

Case Study: Integrated Information System for Casino Investment

You are a consultant hired by EuroPlay Capital, an investment company specializing in the entertainment and gaming industry. The company plans to expand its portfolio by investing in casinos across major European cities where gambling is legally permitted, while also launching a complementary online casino platform. The online casino will accept traditional payments (cards, transfers) and cryptocurrency transactions (including Bitcoin).

EuroPlay Capital requires the design and implementation of a comprehensive information system that can manage both physical and digital casino operations. This system must be connected with all other IT systems that support the company's business and ensure compliance with European and national regulations.

Physical casinos will require systems for customer registration and identity verification, loyalty programs, financial transaction monitoring, gaming floor management (including slot machines and table games), employee scheduling, and physical security (such as video surveillance and access control). The online casino must include digital customer registration, secure payment processing (both fiat and cryptocurrency), fraud prevention, responsible gambling tools, game hosting infrastructure, and multi-channel customer support. Both environments must feed into the company's corporate IT systems for financial reporting, HR management, compliance monitoring, and investment performance analysis.

The **objectives** of the consultant's engagement are:

Information System Development – Design of an integrated architecture that supports casino operations, both online and physical, ensuring data consistency, scalability, and security.

Integration with Supporting Systems – Connecting the casino systems with the company's financial, HR, compliance, and investment management systems, including interoperability with external systems such as payment gateways, gaming software providers, and regulatory reporting tools.

Regulatory Compliance – Ensuring adherence to EU and local gambling regulations, anti-money laundering (AML) laws, and GDPR requirements for handling sensitive customer and financial data.

Customer Experience – Ensure delivery of a unified and engaging experience across both physical and online platforms, encompassing loyalty management, personalized promotions, and responsible gaming safeguards.

As consultants, your **task** is to design and propose an **information system** supporting EuroPlay Capital's initiative.