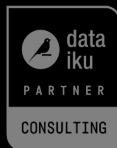


# DATA REPLY *Player Engagement in Gaming*

## About

Data Reply is a Reply Group company, a Premier AWS partner, supports businesses with Data Driven Digital Transformation- Data Modernisation, Advanced Analytics and AI/ML adoption - from the design phase to Implementation, accelerating time-to-value and Innovation.

500+ Big Data Engineers & Data Scientists  
100+ Production projects, up and running



## Case Studies - Examples



**Global Gaming Leader**  
40 % increased  
conversion rate



**Global Gaming Provider**  
83% baseline  
recommendation hit rate



**iGaming Leader**  
> 8k concurrent players  
Integrable Gaming Platform

## Reply Game Studios

Dedicated team of professionals with **game development** expertise.

Three games launched that feature **deep gameplay experience & high production values**, for PlayStation 5, Xbox Series X/S and PC!



## Gaming Solutions



Enhanced player  
Engagement &  
Innovation



Player Behaviour  
Analytics & BI  
Reporting



ESG &  
Regulatory  
Compliance



Generative  
AI & AI enabled  
Game Balancing

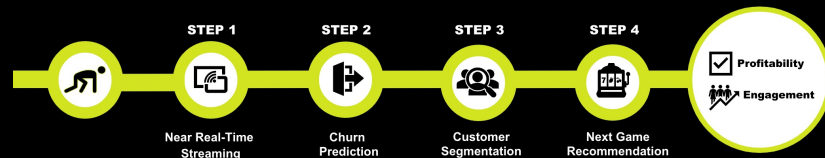


Fraud Detection,  
Churn Reduction  
& Automation



Easier &  
compliant  
Onboarding

## Engagement Approach



## Our Offer



**1.**  
A 'Discovery Workshop'  
to shape a  
POC/Pilot/MVP



**2.**  
A POC (prototype) at  
minimum or zero cost to  
the customer \*

\* Offer subject to qualification

