



Challenge

ATG wanted to revamp and modernize their horse race betting systems and at the same time expands the offering to include betting on other sports. They wanted an installation of 7,000 systems in a short time frame.



Solution

Moving away from analogue solutions to a complete digital betting solution using digital signage and touchscreens, transactions are faster, live data can be integrated and the handling for the service provider is easier.



Benefit

Customers are happy with the convenience new solution as placing bets is faster and easier. ATG has gained sports betting market share, and service providers see lower error rates on bets – so a win-win for everyone!

There are Only Winners with the ATG Sports Betting Solution

Case Study - ATG



Elo
Commercial-grade
Touchscreen Monitors



Did you know that you can fill out betting slips for horseracing, ice hockey & many other sports in almost every supermarket in Sweden? After a new infrastructure was introduced at the state-operated horseracing totalisator ATG, the process of placing bets has been modernised with 7,000 new systems. As of last year, betting enthusiasts simply place their bets via Elo touchscreens instead of using pen & paper.

Modernizing Sports Betting

The Swedes love sports betting. They not only like going to live games and races, they also like following sport events live on television. And in particular, they like to place bets, which is why there is an area for placing bets in almost every supermarket and convenience store. The state-run betting company ATG revamped the betting stations with a new solution last year. Not only did they introduce an innovative software solution, they also replaced all the hardware. Modern systems with responsive touchscreens by Elo and fast printers by Citizen Systems for printing the slips now enhance the betting experience in more than 2,000 retail outlets throughout Sweden.

Due to advancing technological developments that allow more and more digitalised offers, ATG wanted to completely overhaul their systems. Future systems aim to reflect the needs of today's customers: interactive touchpoints, easy-to-use interface and fast automatic printing of the betting slips. As part of the tender process, the full-service provider of communication solutions, ZetaDisplay, was commissioned to manage the new structure as the general contractor. This included the reintroduction of ATG Sports and offering the customers new touchpoints by means of digital signage, betting options and slip prints. The project aimed to re-equip betting stations all over the country to drastically improve horse race betting and expand the selection to other sports.

A Complex Task

As ATG wanted to replace all existing solutions and launch a new product range for about 7,000 systems, ZetaDisplay, in its capacity as a general contractor, faced the complex task of not only introducing new software but also selecting and integrating new displays, touchmonitors and printers. "The tight schedule and complicated integration work posed additional challenges in this project," explains Ulf Dunker, Operation Manager at ZetaDisplay. "Despite this, the project was completed in full, on time and on budget."

Now, large digital signage displays show the betting options at the new betting stations. Customers can place their bets via the interactive touchscreens integrated in both stand-alone kiosks and in work stations. Previous horse race bets were placed analogously, often with pen and paper; now all processes are carried out digitally, which means that the new solution considerably improves the efficiency of the betting processes for the service provider. Various touchscreens are used at the betting station. A 27" open frame display for interactive signage makes the stations attractive, while the players complete the transactions on a smaller 15" touchscreen integrated in the same kiosk. Within the work stations, another touchmonitor in 19" is installed for the interactive application.

The original outdated systems were all replaced while the existing furniture units were retained. The new monitors therefore needed to fit into the current furnishings and, at the same time, be equipped to meet future innovations. The Elo touchscreens meet these requirements perfectly and stand out thanks to their brilliance and quality.

"It was essential that the monitors remain reliable 24/7 without any problems," says Ulf Dunker. "As Elo is known for the very low failure rates of its systems and also ensure a smooth service, the stylish touch-monitors are a very forward-thinking choice." Based on this decision, a total of 6,000 touchscreens were fitted throughout the outlets.

"The challenge was that the solution needed to be rolled out across Sweden – and Sweden is a large country! Also, the customer service must function nation-wide," says Alexander Zivkovic, Sales Director Northern Europe at Elo. "We also needed to guarantee servicing for the 6,000 touchmonitors throughout Sweden which we were able to set up with our partner Visma."

Digital Customer Journey

ATG has a wide range of betting products such as horse race, soccer and ice hockey in its program. Anyone wanting to place a bet using the new systems simply makes their selection on the touch-screen and automatically receives a printed slip issued by a Citizen printer.

The interplay of the digital signage, interactive touchscreens and high-performance POS printers proved themselves instantly at ATG. "The customers got used to the new betting system very quickly," says Ulf Dunker from ZetaDisplay and also adds: "Thanks to the new solution, ATG was able to win market shares in this highly competitive field thanks to a much broader product range. Also, error rates have dropped."

With the combination of interactive signage, new printers and new software, ATG Sports not only impacted the overall appearance of the betting stations, it also influenced the processes at ATG. Customers now enjoy much more convenience when placing bets. "We offer the customer a completely new customer journey with an innovative, fast system," concludes Ulf Dunker.

Elo Commercial-grade Touchscreen Monitors



2794L | 27"
Open Frame
Touchscreen



1593L | 15"
Open Frame
Touchscreen



1902L | 19"
Touchscreen Monitor

Learn More

EloTouch.com | EMEA.Sales@elotouch.com