

Viaden Gaming Case Study

BigCasino – Big Born in the UK Gambling Market

iGaming Software

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Case Study: BigCasino – Big Born in the UK Gambling Market

Online Gambling Business Opportunities

Online gambling market experiences a stable growth over the last decade offering unlimited business opportunities to software operators. According to the recent research online gambling industry remains one of the most profitable and steadily growing and is expected to reach its peak by 2015 with an annual growth from current \$12 billion a year to \$528 in 2015.

The rapid development of online gambling industry in the UK was favored by the introduction of UK Gambling Commission under the Gambling Act 2005. In 2010 the Commission conducted a comprehensive UK market research and revealed the trend of increasing interest in remote gambling among the UK players. Major online casinos UK reported the industry increase by 12 percent in 2010 compared to 2009.

Following the promising prospects of online gambling industry BigCasino was created with the intent to timely enter the market and offer UK players the safest and most reliable online gambling facilities.

Business Challenge

When it comes to running a new business the most challenging issue is how to enter the new market to ensure smooth functioning and successful business start-up. BigCasino was originally intended as a multifunctional online casino that could compete with the most popular British online casino directories.

To make sure the brand-new casino can successfully enter a highly competitive market segment it's crucially important to deliver efficient and reliable services. Furthermore, given the continuous growth of online casinos it's vital to be able to provide players with supreme quality games, exclusive features and timely support.

After browsing through dozens of business offers from online casino software vendors it was finally decided to launch BigCasino powered by Viaden Gaming software solution.

Solution

Viaden Gaming is an acknowledged online casino software developer and provider with years of industry expertise. At Viaden Gaming all services are delivered following the customer oriented approach to tailor the final solution to customer business needs and objectives. Furthermore, the company offers a selection of product lines with competitive prices and pleasing discounts. Online casino solution is offered at a fixed price of €50,000 which includes a one off setup fee and a further low share of ongoing revenue. Viaden Gaming team is highly responsive to any alterations and creative ideas evolving in the process of development to help you realize the most ambitious goals in terms of design and overall functionality.

What makes Viaden Gaming distinct is the extremely short set up period of 1 month that provides for quick launch and timely start-up of a brand-new online casino.

Viaden Gaming team of professionals has delivered not only the perfectly tailored solution, but also provided efficient consulting, marketing and support services and has proved its being a reliable and trustful business partner.

Result

Our close collaboration with Viaden Gaming resulted in successful launch of BigCasino web-site in January, 2011. Due to the efficient marketing ensured by Viaden Gaming team BigCasino quickly gained popularity among UK players. Moreover, following their business model Viaden Gaming provides oncoming game updates to deliver the most diverse online gaming experience to players. After 6 months of its successful operating the popularity of BigCasino significantly increased and reached more than 90 thousand players who select to conveniently spend their leisure time playing highly entertaining casino games at BigCasino.

Thanks to Viaden Gaming UK online gaming industry has seen a new Big Born.

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