUDIO

- Music
- Sound Effects
- Voice Over

*Localization in the gaming industry is not just an added feature; it's a strategic necessity. It involves adapting video games to suit different languages, cultures, and regions. Reach out now and ask how IGT Solution can help position your game for global success.*



## Comprehensive Game Development

Imagine having a dedicated team of experienced game developers, designers, and artists working alongside you to turn your game concept into reality. We offer end-to-end game development services, from concept to launch. Our experts are skilled in all aspects of game development, including concept art, programming, QA testing, and project management. By partnering with us, you'll benefit from a seamless development process that ensures your game is not only engaging but also delivered on time and within budget.

## Enhancements and Optimization

Do you have an existing game that needs a refresh or optimization? We excel in enhancing and optimizing games to meet the evolving demands of the market. Our team will conduct a thorough analysis of your game and propose targeted improvements to boost player engagement, increase retention, and maximize revenue. Whether it's improving graphics, gameplay mechanics, or monetization strategies, we've got you covered.



## Global Reach Through Localization

Expanding your game's reach to international markets is a strategic move for growth. Our localization experts can adapt your game to cater to diverse audiences worldwide. We ensure that your game is culturally sensitive, linguistically accurate, and retains its original charm. By investing in localization, you'll open the doors to a global player base and unlock new revenue streams.

## Competitive Edge and Cost Efficiency

Our co-development model allows you to harness top-tier talent without the overhead costs associated with maintaining an in-house team. You'll gain a competitive edge by accessing our specialized skills and industry insights while maintaining budget control and flexibility.







## Tailored Solutions

We understand that every game project is unique. That's why we approach each collaboration with a tailored strategy that aligns with your vision and goals. Your game's success is our top priority, and we're here to make it happen.

## Competitive Edge and Cost Efficiency

Our co-development model allows you to harness top-tier talent without the overhead costs associated with maintaining an in-house team. You'll gain a competitive edge by accessing our specialized skills and industry insights while maintaining budget control and flexibility.



*IGT Solutions is your trusted partner for co-development services or resources. Whether you're starting from scratch, refining an existing game, or aiming to conquer new markets through localization, we have the expertise and resources to bring your vision to life. Let's work together to create the next gaming sensation. We would love to discuss your specific project further.*

# Generative AI

Elevate your player experience  
with **TechBud.Play**, powered by  
**TechBud.AI**



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# Leverage TechBud.Play to Transform LiveOps

In today's rapidly evolving landscape, industries worldwide are harnessing the power of Generative AI and traditional AI/ML capabilities to revolutionize their operations. This innovative approach enhances innovation, automation, efficiency, data segmentation, simulation, and personalization, ultimately leading to exceptional customer experiences, heightened satisfaction, unwavering loyalty, and exponential business growth.

At IGT, we introduce you to TechBud.Play (powered by TechBud.AI) —a transformative force that unlocks rapid innovation, drives tangible business outcomes, and enhances the overall customer experience. You can seamlessly merge the potency of Generative AI with traditional AI/ML and automation technologies in a flexible, responsible, secure, and scalable manner.

## Let's delve into how TechBud.Play can elevate your LiveOps:



### Game-play CoPilot

TechBud.Play enables Game CoPilots, smart virtual agents that are powered by advanced Generative AI. These aren't your run-of-the-mill automated responses; they are intelligent, empathetic, and deeply knowledgeable about your game's intricacies. Players will experience swift, personalized support interactions that leave a lasting positive impression.

### Intelligent Workflow Management

Efficiency plays a pivotal role in player support. TechBud.Play combined with traditional automation technologies optimizes your support processes through intelligent workflow management. Mundane tasks are automated, freeing up your support team to focus on resolving intricate player inquiries and providing top-tier service. Bid farewell to prolonged waiting times, and say hello to rapid issue resolution.





## Seamless Escalation to Expert Human Agents

While Virtual Agents are adept at solving various issues, we understand that some player inquiries demand a human touch. TechBud.Play combined with chat solutions smoothly escalates complex matters to our team of expert Games Specialists. Players can rest assured that their concerns will be handled by knowledgeable human agents when necessary.

## Supporting Teams Across the Enterprise

TechBud.AI CoPilots aren't confined to player support; it's a versatile solution that extends its benefits throughout your organization. Whether it's player support, partner support, supply-chain management, sales and marketing, or enabling functions such as finance, recruitment, and HR, TechBud.AI introduces extensible custom-built co-pilots tailored to diverse enterprise functions.

These CoPilots offer support in areas ranging from Finance & Pricing, PreSales RFP Response creation, Marketing Research, Training Knowledge Management, Talent Acquisition, Legal Contract Management, to Employee Assistance Engagement.



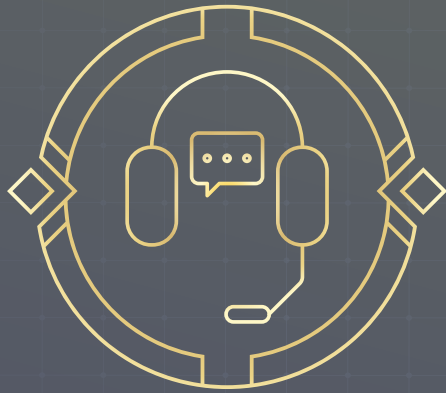
## Scalable and Flexible

TechBud.AI is designed to scale seamlessly with the growth of your enterprise. Leveraging the power of the cloud and native features aligned with industry-best design principles, it adapts and evolves in harmony with your organization.



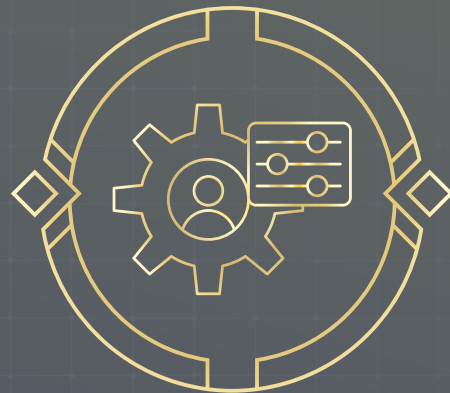


# The TechBud.Play Advantage



## 24/7 Availability

Gen-AI powered virtual agents available round-the-clock to assist players, ensuring that no inquiry goes unanswered, regardless of the time zone.



## Personalized Support

Our virtual agents leverage player data and game knowledge to provide tailored responses, crafting a personalized support experience that fosters player loyalty.



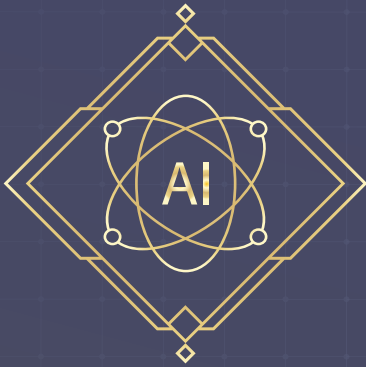
## Data-Driven Insights

Utilize data analytics to gain valuable insights into player behavior, preferences, and pain points, enabling informed decisions to enhance your games and services.

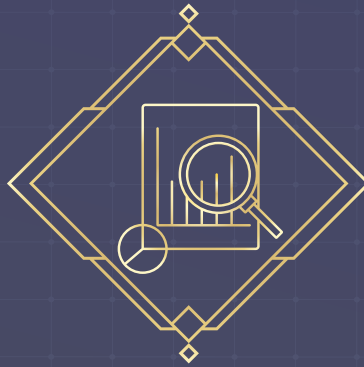


## Reduced Costs

Automation and intelligent workflow management slash operational costs while amplifying support efficiency.



**AI-powered  
Recommendation  
Engine**



**Data Analytics  
and Insights**



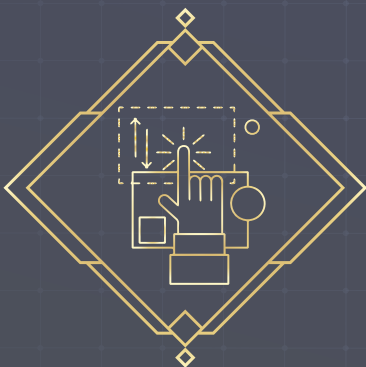
**Ready-to-use  
AI models**



**API Integration  
for Seamless  
Adoption**



**Cloud-Based  
Infrastructure  
for Scalability**



**User-friendly  
Interface and Intuitive  
Workflow**



**Customization and  
Adaptability to Unique  
Business Needs**



**Robust Security  
and Data Privacy  
Measures**

# IGT Solutions Family



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#PlantATree #CleanEnergy



#BeachClean #PlasticFree #SaveEnvironment



#ServingSociety #SocialResponsibility



#CommunityService #HelpingHands







# Our Delivery Locations

27,000+ FTEs with 24x7x365 delivery across  
31 global sites and WFH solution

27,000+  
CX Experts

31 current  
Global Delivery Sites

13 Countries



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# Our Team



**RAY DORAN**  
DIRECTOR OF GAMING

*Gaming Domain SME with extensive experience across a range of services including customer service, sales, complaints, and technical management for Gaming companies, in the credits of two major AAA MMOs and other AAA titles.*



**MARKO AVRAMOVIC**  
DIRECTOR, SALES - EMEA

*Over 10 years of experience in sales, management, SaaS, technical support, and customer service for delivering end-to-end gaming solutions to clients in the gaming industry.*



**JOHN NOVAK**  
DIRECTOR, SALES-AMERICAS

*Veteran in the BPO space with more than 45 years of experience working with global clients in multiple verticals. John is a significant contributor to the support success of numerous Fortune 500 companies across the globe and now leads the growth in the Gaming vertical.*



**NAVIN JOCAB**  
VP DIGITAL ENGINEERING

*20+ years of experience and business domain expertise in technology delivery in the in he technology space.*

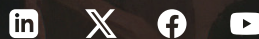




## Enabling Better Experience



🌐 [www.igtsolutions.com](http://www.igtsolutions.com)  
✉ [mktg@igtsolutions.com](mailto:mktg@igtsolutions.com)



IGT Solutions is a next-gen customer experience (CX) company, defining and delivering AI-led transformative experiences for global and most innovative brands using digital technologies. With the combination of Digital and Human Intelligence, IGT becomes the preferred partner for managing end-to-end CX journeys across industries.

Established in 1998, with a 100% focus on customer experience, IGT employs more than 27,000 customer experience and technology specialists providing services to 85 marquee customers globally. IGT's global footprint consists of 31 delivery centers in China, Colombia, Egypt, India, Indonesia, Malaysia, Philippines, Romania, South Africa, Spain, UAE, the US, and Vietnam.