Sports betting ecosystem from SuzoHapp

SUZOHAPP recently launched its complete sports betting ecosystem to help platform providers and operators with a beginning to end system with a solution for every instance of a bet.

The ecosystem is designed so that whether at the bar, behind the counter or on the sports book floor, customers can place their bets how they want, where they want, with minimal impact to operations.

Operators have faced major difficulties with staffing coming out of the pandemic. As they add in sports betting, SuzoHapp designed this ecosystem to allow for an entirely new revenue stream that requires little to no additional labour to keep operations running efficiently.

The ecosystem begins with an over-the-counter unit for a cashier to provide a betting voucher to a customer, then providing both kiosk-style terminals for traditional betting as well as a tabletop terminal for in-game bets. Lastly the betting cycle is completed with a

cash redemption terminal with a small footprint to allow for self-service payout of winnings or voucher balances.

"For a self-service option, an entire bet can be placed at the SBT-1000. The SBT-1000 terminal is a sleek all-encompassing unit designed to be customised to fit your needs," says the company.

"With your choice of printer, bill validator and scanner and the option to accept coin, cards or QR codes, the terminal can easily be configured to suit your specific requirements and then branded with your company logo in a one-of-a-kind backlit logo plate and enhanced with baked powder coatings to match your colours and RGB LEDs that line the sides to pack that extra punch.

"The unit is UL, CE and GLI-20 certified and designed to pass GLI-33 with your platform software and specialised configurations. At this unit, customers can insert cash to anonymously place a bet or swipe their player card for player tracking or scan a unique QR code to access their player wallet.

"Then customers can use one or both of the Dual Elo Touch 21.5ins PCAP LCDs to look at available events and place their bet. Once they have completed placing their bets, customers will end session and print their bet slip either on a Custom Modus 3 thermal roll printer. Event results can be viewed on screen to track those up-to-the-minute bets.

"When looking to engage customers at the bar and continue in-game play betting, check out SuzoHapp's SBT-500, ideal for bar-top or table-top applications. The SBT-500 is strategically engineered for various viewing angles and has a unique sealed spill-proof design with a nine-degree slant to prevent drink placement on top of the unit that tends to cause so many issues on many other bar tops.

"The underlit LEDS are software controllable full spectrum RGB and the base can be fully customised with baked-on powder coatings for colours or logos. Customers can simply scan their voucher or a QR code from their e-wallet to load the machine, place their bets and then get a printed bet slip and a voucher with any remaining funds.

"In addition to our standard terminals that get you to market quickly, SuzoHapp also has the ability to build customised terminals to fit your specific needs. When it comes to building a custom terminal, starting with cabinet or kiosk design, we help construct a solution to best suit your space, customer, operating system and budgetary needs.

"We then help guide you through the appropriate peripherals to ensure the best value with maximum uptime, proven longevity and lower support costs. SuzoHapp offers a selection of terminal types from standing, sitting, slant, top, table-top, wall mount and more, a choice of peripherals, varying display sizes and customised branding."