

GiG launches CoreX iGaming platform and SportX sportsbook ahead of ICE London 2024



B2B online gaming solutions provider Gaming Innovation Group (GiG) has announced the launch of new product enhancements, part of the X-Suite range, ahead of ICE London 2024. The CoreX iGaming platform has been launched alongside a brand new sportsbook, SportX, as part of an enhanced turnkey suite that looks to capitalize on increasing global opportunities.

In a press release, GiG said SportX has been designed to provide a complete and integrated sports betting experience, resulting in a feature-packed product that can be quickly localized to match an operator's strategy. Built on the foundations of a "revolutionary" back-end and with the support of a 24/7 trading team, it features the ability to tailor margins in real time. It is being marketed as a sportsbook designed to excel in complex regulatory environments.

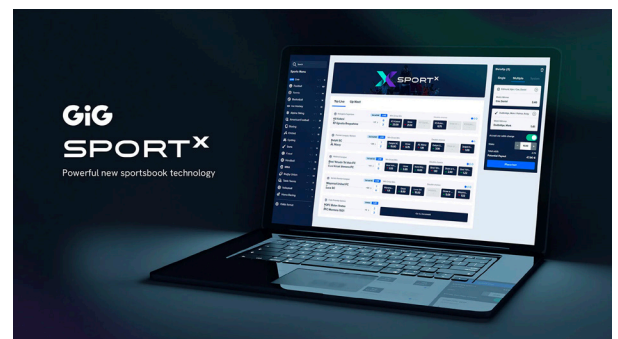
Meanwhile, CoreX is already operational in various markets across Latam, Europe, and North America, offering an iGaming platform designed to adapt to global ever-changing legislative and user demands. The product is highly scalable and capable of rapid integration with third-party services, in addition to featuring extensive localization capabilities, and is designed to support revenue growth in both existing and emerging markets.

Also included in the revamped X-Suite are the DataX and LogicX products, designed to empower partners in achieving sustainable growth, optimizing acquisition efforts, and leveraging retention opportunities. Now with a stronger emphasis on artificial intelligence and automation, the X-Suite looks to improve operational efficiency.

By seamlessly working together, DataX and LogicX address operator requirements and enable the creation of actionable business rules without the need for coding knowledge. According to GiG, the differential is the incorporation of advanced machine learning models into its toolkit, enhancing decision-making processes and rule building, driving growth in revenue for operators.

All of GiG's new X-Suite product range will be showcased on its stand at the upcoming ICE London 2024 exhibition, where the supplier can be found at N9-140.

According to GiG, this development marks a new milestone for the company, which also recently unveiled key senior appointments and partnerships, such as the introduction of the Betway brand in Portugal and the expansion of its collaboration with BPlay in Latin America.



Andrew Cochrane, Chief Business Officer at GiG, said: “Our X-Suite launch marks the official start of an incredibly exciting new chapter for GiG, and one that we’re confident will drive not just us, but our entire partner network to new heights.

“We’re immensely proud of the work put in by the entire team to develop platforms and products that are best-in-class, and that will greatly elevate our customers’ position in complex regulated territories”.

The executive also highlighted GiG’s participation in ICE London: “With a product centric approach to the stand at ICE London, it’s the perfect time to launch this new suite of products, and we look forward to showcasing it at the event.”

