



Intralot **Orion**

The next-generation
Sports Betting platform for a truly
connected player experience

intralot

INTRALOT ORION

A Sports Betting platform designed to empower the modern operator

Leveraging more than 25 years of worldwide, in-field experience and an industry-leading portfolio of 29 Sports Betting projects and operations, INTRALOT developed INTRALOT Orion; its most advanced and versatile betting platform to date.

Incorporating state-of-the-art technologies and cutting-edge features, INTRALOT Orion supports all sports events, live-horse and greyhound racing, as well as virtual and pre-recorded games for retail, online and mobile sales channels.

Player-Centric

INTRALOT Orion serves the entire player journey across channels with a rich set of bet features, including a wide range of promotions and bonuses, personalized pricing, price boost and the most complete cash-out suite.

All-Inclusive

INTRALOT Orion is the single point of control of all the player touchpoints, including desktop, native mobile application and self-service terminals. The ability to optimally combine content and services and adapt them to local market conditions, is one of the platform's strongest points.

True Omni-Channel

INTRALOT Orion is designed to simultaneously feed multiple, diverse online and offline customer touchpoints, regardless of geographical location or specific business needs. By parameterizing Sports Betting content and enabling differentiated risk management per sales channel, the operators can now reach their targeted audiences more effectively and manage their margin on a per-channel basis.



Flexible, Configurable and Highly Scalable

INTRALOT Orion is a multi-feed-ready platform, adaptable to each local market. Built as an open system, the platform easily integrates with third-party software, ensuring optimization of resources' management, elimination of cost and creation of a best-of-breed solution, according to each operator's strategy.



Advanced Trading Tools

INTRALOT Orion offers a wide variety of risk-management tools, designed to effectively balance product attractiveness with profitability and to handle the risks inherent in all fixed-odds betting operations.

- ▶ Dynamic and automated limits
- ▶ Restrictions and bet validations
- ▶ Preventive mechanisms, such as real-time alerting and automated "safety nets"
- ▶ Algorithmic pricing models, offering the ability for differentiated odds per sales channel, fully configurable per event hierarchy level and flexible switching of pricing mode



CRM and CMS Capabilities

INTRALOT Orion can be – optionally – enhanced with our proprietary Canvas CMS and Pulse CRM platforms, for improved player segmentation, customer relationship management and sales channel customization.



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