Web Platform for Online Casino

Story Behind

When the world encountered COVID-19, many offline-based businesses were forced to reconsider and restructure their activity. Our client, a German casino network, faced the same problem as they used to conduct business only offline.

So, our client made a decision to enter the online market. At the beginning of our cooperation, we outlined two main business goals:

To digitalize client's existing gambling. The current epidemic situation has proved that online presence is a must-have for businesses to grow and stay in demand.

To create an **easy-managing solution for offline casinos to expand online**. Recently, Germany has legalized online gambling, so the market is in need of a solution for a quick transformation.

Considering aforesaid, we created a SaaS web platform where gambling businesses can easily create and manage their online casinos.

Process & Challenges

The platform is designed for three types of users with different access levels and capacities: players, casino employees, and super admins. Our goal was to make the online back-office functional but intuitively easy to work with. The overall casino experience must be able to keep users engaged and meet their expectations. This kind of service can't have delays in response, so a fast operation proceeding is required.

The main solutions we developed to overcome these challenges are:

01

Serverless architecture and two-way synchronization of microservices

02

Fast and huge logging of play events

03

Integrations with IGaming and cashier third-party services

04

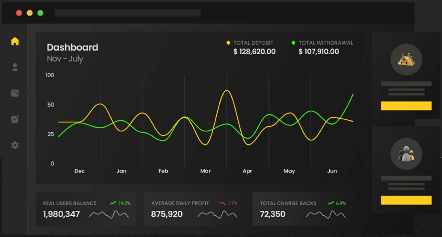
Multilingual interface with the capacity to upload dictionaries

05

Elasticsearch Warm usage to store a large amount of information

Casino Creation and Management

The casino owner has access to the back-office where they can configure various settings such as currencies and languages, as well as set up integrations with both online and offline casinos, and cashier services.



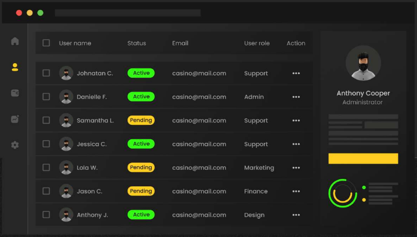
Dashboard
Nov - July

● TOTAL DEPOSIT $ 128,620.00
● TOTAL WITHDRAWAL $ 107,910.00

REAL USERS BALANCE 19.2% 1,980,347
AVERAGE DAILY PROFIT 1.7% 875,920
TOTAL CHARGE BACKS 6.9% 72,350

Employee Management System

The whole casino staff can be added to the platform and granted corresponding user permissions, depending on their actual roles. Employees receive access to different aspects and activities of the back office and carry on with their normal activities.

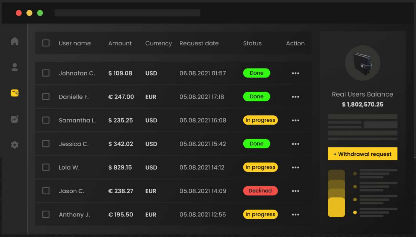


☐	User name	Status	Email	User role	Action
☐	Johnatan C.	Active	casino@mail.com	Support	•••
☐	Danielle F.	Active	casino@mail.com	Admin	•••
☐	Samantha L.	Pending	casino@mail.com	Support	•••
☐	Jessica C.	Active	casino@mail.com	Support	•••
☐	Lola W.	Pending	casino@mail.com	Marketing	•••
☐	Jason C.	Pending	casino@mail.com	Finance	•••
☐	Anthony J.	Active	casino@mail.com	Design	•••

Anthony Cooper
Administrator

Payment Gateway Configuration

Financial transactions are one of the most important parts of any casino. These need to be closely monitored and accurately managed. In the back office, all transaction details can be monitored - withdrawals, deposits, bonus amounts, withdrawal requests, and so much more.

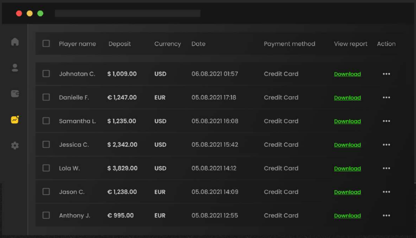


☐	User name	Amount	Currency	Request date	Status	Action
☐	Johnatan C.	**$ 109.08**	**USD**	06.08.2021 01:57	Done	•••
☐	Danielle F.	**€ 247.00**	**EUR**	05.08.2021 17:18	Done	•••
☐	Samantha L.	**$ 235.25**	**USD**	05.08.2021 16:08	In progress	•••
☐	Jessica C.	**$ 342.02**	**USD**	05.08.2021 15:42	Done	•••
☐	Lola W.	**$ 829.15**	**USD**	05.08.2021 14:12	In progress	•••
☐	Jason C.	**€ 238.27**	**EUR**	05.08.2021 14:09	Declined	•••
☐	Anthony J.	**€ 195.50**	**EUR**	05.08.2021 12:55	In progress	•••

Real Users Balance
$ 1,802,570.25

Reporting

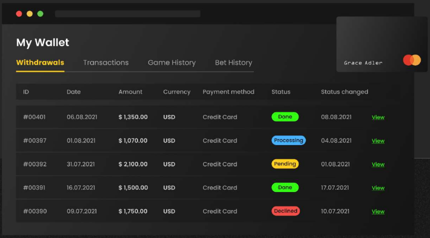
To keep track of the activity, the casino owner and employees have access to structured reports of deposits and withdrawals. Through the dashboard, there is a breakdown of profits and losses, gaming results, and the gaming archive.



☐	Player name	Deposit	Currency	Date	Payment method	View report	Action
☐	Johnatan C.	**$ 1,009.00**	**USD**	06.08.2021 01:57	Credit Card	Download	•••
☐	Danielle F.	**€ 1,247.00**	**EUR**	05.08.2021 17:18	Credit Card	Download	•••
☐	Samantha L.	**$ 1,235.00**	**USD**	05.08.2021 16:08	Credit Card	Download	•••
☐	Jessica C.	**$ 2,342.00**	**USD**	05.08.2021 15:42	Credit Card	Download	•••
☐	Lola W.	**$ 3,829.00**	**USD**	05.08.2021 14:12	Credit Card	Download	•••
☐	Jason C.	**€ 1,238.00**	**EUR**	05.08.2021 14:09	Credit Card	Download	•••
☐	Anthony J.	**€ 995.00**	**EUR**	05.08.2021 12:55	Credit Card	Download	•••

Seamless Wallet

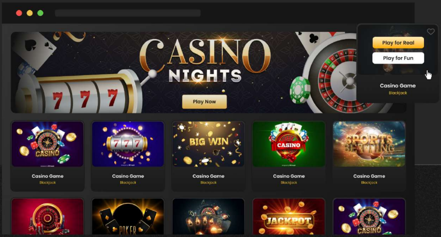
Every player gets a personal, seamless, wallet they can manage on the platform. A player can make deposits and withdrawals using credit cards, e-wallets, or cryptocurrencies. Players can keep track of their transactions, gaming history.


My Wallet

ID	Date	Amount	Currency	Payment method	Status	Status changed	
#00401	06.08.2021	$ 1,350.00	USD	Credit Card	Done	08.08.2021	View
#00397	01.08.2021	$ 1,070.00	USD	Credit Card	Processing	04.08.2021	View
#00392	31.07.2021	$ 2,100.00	USD	Credit Card	Pending	01.08.2021	View
#00391	16.07.2021	$ 1,500.00	USD	Credit Card	Done	17.07.2021	View
#00390	09.07.2021	$ 1,750.00	USD	Credit Card	Declined	10.07.2021	View

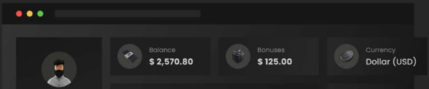
Game Selection

The casino offers various types of games to play, among them: roulette, table games, and video slots. Through the website, players may filter games to find the one that matches their taste. Also, you can choose whether you want to play just for fun or for real money. If you like a game, you can mark it as your favorite and later access it through a personal account.



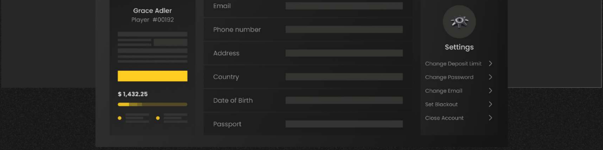
Deposit Limits & Blackouts

There are two features available for players to manage their interactions with the casino. The first one sets deposit limits on daily, weekly, or monthly terms. Players can control their finances and not exceed the sum they want to spend. The other main feature is a "blackout", which is a period of time when users want to freeze their account and take an extended break from playing. When the blackout runs out, the account is reopened, and the player can play again.


Balance
$ 2,570.80

Bonuses
$ 125.00

Currency
Dollar (USD)

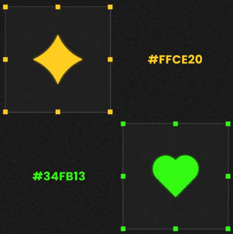


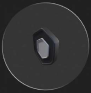
UI/UX **Design**

UI/UX design plays a significant role in the success of the online casino. Our goal was to **focus the player's attention on the game selection** process, therefore, we chose the restrained color palette not to distract them from the main event. As the platform provides a wide choice of games, we created categorization and placed the games accordingly to simplify navigation. Dark colors allowed us to contrast the games, making them more colorful.

Yellow and **green** were chosen as accent colors to use on crucial elements. Their combination is highly compatible with the chosen pallet, as both of these colors make the interface feel brighter, but don't oversaturate it. They are also visible on a dark background and comfortable to look at.

Another decision was to forgo flat design. We created old-school skeuomorphic buttons for a more realistic effect. Illustrations were also embedded into the interface to add some friendly vibes.

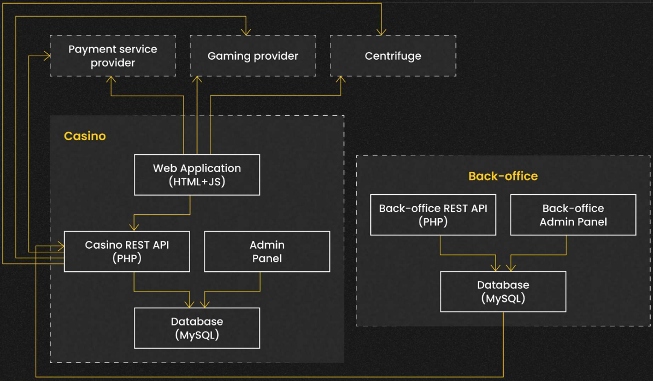




At the bottom of every screen, users can check the credentials of the casino: name, running company, address, and license. As gambling is an industry with a lot of restrictions and apt to scamming activity, this block is important for providing a player with the ground for trust.

Technologies

Site static files are served using a CDN. This ensures the fastest and safest delivery of content. All active elements (API, Centrifugo and others) works on a serverless technology using Docker. This ensures safe and comfortable autoscaling under load. Database clustering and caching allow for high performance.



Features

01 Admin panel
02 Employee panel
03 Player profiles
04 Casino employee management
05 Casino management
06 Game management
07 Player management
08 Player wallet
09 Money withdrawal
10 Reporting
11 Email templates
12 Integration with payment & cashier systems
13 Integration with iGaming systems
14 Affiliate system
15 Language selection
16 Notifications