

# Expansion and exciting times

**Tammy Schuling** discusses **Chartwell's** dynamic synergy with Amaya and why 2011 is shaping up to be a banner year for the company



**Tammy Schuling** is marketing director at Chartwell and brings 18 years' experience in marketing, communications and public relations. She is a member of the International Association of Business Communicators and served as Vice Chair of Canadian Women in Communications (Calgary).

**eGaming Review (eGR):** What unique offerings does Chartwell bring to the online casino market and what gives Chartwell its competitive edge?

**Tammy Schuling (TS):** The old adage, 'Do one thing and do it well' comes into play with Chartwell's core focus of online casino. We provide the best table games, slots and live dealer through our own in-house proprietary development and through partnerships with some of the best developers in the industry.

Our team is known for developing some of the best table games in the market – with realistic graphics and true-to-life game play. Our development team have pushed itself creatively to develop some incredibly innovative and ground-breaking slot features as well, such as 'Streakbreaker' in the very popular Bars and Bells slot and our new board game style bonus round in the recently released Vampires vs Werewolves. All of our games strike that perfect balance between high entertainment value, stunning graphics and sound, and the right math – to attract and retain players for our clients.

We complement our own portfolio with hand-picked titles from some of the most respected and renowned casino developers in the industry. This combination gives our clients a broad spectrum of games to choose from – literally something for everyone. Plus, our Chartwell Games Platform (CGP) enables operators to seamlessly and reliably operate their casinos with content from any provider.

flexibility in providing our clients the best solutions for their business, and our ongoing commitment to customer support.

**eGR:** What have been the highlights of 2011 for Chartwell?

**TS:** 2011 has truly been a banner year for us at Chartwell. We started the year off with a brand refresh, which we launched at ICE with a new booth, new website, and new sales tools.

We launched Live Dealer and the feedback has been overwhelmingly positive. The professional dealers, true land-based game play, and streaming video really provide that real casino experience. We partnered with the experts at HoGaming because they have over 25 years' experience and some of the best technology in the industry. Their professional dealers and superior game features ensure a true-to-life casino experience.

We also launched our Rapid Game Deployment (RGD) technology. Based on feedback from our clients, we developed a technology that enables our clients to quickly and easily deploy our games as soon as they are made available – with no downtime. This means that clients can deploy our games utilising far fewer resources, which translates to significantly reduced cost to the client and the opportunity to generate revenue faster by rapidly deploying Chartwell's casino titles.

By the end of June, we had already launched nearly 30 exciting casino games and we are on track for releasing up to 49 games in total by the end of the year. With the frequency of our game deployment, we developed a set schedule of releasing games to our clients twice a month, to assist in their planning efforts.

We have also become quite active on social media to help promote our games and news about our company. Game highlight videos are posted on YouTube and announced via LinkedIn, Twitter, and Facebook.

Probably the most significant highlight so far is the acquisition of Chartwell by Amaya Gaming. Our products and business models complement each other well and we're confident there will be many exciting things ahead as a result.

*“Our team is known for developing some of the best table games in the market”*

We are in the gaming industry, so the casino games and platform we provide are really the foundation of what we do. What truly sets us apart is who we are as a company. We go 'beyond the game' in everything we do. We are known for our personal approach, our



**eGR: What are some of the advantages pertaining to Amaya purchasing Chartwell?**

**TS:** As mentioned, Amaya and Chartwell's products and business models complement each other well and as a result, we will derive great synergies from each other's expertise.

The team at Amaya is well-connected and know how to open doors for business development into regions Chartwell has not yet ventured. For example, Chartwell's focus to-date has been B2B while Amaya is well-established in the B2G areas.

Amaya's product line is in the same realm as Chartwell's (providing gaming solutions to their clients) and by joining forces, we now have the opportunity to broaden our products, services and customer base. Amaya was interested in Chartwell because of our people and experience in the egaming B2B Casino markets. By sharing resources and knowledge, Amaya can add Chartwell's products, services and expertise to their portfolio, thereby offering even more comprehensive solutions to clients.

This is an exciting chapter in Chartwell's history. As we make the transfer to becoming a division of Amaya Gaming, we see great opportunity for innovation and growth. Our clients can expect the same friendly, flexible approach, the continued commitment to developing great casino games and technology as we've demonstrated over the past couple of years, plus a renewed drive to become top-of-mind as market leaders.

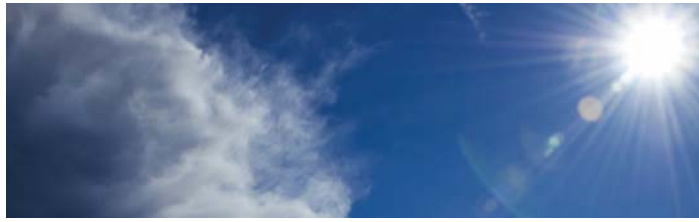
**eGR: What key trends, challenges and developments are you seeing in the industry today and how does Chartwell address these and keep up with the pace of change?**

**TS:** There is much growth in the areas of mobile gaming, live gaming and social gaming.

The growth in mobile gaming is not surprising with the advent of smart phone technology. There are many countries where mobile phone usage far outweighs computer and internet usage and with devices becoming more powerful and more portable, this will only continue to grow.

Live Gaming (or Live Dealer) has been an area of growth for a few years now. It was born in the Asian markets; mainly because some players didn't really trust traditional RNG (Random Number Generated) casino. They instead trust what they can see and what has the ability to interact with the dealers. With today's technology, Live Dealer provides the look and feel of an actual casino experience, so it creates excitement and builds loyalty and trust among players. It does not cannibalise operators' other casino game offerings. In fact, it typically attracts and retains players; doubling a player's lifetime from the average of three months to six months – especially with VIP players.

Social gaming is emerging as a huge opportunity



for growth in our industry. Again, this is not surprising given the exponential growth of social media sites such as Facebook. Social gaming offers another platform where players can interact and share their gaming experience online.

We think you'll see more mergers, acquisitions and licensing agreements to supply third-party content to clients and to bring well-known land-based games to the online space.

To address these trends, Chartwell launched Live Dealer earlier this year and we are actively looking at developing the best mobile and social gaming solutions to our clients. We've certainly been a leader in providing best-of-breed third-party content and there will be more exciting announcements in the near future.

**eGR: With over 10 years of expertise behind Chartwell, how have you seen the market evolve? Do you anticipate the emergence of new casino markets? What impact will this have on existing lottery markets and your role within them?**

**TS:** The market has changed through increased regulatory environments, advancing technology such as mobile gaming and richer 3-D graphics. We anticipate the US market will open in the short term and this will have an enormous impact on the egaming and lottery markets as we see it. There will be stiffer competition for market share, which will mean more innovation and faster output.

With our new relationship with Amaya Gaming, we see our role increasing in these markets. Governments that are not familiar with the intricacies of the egaming industry will look to companies with well-established reputations and expertise to help guide them in developing the guidelines and regulations to ensure the integrity of the industry remains intact.

**eGR: Are there any new products or innovations on the horizon for Chartwell? What does the next year hold?**

**TS:** With Amaya's purchase of Chartwell, we will spend the next few months identifying our respective strengths, synergies and target markets and from there, develop business development plans. Our main focus will continue to be online casino, but we will look at new product lines to help our clients grow their business. We're optimistic about the next year and beyond. ❖