



Leading operator of sports betting terminals in West Africa chooses KT Beast Terminal

Summary:

The client, whose primary business is operating in the sports betting, market wished to search for a company that specialized in the manufacturer of kiosks that could accept cashless payments. The customer began operations back in 2013, in Liberia, with a mind to fast tracking via installed volume of sports betting terminals, to be considered one of the main actors in the growing market of sports betting.

History:

The client, based in Liberia, operates a network of retail-style stores under one brand and umbrella. The turnkey solution includes the client providing a complete package for each store, which included sports betting terminals. We were approached by the client in Spring 2015 to begin immediate production of an initial trial run of 46 Beast terminals. The African sub-continent market is a rapidly expanding territory for sports betting and has been for several years, primarily via online websites, but initiations are taking place to setup betting stores in Africa for players to easily walk into a high street store to wager on their favourite local and international teams.

Case:

The project is now successfully 6 months into deployment and we have, so far, shipped 150 sports betting terminals to our client in Liberia. The machine we designed was received with accolades from the clients' retail store managers and the numbers have grown from an initial 46 machines. Our customer had agreed to increase their purchase to more than triple this. We believe our betting terminal creation has had some role in its success, albeit of course, not solely. The current point now is to establish a network of more retail points to further create more playing points in centrally located citadel areas of Liberia, and to expand its operations to neighbouring countries on a mid-term goal. Africa has long been left behind when it comes to investment into expansive technologies such as kiosk self-service terminals, but steadily as traditional markets in North America and Europe are saturated with machines entrepreneurs, investors and retailers look to expand machine deployments. In line with historical backgrounds, typically payment and gambling terminals are a sure fire investment for many, as returns are easily calculated.

KT Case Study



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