



BETRADAR CTRL

Take total control of your bookmaking operation



CTRL YOUR WAY TO A SUCCESSFUL FUTURE

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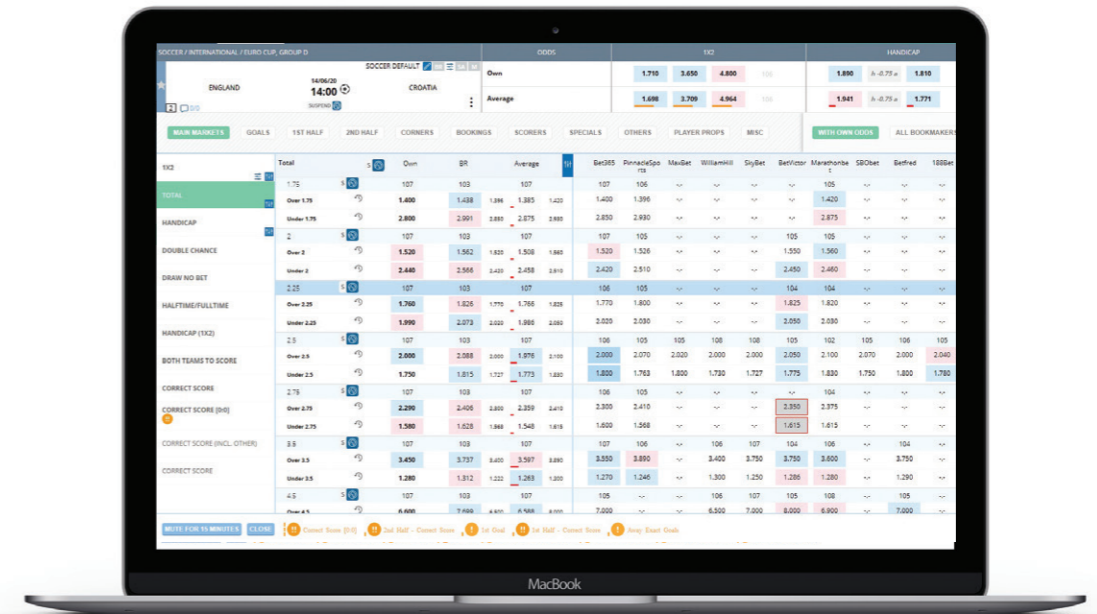
Built in close coordination with our clients, Betradar Ctrl is an innovative system full of the most wanted features, and zero that are non-essential. In fact, two critical factors shaped its entire development: speed and control. This is why its modular design and slick user interface allows for fast and seamless integration of new services and features.

Our new technology also enables you to display odds updates in real time and choose the bookmakers you want to compare them with. And its slick menus make navigation intuitive and simple, saving you time and allowing you to focus on areas that need it most.

Product highlights

- **Game changing bookmaking platform** – make match specific configurations and instantly modify the odds
- **Future-proof software architecture** – built with the future in mind, new features can easily be incorporated
- **Accelerated data handling** – new lightning-fast odds extraction techniques provide real time updates for quick comparison and alerting

- **Optimised data feed** – works in conjunction with Betradar's Unified Odds Feed, simplifying integration and maintenance
- **Intuitive interface** – simple and efficient navigation saves you time
- **Single-Sign-On Access** – through our SSO log in you can use both platforms, Betradar.com and Ctrl in parallel. As Ctrl is developed step by step, you can benefit from features in both systems until we lay **Betradar.com** to rest
- **Pre-Match and Live Odds unification** – Starting with the configuration, both producers will get closer and be managed within the same interfaces



Monitoring Overview & Match Up

Never lose sight of the competition

Betradar's widely used monitoring has been overhauled and its main elements integrated into one overall monitoring section that you rarely have to leave – enabling you to work faster and more efficiently.

Monitoring & match up highlights

- **Intelligent averages** – quickly compare to nominated competitor odds that are automatically converted to your own margin
- **Quick filters** – easily navigate different events
- **Working tabs** – set up tabs for most used events just like a web browser
- **Alert score** – easily see events that require your attention
- **Odds indications** – odds colours quickly demonstrate which odds are moving and in which direction
- **Comments box** – leave a comment against an event for all fellow traders on the account

- **Suspend an event** – quickly suspend any event directly from the overview
- **Archive** – track every odds movement, including where the change originated and in what direction the odds moved
- **US and Malay Odds Support** – With the introduction of Permissible Pair Laddering, typical for some odds formats, Ctrl can be switched to display US and Malay odds in the front



Odds Control

Modify odds anytime in the blink of an eye

Odds Highlights

- **Adjustable odds** – be truly flexible and switch between automatically traded, semi-automatic or manual odds
- **Odds change previews** – visualise the effect of making an odds change across the monitoring interface before actually confirming the change
- **Match-specific configurations** – create a special template of configurations and deploy it on a match-specific level
- **Event control** – quickly suspend individual markets or events and change your margin on the spot

- **Competitive advantage** – for each market you can easily see the odds and margins of your nominated competitors
- **Advanced quick filters, hot listing and searching** – easily locate and earmark the markets of most importance to you
- **Suspend markets and events** – quickly suspend an individual market or events

Alerts

Focus your attention where it is needed most

Uniformly view the number and importance of active alerts on each event with Betradar Ctrl's all-new alert score. Now, with each event having its own unique alert score, you can quickly identify where you're at most risk. This score is attached to the event and easily visible in the monitoring interface and all alerted events are prioritised in the central alerts section.

Alerts highlights

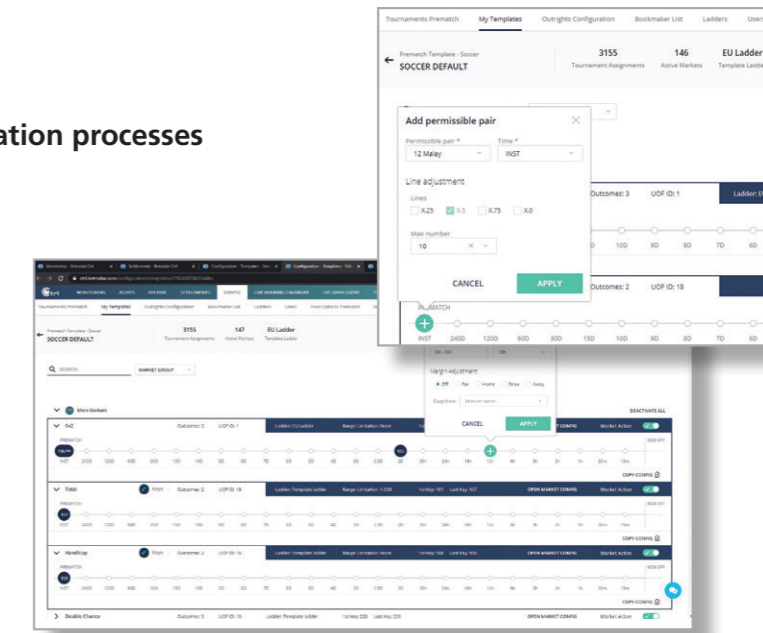
- **Alert factors** – prioritise all alerts that originate from a preferred tournament
- **Mute alerts** – keep alerts quiet until an alert score threshold set by you, or until a specific date and time
- **Disable alerts** – switch off a specific alert type on markets that you choose
- **Disable bookmakers** – take out certain bookmakers from the alert calculation during the alert check
- **Market factors** – fine tune your alerts by setting market factors e.g. 1X2 to 1.0 and Correct Score to 0.5

Configuration

Save time with our overhauled configuration processes

Configuration Highlights

- **Templates** – use our custom templates to set up dynamic margins and publish different markets independently
- **New Outrights** – find a new clean structure of futures and races allocated to distinct events and configure flexible keys on changing participant numbers
- **Configure markets** – manage multiple outcomes on a bespoke basis; the number of outcomes, the odds range and the granularity of the outcome
- **Multiple templates** – set up as many templates as you want for each sport and add as many categories, leagues and tournaments to each template
- **Match-specific template** – quickly configure and deploy for special events
- **Configurable, weighted bookmaker list** – reflect the competition you want to focus on, whether on a global, category or tournament level
- **Ladders** – dictate the increments at which you can modify the odds, choose from a list or create your own
- **New Unified Configuration** - Use the new template concept to seamlessly configure the full lifetime of your matches from Pre-match to Live, from publication to end.
- **Bet Settlement Configuration – Full Goalscorer market voiding** New Feed Options to automatically result markets, based on a variety of standard rules. When to void and whether to settle market already decided, despite the full time result not being possible.



- **Permissible Pair Ladders** – Create your own bespoke odds pairings, for all 2-way markets. Useful for US and Malay Odds formatting. Generate your own progressive ladders to give you more control over risk.
- **Pre-match to Live handover configuration** – Program when you would like your event to transition from pre-match template instructions, to live template instructions, up to 15mins before the event is due to start.
- **Custom Cut-Off, Basketball** – Program live markets to close before the end of the match, to protect your exposure. Available for Basketball and due to be extending to all live sports.
- **Template History** – Changes to Templates and their assignments are now available in logs, so you can review alterations and find who did what.



Settlement

Settle your bets whenever you want

Ctrl allows you now to settle your events before and after Betradar sends you settlements. Manual settlement options provide more flexibility to match expectations of local regulations and corner cases. Configurable Settlement Rules are available for most sports.

Settlement Highlights

- **Settle Early** – enter settlements before Betradar sends settlements for earlier payouts to your customers
- **Settle Late** – withhold Betradar results and settlements for more control and additional source checks
- **Settle Differently** – withhold and change Betradar result logic for your customised settlement

- **Settle Correctly** – change settled events and single markets inside Ctrl to be flexible upon case by case decisions
- **Settle Live** – settle your pre-match events with in-running results via the Unified Odds Feed
- **Cancel Bets** - Cancel bets of an entire match or a certain time increment
- **Void Bets** - Void bets on single markets or entire matches
- **Settlement History** - Track the source of settlements. With the introduction of manual settlement functionality in Ctrl, as with Odds Control, it becomes important to be able to view who settled what, how and when.

**COMING
SOON...**

As Ctrl develops to include more fundamental and architectural improvements, we can begin to add some of the novel functionalities that were always our aims to achieve.

Early Odds

The ability to add your own odds to Betradar events before Pre-match Odds Suggestions are available. The first iteration will grant manual odds entry and control, and the feature will be improved in further iterations to allow for the model generation of side-bet markets.

Outright Creation

Create bespoke outright markets, that can be tagged onto our existing Sports Tree. Perform odds control and manual settlements. Created Outrights can be consumed in the same format as the Unified Odds Feed.

Migration of existing Betradar Tools

More and more of Betradar.com will be revised, rebuilt and reskinned to sit neatly inside Ctrl. The Betradar button in Ctrl will gradually reduce and eventually disappear. All the most-used and important functionality will be reimaged in Ctrl, removing the need to be passed back to the legacy trading tools.

Improved Alerting

In order to fully decommission Betradar.com, Ctrl needs to ensure the much-used alerting functionality is expanded to cover what is currently available in the legacy platform. Alerting will not simply be copied over, but will be remastered using new technology and UX to ensure it is superior to Betradar.com/Supervision.

Alert Configuration

In conjunction with added to and improving the alert systems in Ctrl, a new template-based configuration will also be created. Alert types and sensitivity will be configurable for markets, to be applied at the tournament and match level, much the same way as market configuration Templates work today.

For further information contact us at sales@sportradar.com or at our Customer Support support@sportradar.com

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