SCCG
Managed Services

RETAIL SPORTSBOOK, DIGITAL SPORTS AND IGAMING

#LasVegas

SCCG Management Advisory Services

With over 30 years in the gaming and sports sectors, SCCG has expanded to media/content partnerships digital gaming across real money and social, connecting clients with strategic partners at a global scale.

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 120 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures.

ABOUT SCCG MANAGED SERVICES

WHO ARE WE?

SCCG Managed Services (SCCGMS) is a leading provider of full-service operational management for iGaming, sports betting, and retail sportsbook operations. With decades of experience in gaming, SCCGMS helps casinos streamline operations, optimize revenue, and ensure regulatory compliance.

- **Day-to-Day Sportsbook, P2P, Social Gaming, & iGaming Operations** – End-to-end management of risk, trading, and customer engagement.
- **Regulatory Compliance & Licensing Support** – Ensuring full MGCB and tribal gaming compliance.
- **Fraud Prevention & Responsible Gaming** – Protecting operations through KYC, anti-fraud, and AML measures.
- **Customer Service & VIP Management** – Overseeing player engagement, dispute resolution, and high-value customer retention.

ABOUT SCCG MANAGED SERVICES

SCCG MANAGED SERVICES DELIVERS SEAMLESS OPERATIONS AND GROWTH

SEAMLESS TRANSITIONAL AND OPERATIONAL EXPERIENCE

- **Retail & Online Sportsbook Management** – SCCGMS ensures risk optimization, trading oversight, and in-person wagering management.
- **P2P & Social Gaming Operations** – Managing the development, business operation, compliance, and scalable growth strategies for peer-to-peer and social betting platforms.
- **Player Data Security & Compliance** – Maintaining tribal data sovereignty and regulatory adherence.
- **Customer Acquisition & Engagement** – Supporting player loyalty, marketing, and retention strategies.

WHY SCCG MANAGED SERVICES?

- **Expert-Led Management** – Decades of experience in iGaming, sports betting, and casino operations.
- **Optimized Performance** – Continuous evaluation and enhancement of sportsbook and iGaming success metrics.
- **Flexible & Scalable Solutions** – SCCGMS adapts to Client needs, ensuring long-term growth and sustainability.

SCCG MANAGED SERVICES OPERATIONAL STANDARDS

sCCGMS Brand Presence

- **Unified Entity:** SCCGMS operates as a cohesive group, integrating the strengths of our subcontracted partners under the SCCG brand.
- **Market Advantage:** We leverage our extensive partner ecosystem to create significant market advantages, providing comprehensive support and access to diverse expertise and resources.

Intellectual Property Library:

- **Ecosystem of Partners:** SCCGMS builds and maintains a network of partners and professionals, leveraging their expertise from past engagements. This ecosystem ensures our services remain consistent, high-quality, and relevant.

Continuous Learning & Development:

- **Regular Training:** SCCGMS conducts regular training sessions, workshops, and certifications. These initiatives keep our team updated with the latest industry trends, regulations, and best practices.

Collaborative Culture:

- **Open Communication:** SCCGMS promotes a culture of collaboration and open communication. By pooling our expertise, we can address complex challenges and deliver superior solutions.

Innovation & Adaptability

- **Next Generation of Services:** SCCGMS prioritizes innovation to remain at the forefront of service provision.
- **Regulatory Adaptability:** We stay adaptable to the ever-evolving regulatory and compliance landscape.

Quality Assurance:

- **Excellence Commitment:** SCCGMS implements rigorous quality assurance processes. These processes ensure we consistently meet or exceed client expectations.

Customer Service:

- **Direct Access:** Clients have direct access to the SCCGMS Operations Manager. This ensures any issues with our partners and professionals are promptly resolved.

Dedicated Professional:

- **Project Management:** SCCGMS assigns a dedicated professional to each client, acting as their project manager. This ensures personalized attention and seamless coordination throughout the project.

Feedback & Continuous Improvement:

- **Structured Feedback Process:** SCCGMS employs an external third-party process to gather and evaluate client feedback. This feedback is crucial for refining our processes and enhancing the quality of our services.

SCCG Managed Services (SCCGMS)

SCCG Managed Services (SCCGMS) provides tribal and commercial operators turnkey technology and operational support to develop their sports betting and iGaming offerings. SCCGMS provides the experience necessary to establish completely new offerings and capabilities, from talent to technology.

Whether it's an enhancement or extension of internal services, such as compliance and risk management, or deploying new customer-facing products and platforms for digital and retail gaming, SCCG Managed Services can quickly and efficiently integrate with existing teams. Ultimately, SCCGMS's mission is to manage the project from start to finish and train your team to operate autonomously by the project's end.

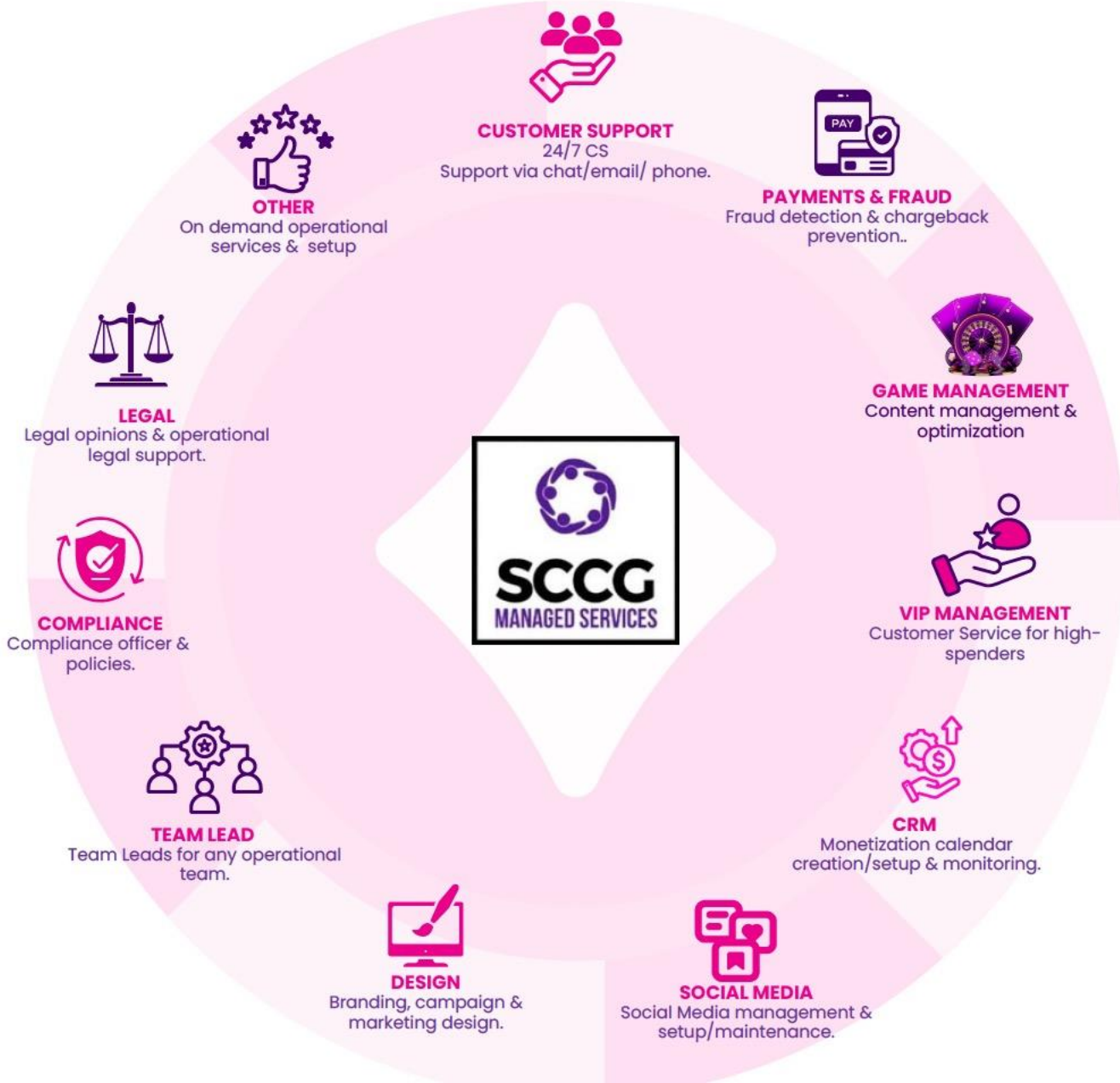
Brick & Mortar Casinos

Retail and Mobile Sportsbook Operators

First Nations

iGaming and Social Casino

MANAGED SERVICES



About **SCCG**

At SCCG, we offer **comprehensive consulting services** designed to help businesses successfully **launch, manage, and scale** their P2P and social gaming operations. With deep expertise in **gaming technology, regulatory compliance, marketing, player acquisition, and operational strategy**, we deliver customized solutions that address the unique challenges of this fast-growing industry. Whether it's selecting the right platform, implementing innovative marketing strategies, or ensuring seamless compliance with legal frameworks, our team of experts is dedicated to driving sustainable success for our clients.

As a global expert, we take pride in our ability to connect businesses with **industry-leading partners, cutting-edge technology providers, and high-value market opportunities**. Our extensive experience and data-driven approach allow us to provide **strategic roadmaps tailored to each client's goals**, ensuring **long-term profitability and market dominance**.

By partnering with SCCG, businesses gain access to an **unparalleled ecosystem of expertise, resources, and industry connections,** allowing them to **unlock new revenue streams, expand their market presence, and build a thriving gaming operation.**

Whether you are a startup looking to enter the space or an established brand aiming to optimize and scale, **SCCG is your trusted partner** for navigating the complexities of the **gaming industry** and achieving lasting success.

SCCG Managed Services - P2P and Social Gaming

Comprehensive support for your business - We provide **tailored operational solutions** designed to **optimize** and enhance business **efficiency**. Our services cover everything from customer support to fraud prevention, ensuring **seamless operations** for your enterprise.

1. Customer Support
Offer 24/7 customer service with our dedicated support team. We provide real-time assistance via chat, email, and phone, ensuring your customers receive top-tier support whenever they need it.

2. Payments & Fraud Prevention
Protect your business from fraudulent activities with our robust fraud detection and chargeback prevention services. We safeguard your transactions, minimizing financial risks.

3. Game Management
Optimize and manage your gaming content with our expert services. We help you fine-tune your platform for maximum engagement and performance.

4. VIP Management
Deliver premium customer service for high-value clients. Our VIP management service ensures personalized and exclusive support, enhancing loyalty and increasing lifetime value.

5. CRM
Maximize customer engagement and revenue with our data-driven CRM services. We set up and monitor monetization calendars, helping you track user behavior and optimize interactions for long-term success.

6. Social Media Management
Boost your brand's online presence with expert social media management. We handle everything from setup and maintenance to strategic content planning, keeping your audience engaged and growing.

SCCG Managed Services - P2P and Social Gaming

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7. Design & Branding

Elevate your marketing strategy with our creative design services. We specialize in branding, campaign visuals, and marketing assets to ensure your business stands out in a competitive market.

8. Team Lead

Empower your operational teams with experienced leadership. Our dedicated team leads ensure smooth execution of processes, driving efficiency and productivity across all departments.

9. Compliance

Stay ahead of regulatory requirements with our compliance solutions. We provide expert compliance officers and policy guidance to keep your business aligned with industry standards and legal frameworks.

10. Legal Support

Minimize legal risks with our operational legal services. From legal opinions to contract support, we provide expert advice tailored to your industry's needs.
customer experience, and maximize profitability. Let SCCG Managed Services be your trusted partner in operational excellence.

11. Other On-Demand Services

Get customized operational support tailored to your business needs. Whether it's ad-hoc services or specialized setup assistance, we provide flexible solutions to streamline your operations.

ABOUT GameStage

WHO ARE WE?

GameStage is a pioneering peer-to-peer (P2P) and social gaming platform built to transform fan engagement through innovative contests, gamified experiences, and real-time interaction. Designed for mobile-first venues and digital destinations, our turnkey solution delivers regulatory-friendly, high-frequency betting experiences without the overhead of traditional sportsbooks. Sparket empowers venues and operators to engage fans responsibly, drive revenue through social play, and activate multiple monetization channels with minimal operational lift.

SPARKET'S ROLE

Sparket provides the core P2P contest infrastructure for real-money, social, and affiliate-friendly engagement. Our plug-and-play gamification layer integrates seamlessly with venue ecosystems, apps, and media environments, unlocking a dynamic and compliant alternative to the sportsbook model. GameStage powers immersive experiences that deepen retention, enhance F&B spend, and unlock long-term player loyalty.

CORE CAPABILITIES

P2P Contest Engine – A legally sound alternative to traditional sports betting with dynamic odds, structured challenges, and user-set outcomes.

Multi-Revenue Channel Platform – Monetizes through real-money gameplay, affiliate tracking, social gaming, F&B lift, and sponsorship activations.

Mobile-First Design – Built for on-site engagement, QR-based signup, live contest participation, and scalable community gamification.

White-Label & API Options – Flexible deployment across physical venues, third-party platforms, or integrated into loyalty apps and team fan zones.

SCCG Managed Services: Menu of Services – Risk Management and Reporting

Risk Management Platform:

Gain from a top-tier operational risk management system safeguarding your sportsbook against financial losses and reputation damage. With features like thorough player profiling and identifying suspicious betting behaviors.

Regulatory Reporting and Compliance

Reporting: Support with regulatory reporting and internal controls outlined across relevant regulatory bodies.

Audits and Reviews: Ensure risk management practices are compliant with regulations through audits, system reviews, and consistent communications across teams.

Responsible Gambling: Implement measures like self-exclusion, deposit limits, and support resources for problem gambling.

Fairness and Integrity: Ensure fair odds, prevent fraud like match-fixing, and ensure all technology is certified across all necessary jurisdictional levels.

Data Security and Player Protection: Employ encryption, secure transactions, and access controls to protect user data.

Marketing and RG: We ensure advertising and marketing practices must adhere to strict guidelines set by regulatory authorities to prevent misleading or deceptive promotions

AI Solutions: Our AI Solutions enhance compliance and operational efficiency by automating regulatory reporting, continuous monitoring for audits, and player protection.

SCCG Managed Services: Menu of Services – Trading

Trading Overview:

SCCG platform offerings include integrations that support; data analytics, automation, and compliance measures to enhance decision-making and ensure regulatory adherence. We offer expertise for every aspect of day-to-day sports book operations, including odds making, risk advisory and tailored pricing and promotional strategies.

Trading Services:

Custom Program: Customization and implementation of a risk management program specific to the client's requirements and jurisdiction.

Flexibility: bespoke and flexible, trading operations. Operate the risk management services directly from the SCCG location or as agreed upon

Review: Evaluate and classify the client's risk stature.

Profile Monitoring: Persistently monitor and refine client risk profiles based on transactional patterns and key indicators.

SCCG Managed Services: Menu of Services - Payments & Fraud

SCCG management

SCCG Managed Services offers a comprehensive review of regulatory requirements related to payments and fraud, ensuring clients are fully compliant and protected. Our expert evaluations and tailored recommendations help optimize AML and KYC processes while safeguarding against fraudulent activities.

Comprehensive Payments and Fraud Review:

Full-Scale Regulatory Assessment: Conduct an in-depth review of the client's payments and fraud regulatory requirements.
Recommendations: Provide expert recommendations for personnel and platform enhancements.

Technology & Systems:

Technology Solution Evaluation: Assess and evaluate technology solutions tailored to the client's AML and KYC compliance needs.
Integration Recommendations: Provide expert recommendations for seamless technology integrations.

Payment & Fraud Management:

- Missing Deposit / Withdrawal Review
- Miscellaneous transaction investigation
- Bonus abuse investigation
- Affiliate fraud monitoring
- Hacked accounts and account takeover investigations
- Deposit and Withdrawal Review
- Recommendations for system enhancements and tuning.

SCCG Managed Services: Menu of Services – Customer Service

SCCG Managed Services provides a thorough evaluation of a client's customer service needs and objectives, offering recommendations tailored to your target audience. We ensure 24-7 support with dedicated personnel, develop and implement VIP programs, and manage promotional activities.

Customer Service Planning & Strategy:

Comprehensive Review: Conduct an in-depth assessment of the client's specific needs and objectives related to their target customer base.

Strategic Recommendations: Provide expert recommendations for personnel and platform enhancements.

24/7 Customer Service Support:

Account Verification Assistance: Dedicated support for account verification and login issues.

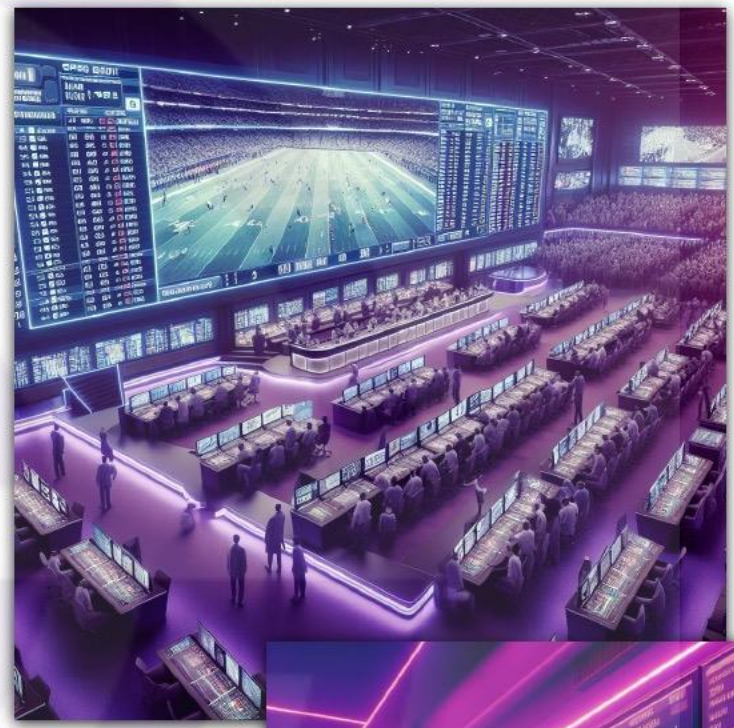
Round-the-Clock Support: Ensure continuous support with dedicated customer service personnel.

VIP Program: Develop and implement a robust VIP program.

Promotion Management: Set up and manage promotional activities effectively.

SCCG Managed Services: Menu of Services – Training

SCCG offers a comprehensive review of your objectives related to your customers. We offer personalized training, quality assurance, and a dedicated leadership team focused on continuous improvement from operations to amplifying loyalty across your assets.



Local Operator Training:

Training Program Development: Create tailored training programs designed specifically for local personnel, addressing their unique needs and operational challenges.

Compliance Training Implementation: Implement comprehensive training sessions focusing on regulatory compliance and operational best practices, ensuring that local operators adhere to industry standards and legal requirements.

Strategic Recommendations: Provide expert recommendations for selecting and deploying the most suitable personnel and platforms, enhancing the overall efficiency and effectiveness of the local operations.

Training Services:

Program Development: Training program designed for launching a sportsbook operation.

Customer Engagement: Loyalty- building strategies and practical instruction on customer engagement and retention strategies.

Reviews: Evaluation of staff proficiency to ensure readiness for operation launch.

Continual Support: Continued education after launch of book operations.

SCCG: Service Capabilities Summary

SCCG management

Sports Betting Platforms and PAM Providers
- Assess and recommend technology infrastructure.
- Identify and establish roadmaps with partners to launch.
- Training and execution.

Risk Management and Reporting
- Assess current measures, verification processes, and internal controls in place.
- Implement technology solutions and partnerships.
- Provide continued support, train staff, and communicate updates on regulations.

Trading
- Assess sports offerings and data quality. Provide recommendations.
- Expand partnerships and support real-time data integration.
- Support in managing liability based on wagers across customer base.

Payment/Fraud Platforms
- Evaluate existing platforms for reliability across payments, AML, & KYC
- Provide recommendations and adopt technologies

Customer Service and Support
- A full-scale review of client's specific needs and objectives related to client target customer base.
- Train and empower employees to effectively handle customer inquiries, complaints, and feedback, resolving issues promptly and satisfactorily.
- Implement and recommend customer-focused initiatives to enhance the overall customer experience.
- 24/7 Customer support with dedicated support.

Training
- Develop comprehensive training programs for local personnel.
- Implement comprehensive training program that meet or exceeds requirements.
- Recommendations for personnel and platforms.

ABOUT ALTENAR

WHO ARE WE?

Altenar is a leading B2B sportsbook and iGaming technology provider, offering a turnkey platform designed for retail, online, and mobile sports betting. With a proven track record in highly regulated markets worldwide, Altenar delivers secure, scalable, and data-driven gaming solutions that maximize operator profitability and player engagement. Our platform is built for stability, flexibility, and regulatory compliance, ensuring long-term success for our partners.

CORE CAPABILITIES

- **Turnkey Sportsbook & iGaming Platform** – A full-service solution featuring real-time betting technology, risk management, live odds solutions, and player engagement tools.
- **Retail & Online Integration** – Unified deployment across kiosks, betting terminals, mobile platforms, and online channels, creating a frictionless omnichannel experience.
- **Scalability & Customization** – A highly configurable platform with tailored betting markets, robust reporting, multi-language support, and AI-powered insights to optimize performance.
- **Regulatory Compliance & Security** – Fully licensed in multiple global jurisdictions, meeting requirements for a secure, compliant operation.

TOM'S WATCH BAR – FAN ACTIVATION & REVENUE GROWTH

KEY FEATURES & IMPACT

- **360° Viewing Experience** – A state-of-the-art sports bar setup with wall-to-wall screens, live game streaming, and interactive betting zones.
- **Live Event Hosting** – UFC nights, NFL Sundays, March Madness, and other high-traffic events create sportsbook engagement opportunities.
- **Cross-Promotion with Gaming** – Encourages seamless interaction between food & beverage, sports betting, and casino gaming.

WHY TOM'S WATCH BAR?

- **Proven Success in Casino Environments** – Trusted by Mohegan Sun, NYNY, and other leading gaming properties.
- **Loyal & Targeted Sports Audience** – 100,000+ engaged sports fans per location, driving repeat visitation and wagering activity.

Get In Touch

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