

Custom Group: focused on safety



Parma-based Custom Group is geared toward helping gaming clients establish safe spaces for customers as lockdowns ease across the globe

In recent months, there has been a considerable shift towards what are defined “humanless betting” which has evolved mainly through the implementation of self-service terminals. Digital and self-service solutions have enjoyed a significant acceleration thanks to necessity, caused by the ubiquitous pandemic. In just six months they have become a key element for continuity for business activity, or even the motivation for a technological upgrade. Digital acceleration of the market is currently underway, the restart is irregular and asymmetric, but Custom is able to adjust and allow for these eccentricities thanks to the expertise and excellence within the group.

With this new necessity to reduce contact and distance human relations, Custom Group has found itself ideally positioned to help casino customers. Formed in 2007, the company created its internal, dedicated Gaming, Lottery & Betting business unit. The company’s results have justified this foresight and investment; supported by a skilled and focused team, the unit targeted 180,000 printers and 60,000 terminal installations around the world.

Social distancing and maximum attention to hygiene are the two new fundamental aspects underpinning all re-emerging markets, and for this reason Custom Group are able to support customers in the best way with solutions increasing game safety, reducing queues, improving the client experience and at same time reducing management costs. Embracing the digital future in this way will be the minimum requirement necessary to be competitive. We have enhanced all of Custom Group’s digital solutions through NETRISING, a company inside the group which is recognised as a leader in Italy for app development. In addition to our incredible AR solutions (augmented reality) introduced at ICE, the company has also developed specific solutions for delivery and booking, both of which are of great



interest for the gaming, lottery and betting industry.

In Italy, we saw an increase of 70% for all solutions related to kiosks, self-service solutions for public service automation in retail, healthcare and more, plus we are waiting to see the same in gaming, lottery and betting. These solutions resolve specific applications to support this health emergency, such as “locker”, which is an unattended distribution warehouse for every kind of product, even refrigerated or hot food; kiosks for “queue management systems”, click & collect systems to order products and collect them; cash kiosks for unattended automatic payments, and more.

“All commercial formulas and the technology that inhibit people proximity, that offer delivery services, that support and/or cancel queues and help shop assistants, are fundamental to restart in the best way,” says Alessandro Mastropasqua, Head of Corporate Marketing & Press Communication of Custom S.p.A. At Custom we always listen to the

market so we can best support Clients and Partners with innovative and easy-to-use solutions. The covid health emergency has further pushed interest towards self-solutions, and those related to automated distribution.

Despite the big increase in self-service solutions, we are seeing great interest in our Kube II Lottery which has distinguished itself worldwide as a speedy, reliable and above all most robust printer, with a printing head able to overpass 200km of printed paper, with an important efficiency in terms of total cost of ownership. Equipped with a premium standard cutter, with over 1 million cuts, and a stacker for 50 tickets, it is fast becoming a “must have” for the betting world. It further distinguishes itself as a compact printer that does not require a large space for positioning. These features won the interest of major market players and for this reason, Custom Group’s lottery division have won several international tenders and a lot of important business.

Blanco to join Scientific Games as CT

Scientific Games Corporation has announced that Victor Blanco will join the company in 2022 as Chief Technology Officer.

In this role, Blanco will oversee Scientific Games’ technology strategy to support the company’s leadership across gaming, lottery, sports betting, and iGaming as well as support the development and execution of the company’s games.

“Victor’s innovative and strategic approach to both software and hardware design is a great fit for our Scientific Games leadership team,” said Scientific Games President and CEO, Barry Cottle. “We know that his leadership will ensure we are providing the most innovative games, systems and products for our partners and players.”

A proven leader in the gaming industry, Blanco is an innovative technologist who is passionate about Cloud, Automation and Embedded Systems technologies. Most recently, he served as Chief Technology Officer at Aristocrat where he led technology strategy and was instrumental in building the technologies and teams that contributed to a successful turnaround for Aristocrat’s land-based gaming business. He also led Aristocrat’s expansion into social casino and casual games.

Prior to joining Aristocrat, Blanco served as the director of software architecture for HTC and served in multiple software engineering roles at Microsoft where Blanco was part of the team that developed the first Xbox game console and online service.



“Scientific Games has always been at the forefront of innovation, and I can’t wait to join this team,” Blanco said. “The dream of any technology strategist is to work at an organization like Scientific Games where creativity and innovation are at the heart of the company.”