

# Unified Player & Operator Intelligence Hub

A single, trusted intelligence layer uniting gaming ecosystems

Player and operator data is fragmented across physical and digital channels, limiting monetization and insight. Identity resolution is incomplete, KPIs are inconsistent, and cross-channel understanding is weak. Operators receive manual reports instead of live data products.

## What's holding you back

- No canonical data model across channels
- Incomplete identity resolution
- Fragmented schemas and KPIs
- Manual operator reporting
- Lack of governance + PII controls

## What success looks like

- › One trusted source of truth across company
- › Real-time visibility improves performance
- › Partner/operator experience elevated
- › Compliance proactive, not reactive
- › Cross-channel understanding unlocks growth
- › Data teams operate efficiently

## How evolV helps



**Establishes canonical player, content, and operator models** with robust identity resolution



**Implements governance-first design** with PII masking, RBAC, and immutable audit trails



**Delivers secure, live data products** for operators replacing CSVs and manual reports

## Why evolV?

- **Deep** gaming data integration expertise across channels
- **Proven** multi-tenancy and operator sharing frameworks
- **Strong** governance ensuring regulatory confidence
- **Experience** uniting acquisitions into cohesive platforms