

INT.

Cash Point

#DigitalSuccess Stories

Core software development for One of Europe's Largest Betting Company by integrating with consoles along with consulting for higher penetration and growth.



Cashpoint Solutions, European renowned sports betting and gambling company, made betting experience accessible with INT's integrated embedded devices and progressive web and mobile technologies. With a dedicated remote team for supporting multiple skills, they have made their technology a major competitive advantage which is responsible to drive growth. A super secure experience for data exchange.

Client Speaks



Micheal Schiener

CEO, Cashpoint Group

We see INT. as a future partner for own expansion. With more almost a decade working together, we will need INT,'s support to our new steps in the growing markets.

Review Link : <https://www.youtube.com/watch?v=lvzFn8ALGLA>

About The Client

Industry

Sports Betting and Gambling

Headquarters

Austria, Europe

Website

www.cashpoint-solutions.com

CASHPOINT Solutions is based on a heritage with more than two decades of experience in the sports betting and gaming industry. The company was formed in 1996 and has achieved continuous expansion. The core values are innovation, technical excellence, responsible gaming, compliance and customer satisfaction.

The company is currently operational in Austria, Germany, Denmark, Belgium, Poland and several additional european regions. As a member of the Gauselmann Group with more than EUR 2.9Bn, Cashpoint Solution is focused on its mission to provide the highest quality of sports betting and gaming solutions available on the market.

The Problem Statement

A major online betting company wanted to bring mobile apps and retail betting terminals (consoles) to people who like to place bets responsibly. Their objective is to increase accessibility of betting experience beyond casinos and placing a high performance betting console at storefronts, malls and other commercial areas.

They also wanted to start their online experience with a an attractive application both for mobile and web.

One of the major challenges is to provide optimum experience via embedded systems placed at commercial areas as those systems possess limited computational power. Another challenge was to manage synchronous data streaming and updating across all platforms and minimize/ neglect system lag.

Business Solution

Technology Stack

Platform : Intermediate OS

Request and Response Protocol

Backend : PHP, JavaScript and CSS

Front End : Android SDK, Eclipse,

Java and XML

INT. developed a high-performance robust console betting platform using Intermediate OS to increase accessibility. In order to ensure data synchronization and manage a large stream of data, the solution was orchestrated Intermediate OS, with a Request and Reply protocol.

INT, created a platform for the client's three terminals that ensured high performance while keeping it user-friendly, secure and graphic-rich. The console platform was equipped with Multiple betting options, unlimited winning opportunity, individual as well as live tournament Betting, member-exclusive access and benefits and lastly Secured, timed sessions and authentications.

Business Solution

Technology Stack

IoS development : XCode and

Objective C

Others : Qt, C++, Common

Gateway Interface (CGI)

Database : MySQL

INT. also helped Cashpoint to bring betting experience at home by providing a robust and engaging application on user's smart phones and tablets. While the application was aesthetically rich, easy to navigate and fast, the team of INT experts ensure conformance to uniformity of experience and data synchronization between mobile apps and web view.

They continue to use INT's team to support all of their new initiatives to grow in new markets with localized graphics, solution and interfaces.

The Impact

- Expansion of customer base by offering technology-driven betting experience at the comfort of home
- Better engagement with the customer through enhanced accessibility, engaging live betting platform
- Generate more revenue by expanding betting experience beyond traditional spaces to commercial and home areas using an embedded console and mobile platforms
- Diversify and grow customer base across geographies by enabling multi linguistics setting in the application
- Reduced time to market for new age solutions with high quality impact
- Ensure a team which works on their processes and supports their culture and ambitions each day

A Product Glimpse

CASHPOINT

€19,92

Mobile App Bonus

Sports betting on your phone!
Get **app-solute** betting excitement!

It's so simple

- 1 GET THE APP**
Download and install app
- 2 MAKE SECURE DEPOSITS**
Deposit at least €10 via the app and place bets
- 3 COLLECT BONUS**
You will automatically receive a mobile app bonus of up to €20

Apple iOS  Android 

[I am already a customer and would like to place a bet](#)

get further **BONUSES!**



We Deliver
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

22+

Years

750+

Professionals

11k+

Projects

6m+

Hours

We are a full-cycle product engineering company, helping some of the fastest growing enterprises, start-ups and agencies across 20+ countries. With our unique approach and expertise in product thinking, we've been successfully delivering innovative software solutions and engineering excellence to our customers for over two decades.