

Multiple Solutions

Matt Luckhurst, SUZOHAPP, Sales Director,
UK & Ireland interview by David McKee

SuzoHapp is one of the most established suppliers in the gaming world, having been a supplier to casinos since 1955. This year's SuzoHapp exhibition at the ICE show in London coincided with increased interest in sports betting, as the North American market becomes available to global operators. The company had an array of hardware and software solutions on offer. SuzoHapp's history in America is shorter, if no less significant. The company's first foothold was founded in 1986, in Mount Prospect, Illinois. Its Las Vegas office opened in 1998. From products like the ELO Touch monitor to product support, SuzoHapp provides end-to-end solutions that have clearly found favor with the casino industry. Matt Luckhurst, SuzoHapp's sales director from the United Kingdom and Ireland, sat down with us to discuss the company's recent successes as well as challenges looming in the near future.

What advantages does the Gaming & Amusement sectors gain from SUZOHAPP as opposed to simply sticking to their tried and tested list of OEM's for supplies?

Our customers recognise us as much more than a supplier. We are a partner for them. We support our customers. We listen and understand their needs and make suggestions which products and services best fit to them. We have over sixty years as a company of experience – we know the industry inside out. Furthermore, we have a very dedicated team who care about what they are doing. Together we speak many different languages and can often support our customers in their own language. Our



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motto to the industry is that working with us at SUZOHAPP has the additional key benefit: Simplify your Sourcing. This means that our customers have only one contact for multiple requirements – this saves time and money. Naturally when we can source multiple solutions for our customers this has a cost saving for them through the economies of scale.



How do you measure customer satisfaction?

This is a question that can be better answered by our customers. Customer satisfaction is the one and only way of measuring this. Then when the business of our customers grows, we can also grow our business.

Can you envisage competition from the likes of AMAZON?

Today we don't really see AMAZON as a true competitor, however, with their capability that could very easily change, albeit, unlikely due to the commodity nature of that channel. We are focused on solutions and customer partnerships, however, with that said we are aware that our customers may want to engage via multiple channels and we need to keep pace with that demand.

The www.suzohapp.com website is clearly a winner with the editorial team at Casino Life, as time is such an important factor for companies when requiring new and

replacement parts. So locating and ordering is a factor and the SUZOHAPP website is clearly very well designed.

We are constantly looking how we can update and improve our website given the many thousands of products and solutions we sell into many markets. Continue to keep your eye on our website – you will see it evolve along with other channels to ensure we can meet our customers demands and business objectives.

If a customer requires a specific product for their gaming establishment that you do not stock can you get it for them anyway?

Absolutely. With over 50,000 products currently in our portfolio we are ideally placed to meet the majority of requirements as standard, however, as we work with a wide range of suppliers, and we have our own manufacturing operations, we can meet any requirement be it for standard product or a bespoke solution.



Amongst your over 25,000 customers how do you avoid many of them simply putting in regular orders for the products they require whom may not be aware that you can provide additional products and services, given the never-ending evolution of the company and its range of software and hardware for cash handling automation and self-service solutions?

We avoid this by knowing our customers and understanding their needs. For me the 'solutions' word is key, and one that we will further develop and build the awareness, which is always ongoing challenge for any organisation.

How was ICE London 2019 for SUZOHAPP?

ICE was great for us this year with a record number of existing customers attending the stand, but also a record number of new organisations registering interest, and from walking the show I would suggest that the majority

of exhibitors seemed to be busy which is a great sign for the industry as a whole.

ICE London is always a popular show for launching new and updated products. What was on show for a first time at this year's exhibition?

We had a major focus on sports betting. It was our intention to show visitors to our stand how strong we are in this market. We invited a number of our customers who produce sports betting machines to place their machines on our stand. Here visitors could see just how many components we have supplied – we can provide every individual component. Other new solutions include some exciting new button technology that was really well accepted, further developments in our screen offering, new electronic locks that deliver such a simple and effective solution for multiple use cases, and our various software solutions covering sports betting, access control and complete enterprise wide cash management.

What was the feedback from visitors to your sports betting sector at this year's ICE London to the SUZOHAPP Sports Betting Components and Solutions and what additional details would you like this expanding sector to know about the advantages this Global organisation can provide?

The feedback from this area was really well received and created some really interesting discussions, as we have the ability to not only offer a bespoke physical solution design service, but also the software technology to land any web based solution on a on site platform, both brand focused and also a white label approach. This is undoubtedly a growth area and one that we can deliver well for the sector.

Both ELO Touch and VisionPro™ Edge-Lit LED Touch and Non Monitors and Displays have proven very successful products for SUZOHAPP with the Gaming Sector. What do you think are amongst the primary reason for these products popularity?

Product quality, our support, quick delivery times and a favourable price – these are all the factors. ELO is undoubtedly the optimal high-end solution for touchscreens. Our VisionPro™ Edge-Lit LED monitors / touchscreens are in great demand as such solutions make gaming machines really stand out and more and more gaming machine manufacturers are offering their cabinets with these products – their customers simply have more fun playing the slots when they look better.



What are the key advantages for SUZOHAPP recently appointing Sue Sposton as Operations Director, UK & Ireland of SUZOHAPP whom has not previously been involved with this sector?

Sue is a great asset to the team and although she isn't directly from the industry, she does have a background in vending so understands the components nature of the business, however, it also means that she comes with a fresh approach, new ideas and best practice. I'm a firm believer in thinking differently, and therefore, its good to challenge and be challenged, that way we will continually strive to improve what we do and how we operate across the business.

What is SUZOHAPP approach to the situation with the UK and EU and potential future trade limitations?

We are taking as many sensible precautions as we can, but until things become clearer, we are like everyone else, we can only deal with what we know. We are doing our level best to plan stock levels to maintain a seamless supply to our customers.

Does SUZOHAPP maintain a high quantity of stock as stock is money on shelves, or are you able to access the organisations you have contracts with your OEM's to



send direct from their warehouses?

We maintain and optimise our stock levels based on a number of factors and where necessary we are able to work with our partners to meet the logistic requirements of our customers.