



# communicate

bringing betting to life

summer 2011



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# Reboot

SIS's all-new web site goes live

# Bookies' personal touch still trumps technology



When it comes to technology, I'm the first to admit that I'm a bit of a traditionalist.

I prefer CDs to downloads and live radio to podcasts. I don't even have a 50-inch flat screen, high-def, web-enabled TV. Maybe it's a gender thing!

Despite that, it is abundantly clear how quickly technology is changing our lives in terms of how we communicate with each other and how we use our spare time.

The betting industry is no exception and we're here to make sure that your shop has the best content and that you're keeping up with the changing trends in our industry, whether it's the growth in bets on football, virtual content or the latest hardware.

Like many others at the ICE Expo when we unveiled our new Virtual Betting Channel (VBC), I was astonished how life-like virtual betting has become in just a few short years. VBC launched in June, with Boylesports quick to adopt it across its shops (see page 10).

Staying on the technology theme, I'm delighted to confirm that our new web site has now gone live (see page 8). We know how busy you are, so in this first phase our aim has been to ensure that the information you use most often is easy to find and that it's kept up to date. We've got big plans for the next phase, so watch this space.

But for me our industry isn't about the technology, it's about relationships, which is why so many punters prefer their local bookies to picking up their laptop. And none more so than the bookmakers with the best managers and teams – check out the list of the independent managers through to the next round of this year's Betting Shop Manager of the Year competition on page 11.

Finally, a quick plug for our favourite trade show – BOS – at Wolverhampton on 6 October. We'll be there and hope you will too.

*Helen*

Helen Scott  
Customer Relations Manager

## South African horseracing back in SIS stable

Thoroughbred horse racing from South Africa returned to SIS betting shop channels in June, with more than 400 top quality fixtures per year coming from 10 tracks.



The majority of races will be shown on SIS FACTS. Occasionally, for example if there is programme congestion, some overflow races will be shown on SIS' second channel, SIS+.

In advance of the launch, SIS customers were provided with full programme details. In addition, SIS agreed with the Racing Post to include full card coverage of all South African racing in the RP Betting Shop edition.

Brent Dolan, Commercial Director, SIS, said: "The coverage will be comprehensive and give SIS FACTS service improved flexibility, additional coverage in the late morning and early afternoon slots, coupled with greater winter coverage. We all hope next winter will be better than the last, but SIS will be well placed to offer a live horse racing product every day of the winter, irrespective of the weather."

The programming is supported by a full data feed and Dolan added: "There will be no further FACTS price increase in respect of the South African programme and we hope the enhanced coverage will help in the smooth running of shops, avoiding the need to change channel so often, and better integration of commentaries and official racecourse data."

The reintroduction of coverage from the Republic of South Africa has been made possible after SIS and Phumelela Gaming and Leisure signed a five-year agreement to renew a relationship that stretches back more than 20 years.





## Irish racing goes on. And on.

### SIS signs new five-year deal with AIR

The SIS service will continue to include great horseracing from Ireland for at least another five years thanks to a deal between SIS and the Association of Irish Racecourses (AIR).

The AIR agreed to the extension at an extraordinary general meeting, even though the current agreement with SIS has more than a year to run.

The new arrangement has been backed by Horse Racing Ireland which recommended approval to AIR. It ensures that Irish racing will remain an integral part of the SIS' services to bookmaker shops until 2018 at least.

SIS beat off competition from TurfTV, which also lost out in the race for the rights to screen South African racing, which returned to SIS channels at the end of May.

Philip Siers, Managing Director, SIS LBO Division, said: "Irish racing is a cornerstone of our service to LBOs in the UK and Ireland and we were prepared to make this commitment now, rather than waiting until the end of our current agreement."

Horseracing remains incredibly popular in Ireland, as demonstrated by its 26 racecourses, reputedly more per head of population than any other country in the world, which offer both National Hunt and Flat races as well as internationally renowned races such as the Irish Derby.

There are four festivals to enjoy in August alone, beginning with Tramore (11-13 August), then Bellewstown August Festival (17-18 August) and Killarney August (23-26 August), before finishing with Galway Autumn from 27-29 August.

For more information, see [www.goracing.ie](http://www.goracing.ie)

Ireland; birthplace  
of the steeplechase

Did you know that the first steeplechase ever took place in Ireland's County Cork in 1752? As the name suggests, the race was between the steeples of two churches - St John's Protestant Church in Buttevant and St Mary's in Doneraile, 4.5 miles away.

A two-horse race, the original rivals had to jump whatever obstacles lay in their way - thus beginning one of the world's toughest races and a tradition that celebrates its 260th year in 2012. There's a large bronze plaque memorial to the event in Buttevant.

"Irish racing is a cornerstone of our service to LBOs in the UK and Ireland and we were prepared to make this commitment now, rather than waiting until the end of our current agreement."

# Greyhounds' showcase for bookmakers

SIS helps BGRF reach out to 9% of bookies that choose not to contribute

Hot on the heels of the new BAGS/SIS 500 Series, we have helped produce a show-reel about British greyhound racing to assist with the sport's drive for funding.

The British Greyhound Racing Fund (BGRF) is the official funding body for dog racing in the UK, as licensed by the governing body, the Greyhound Board of Great Britain.

The BGRF generates money through a non-compulsory contribution from bookmakers of 0.6 per cent of greyhound betting turnover – a deal agreed with the Association of British Bookmakers.

However, not all bookmakers contribute and now the BGRF has produced and distributed a DVD showcasing their work and greyhound racing in general.

The DVD illustrates all aspects of the BGRF's work including dog welfare and anti-doping measures. Of the £8m raised by the BGRF,

around £2.8m goes on welfare, including helping to look after retired dogs; £2.2m on prize money; and £2m on integrity.

Margaret Woodruff, General Secretary, BGRF, said: "Greyhound racing is around 20 per cent of LBO product and around 91 per cent of bookmakers contribute. We wanted to show the work that their money is helping fund and urge those other nine per cent to contribute, too.

"Our work does benefit bookmakers by helping improve the product in the shops and our DVD gives a flavour of what we do behind the scenes. We want to show that what is good for the sport is good for betting."

The five-minute video shows all aspects of the BGRF's work, including veterinary checks for each dog prior to racing, anti-doping procedures, welfare – plus the excitement of racing itself.



Margaret Woodruff

"We're very grateful to SIS and the creative team which put the DVD together," added Woodruff. "This excellent film shows that giving to the Fund is the right thing for bookmakers to do and shows that every pound we spend helps the sport and betting."



## What do you think?

Do you think this initiative is a good idea? Are you one of the nine per cent of bookmakers that chooses not to contribute to the BGRF, or one of the 91 per cent that does? **Drop an email to [info@sis.tv](mailto:info@sis.tv)**

## SIS awarded a Silver by The GREaT Foundation

"Number of people affected by problem gambling not diminishing" says charity

SIS's continued support for the work done by the gambling industry's charity, The GREaT Foundation, has been recognised at an awards ceremony at Ascot Racecourse.

SIS was awarded Silver: GREaTer Donor 2010 status by an expert panel who selected winners for their commitment and contribution to the Foundation.

Presenting the awards, Geoffrey Godbold OBE, Director of The GREaT Foundation revealed that the number of people affected

by problem gambling was not diminishing and that donations were needed as much as ever.

He paid tribute to the organisations who had helped the charity meet its fundraising target, adding: "We appreciate that the last year has been very tough financially for the gambling industry as a whole and it is, therefore, even more gratifying to see organisations such as SIS making a special effort by increasing their support of The GREaT Foundation."

The GREaT Foundation was set up two years ago to raise funds to support research, education and treatment of problem gambling. Voluntary contributions come from the gambling industry as well as from finance organisations, media, legal and professional advisors.

**The Responsible Gambling Strategy Board has set this year's fundraising target at £6 million. To make a donation go to [www.thegreatfoundation.org.uk](http://www.thegreatfoundation.org.uk)**

# Focus on: The Technology Team

Technology underpins a lot of what we do at SIS, whether it's ensuring we capture odds from racecourses quickly and accurately, or launching our new virtual betting channel (VBC).

Ensuring the resilience of our existing equipment as well as developing the latest new products is the responsibility of Adam Hough, Head of Technology.

The Technology Team is divided into two teams: Development, headed by Deepak Roy and Olu Lawal and Service Delivery/IT, headed by Craig Wilson. Each team has around 30 people.

## The Development Team

### Role:

To manage the software development and maintenance needs for SIS's products and services.

### Responsible for:

- Data feeds, eg SISdata365, RAW, Bet Settling Feed (BSF) and Bet Automation Feed (BAF)
- SIS Editor, which is used to capture results and betting shows
- Display systems, eg iSIS and TDC
- All on-screen graphics

## The Service Delivery/IT Team

### Role:

To manage all customer-facing and back-office systems.

### Responsible for:

- IT systems, eg Sage, SME, HR.net and Business Systems
- IT Service Desk (from 5am-11pm every day)
- IT infrastructure at MediaCityUK in Salford, where many of our departments will be moving to from our London and Milton Keynes premises.

Adam explains, "We're working on very exciting new projects such as VBC, but we're equally focused on investing time and money in making sure we get the basics right, making sure that our services are resilient and that we have disaster recovery plans in place at all of our offices – all of which are of paramount importance to our customers.

"We are, for example, in the process of replacing our legacy systems that are at the heart of the way we capture and send

betting shows and results from racecourses. It has worked well for many years, but it's time to bring it right up to date so we can benefit from the flexibility that a new system can bring and we can then better support the Text Room in the future. For example, we hope we'll be able to take this new product to racecourses so results could be captured at the side of a racetrack to give us more flexibility in result capturing."



Byte-sized  
CV

**Title:** Head of Technology

**Joined SIS:** 2009

**Before SIS:** Reed Elsevier for 13 years

**Family:** Married, one daughter, Rayya (3) 'a real handful!'

**Quick fire**

**Mac or PC?**  
PC

**Smartphone or any phone?**  
Smartphone (HTC)

**Favourite app (or technology)?**  
Twitter

**What score would you give the film The Social Network out of five?**

Three, I thought it was OK, but not as good as Star Wars..

**The person you most admire in the technology field?**

Alan Turing (mathematician, code-breaker and computer scientist) was pretty cool, wearing a gasmask to avoid getting hayfever was pretty clever, eating an apple dipped in cyanide a bit less so.

## SIS+ trial shows 'measurable performance improvement'

Chisholm Bookmakers to roll out SIS+ to more than half of its 50 shops



Howard Chisholm

Like a lot of customers, Chisholm Bookmakers wanted to trial SIS FACTS' sister channel, SIS+, in a few shops to see if it delivered before deciding whether to adopt it more widely.

Not only has the family-run bookies confirmed that it wants to keep the service in its seven trial sites, but it has asked for 20 more shops to be switched on – a combined total of more than half of its 50-site estate.

SIS+ is SIS's second picture channel for customers wanting more content for minimal additional cost. Designed to work seamlessly with SIS FACTS, it offers more football data, horseracing and virtual racing.

Speaking about his decision, Howard Chisholm, Managing Director, said, "We find our customers appreciate the additional betting opportunities that SIS+ offers, which in turn has produced a measurable improvement in the performance of shops with the service."

Chisholm Bookmakers Limited is an independent bookmaker currently operating 50 betting offices throughout the North-East of England and North & East Yorkshire.

[www.chisholmbet.com](http://www.chisholmbet.com)

# Footie hospitality rings the changes

We heard a rumour that some bookmakers prefer watching the 'beautiful game' than donning a jacket and swing-tags to watch horseracing. Maybe it's too much like a busman's holiday!

Either way, we're always happy to accommodate, which is why Nigel Boardman, SIS's National Sales Manager and Tracey Watkins, Regional Sales Manager, selflessly led the charge in April with seven London bookies to see Fulham beat Bolton 3-0 at home.

According to Nigel the tickets were snapped up, despite the short notice, "We managed to get a really good deal on a box, but it was rather last-minute, so we didn't quite know how many customers would be able to make it.

"In the event there were plenty of takers – possibly because it was the first leg of Barcelona vs Madrid on the same night. Everyone had a great night – although you wouldn't with full corporate hospitality!

"We've taken customers to Twenty20 cricket before, but there's obviously an appetite for football and it's great to see new faces. Fulham super-fan Chris Elsey was particularly pleased to see his team win."

**Watch out for future hospitality opportunities with SIS.**

# Series of horse deaths prompts welfare debate

Aintree's 'darkest day' says the Daily Mail



The horseracing industry has been defending itself from a barrage of criticism in the past few months, following a series of horse deaths on and off-course around the country.

The run of bad luck began in February, when Fenix Two and Marching Song died in Newbury, due to electrocution from underground cables, as they were being paraded in the paddock before a race.

Then at this year's Grand National at Aintree in April, Ornaïs and Dooney's Gate died at the fourth and the infamous Becher's Brook respectively, refuelling the debate on animal welfare in horseracing, with predictable outrage pouring from country's newspapers.

A worldwide audience of up to 600 million witnessed distressing images of the two fallen horses being covered in tarpaulin and a diversion put in place for the rest of the meeting. Becher's was avoided for the first time in the race's history. Thirty three horses have now died since 2000.

Just a week after the deaths at the Aintree meeting, which also left a jockey in a coma, two further horses died during the Scottish Grand National at Ayr. However, in contrast to the Aintree fatalities the horses at Ayr did not die from falls – one died from a suspected heart attack and the other from possible internal bleeding.



## What do you think?

Is there more that could be done to reduce the risk to horses? How do your punters react when they hear that a horse has died or been injured? Do you think such deaths have a long-term impact on the reputation of the industry?

**Drop an email to [info@sis.tv](mailto:info@sis.tv) and let us know what you think.**

# Suspicious betting under spotlight

The news in May that 13 people had been charged by the BHA with betting-related charges once more cast a shadow over horseracing's reputation.

Two owners, five jockeys and six others were charged after a lengthy and complex investigation by the British Horseracing Association (BHA) into suspicious betting activity on a number of races.

The announcement came in the same month that jockey Kieron Fallon, who was himself cleared of conspiracy to defraud in a criminal trial four years ago, warned in an interview with the Irish Examiner that low prize money in the lower levels of the sport was encouraging corruption.

The BHA has invested heavily in beefing up its investigatory infrastructure and Acting Chief Executive Chris Brand was at pains to emphasise that the public should have confidence in the sport's integrity: "Racegoers and punters should be reassured that the overwhelming majority of races are free of suspicion and we are committed to deterring and detecting wrongdoing and taking action when we believe there is evidence of it," he said.

# BAGS/SIS 500 Series is making a difference



The new BAGS/SIS 500 Series was intended to be a shot in the arm for 'grass roots' greyhound racing, and it seems to be doing the trick.

From Belview to Hall Green, Sittingbourne to Monmore, feedback from course managers and bookmakers is that the BAGS/SIS 500 Series is getting more bums on seats and more bets through the tills.

The trainers are also delighted to have the opportunity for a competitive race against other graded dogs and the prospect of

decent prize money – with the qualifying dogs getting £100 each and the winner bagging – forgive the pun - £500. Not bad for a few minutes' racing.

Nigel Boardman, National Sales Manager (above, right), says he's seen it with his own eyes, "I've been touring the country presenting some of the prizes and there's a definite improvement. It's not just about the money, we have also promoted the races more heavily, with beauty parades, trainer interviews and there's also good coverage in the Racing Post."



## What do you think?

The new BAGS/SIS 500 Series is due to run up until January 2012. Is it making a difference in your shop?

How could we make it even better?

**Drop us an email to [info@sis.tv](mailto:info@sis.tv) or post a comment via the related news story on our website and let us know.**

## BAGS tracks get another cam

We're pleased to confirm that all BAGS greyhound tracks will be getting a second camera to help make the race coverage even better.

Swindon will be the first course to get the extra camera, which will be started and stopped remotely and have a fixed position.

We are aiming to install the remaining cameras, and fibre-optic cabling for improved quality and reliability, within the next year.

## New team dedicated to data

We have created a new data department and appointed four new recruits as part of our ongoing strategy to meet the growing demand for raw sports data.

SIS became the exclusive distributor of football data from the major UK leagues at the start of this season and the new department will focus on commercialising football, racing and other data.

Jack Davison, formerly Commercial Director at PA Sport, has been appointed Director of Sports Data, and will be joined by ex-colleagues Dominic Atkinson, as Head of Business, and Kevin Pick, as Head of Data Products. Davison will report to Phil Siers.

Davison has extensive experience in the sports content and rights industry, while Atkinson has close relationships with online bookmakers. Pick, a former journalist with the Nottingham Evening Post and Hull Daily

Mail, spent ten years at PA Sport developing football and other sport products for the web and mobile markets.

Norman Rogers, who has extensive knowledge of the offshore betting industry, also joins SIS as Commercial Data Manager, reporting to Commercial Director Brent Dolan.

This new commercial department will concentrate on developing a SIS data brand, to include official data from Football DataCo, which manages the data rights for the English Premier League and other major UK leagues, and the development of other sporting data.



Kevin Pick



Dominic Atkinson

# It's good going on the new SIS website

We've launched phase one of our new web site, [www.sis.tv](http://www.sis.tv).  
And we're rather pleased with it, even though we say so ourselves.

We haven't just given our old site a facelift, it's a completely new site. About time too, we hear you say!

We've totally restructured the site to make it easier to get to the information you need as quickly as possible. As a bookmaker, most of what you need is now grouped under, you guessed it, Betting Shop Services.

Here you'll find out more about our products and services, as well as practical things such as our service schedule.

We've also made it really easy to find out how to contact us – whether it's by phone or email. You can even send us an email directly from the site – and know we'll get back to you!

A big difference is we've also introduced video on the site. We offer a very visual service, so we thought you should be able to see it in action. And because we know you're busy, we're keeping all of our videos short and snappy.

The site also contains the latest company and industry news and latest event dates, which we'll be updating on a regular basis.

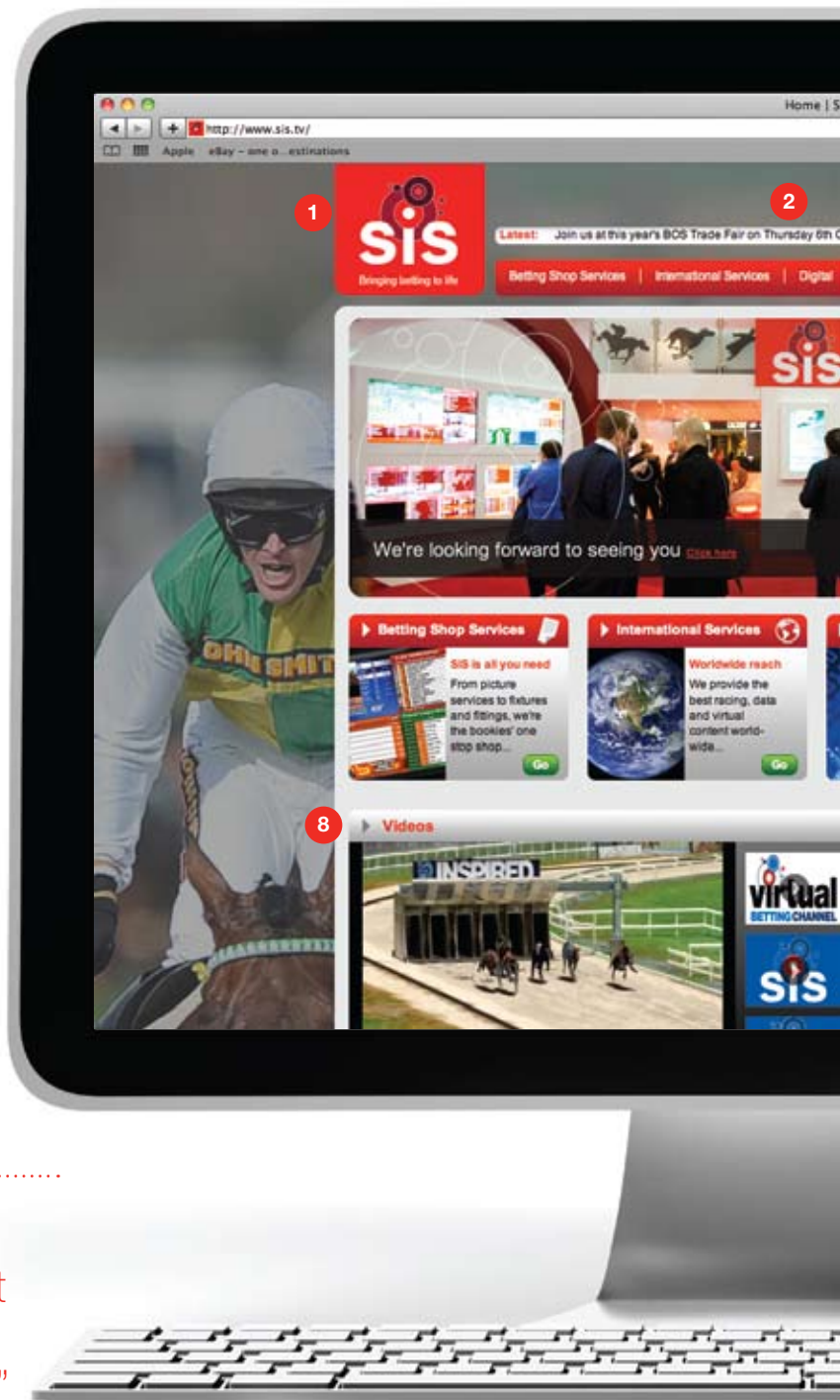
We hope you agree it's a big improvement, but there's a lot more to come.

In the future, you'll be able to log in to a customer area to book on to SIS events, register for trials and change products and services. We're also planning to introduce a full results service and a TV-style schedule for what's on SIS.

The project was led by Helen Scott, Customer Relations Manager, who said: "We are delighted with the end result and early indications are that more customers are using the site and staying longer, which is great."

**What do you think to the new web site?  
Drop us a line – via the 'contact us'  
section, of course.**

"We are delighted with the end result and early indications are that more customers are using the site and staying longer, which is great."



1. Want to return to the home page? Just click our logo or follow the 'crumb trail' on each page.
2. News 'ticker' gives you the very latest updates.
3. Some companies make it difficult to find a telephone number. Not us. Here you'll find all of our numbers, and be able to email us directly from the web site.
4. Find out what events we're attending or reserve your place at a customer forum.
5. It's now easier than ever to find out about our services, schedules and support.
6. Missed a copy of *Communicate* or want to share an article with someone? Check out the media centre.
7. All the latest SIS and industry news that's relevant to you.
8. Our video library contains quick overviews of current and new services and channels. No adverts, just the information you need.
9. Lots of commonly-used industry links at your fingertips.
10. We've made it easier to find what you want with a new, improved search facility.



# COMPETITION

## WWWin with our tic-tac competition

Here's an extra incentive to check out our new web site – an opportunity to win a horseracing hospitality day for two worth up to £250 in our easy-to-enter competition.

### WIN:

- Tickets and corporate hospitality for two
- Racecourse of your choice
- Bottle of wine and £25 drinks voucher
- Total value up to £250
- Prize must be taken by 31 December 2011

In its day, tic-tac was as important as the mobile phone is today for communicating odds between on-course bookies. It was fast, it was fabulous to watch and, most importantly, it was a mystery to your average punter.

Though tic-tac is still loved today and remains as evocative as ever, it's a dying art.

However, we know just the person to show you the ropes – our very own Brent Dolan, who tic-tacked for his Dad in his early teens.

### HOW TO ENTER:

To enter our competition, simply go to [www.sis.tv](http://www.sis.tv) and watch the video on the home page.

Brent will show you how to interpret tic-tac and then tic-tac three different horse numbers and odds. Simply email the answers to us at [info@sis.tv](mailto:info@sis.tv) or via the web site (see 'contact us') by 30 September, making sure you leave your name and contact details.

The winner will be notified by 7 October and announced in the next issue of *Communicate*.

Happy tic-tacking.

Entries close on 30 September



## Forums instrumental in shaping our service

The popular SIS customer forums are well underway with the SIS team having taken their roadshow to Yorkshire, Scotland and the Welsh border already this year.

The relaxed and open approach to the forums creates a perfect environment for customers to catch up with colleagues, discuss and debate trends in the industry and offer their views on how our service can best support them.

An example of customers directly influencing the service we provide is that we no longer display yellow card alerts on SIS Sports News after it became clear from feedback that they were not necessary.

At the Chepstow forum in May customers requested that the main FACTS screen still displays an 'inverted L' on Saturdays, so that video footage and football data can continue to be displayed on the same screen when the race goes off. We are in the process of introducing this change.

The forums also provide a good opportunity for us to give customers a sneak preview of new services we are bringing in before they are formally introduced – such as the Virtual Betting Channel and Sunday night racing.

There are still two more forums left this year – Leicester on 6 September and Lingfield Park on 8 November. To book a place contact Charlotte Bracken at [cbracken@sis.tv](mailto:cbracken@sis.tv).

# Free Sunday night service up for grabs

A potential new service offering Sunday evening racing events to SIS customers is being tried out from 3 July.

The six week trial, which will be free for shops to participate in, is in response to increasing demand for the Sunday FACTS service to run through until 9.30pm.

SIS and BAGS have teamed up for the trial to offer dog racing from Sittingbourne and Poole as well as thoroughbred horse racing from Latin America and virtual content from Portman Park and Sprint Valley.

Philip Siers, MD, SIS LBO Division, said: "Many bookmakers now see Sunday as a core trading day and this initiative offers the potential to service an additional betting session, adding continuity and extending punter shop time. This free trial service will gauge the appetite for later Sunday opening and we are looking forward to finding out

how our customers get on with the extension."

Sittingbourne already holds Sunday night racing while BAGS have extended Poole's allocation. Tom Kelly, Chairman of BAGS, said: "A sufficient number of bookmakers indicated interest in Sunday evening greyhound racing to justify a trial. What happens next will depend on feedback from BAGS and SIS customers. It is our job to provide what the industry wants and that is what we will seek to do."

SIS will be contacting customers who decide to extend their opening hours for the trial to get their feedback.

**Alternatively comments can be posted on the SIS website at [www.sis.tv](http://www.sis.tv)**

## Virtual Betting Channel goes live

SIS's Virtual Betting Channel went live in June and has already signed up major bookmaker Boylesports as its first major customer.

The Virtual Betting Channel is produced and transmitted by SIS and is a joint operation with Inspired Gaming Group. More than 170 events will be broadcast each day using Inspired's market-leading Virtual Sports portfolio which includes horseracing, dog racing and football. The service is available to UK and Irish customers as an add-on channel and includes full, live commentary from SIS to promote each event, provide useful statistics and add 'real world' excitement.

All 160 betting shops run by Boylesports, which is Ireland's leading independent bookmaker, will have access to The Virtual Betting Channel and will shortly also be able to offer their customers speedway, cycling, lotto and Mini Spin as part of the service.



 **Boylesports.com**

John Boyle, Boylesports' CEO said: "Product innovation in the retail betting market is vital to success and I'm sure this new service will help us reach new audiences and keep us at the forefront of retail betting in Ireland."



Michael and Jo enjoying their trip to Meydan Racecourse, Dubai

## Top tips from Betting Shop Manager of the Year

As the names of the 17 managers of independent bookmakers are announced (see below), the current Betting Shop Manager of the Year, Michael Demetriou, offers his tips to the runners and riders.

The 17 join their peers from the majors going into the second stage; a further paper-based round, from which 48 are selected.

### Round III: mystery shopper

Recalling his experience last year, Michael says, "Do what you do day-in, day-out. I've always taken a pride in my shop's appearance, so I knew that would be OK. I'd say don't try to give the answer you think they want to hear; I think I realised who the mystery shopper was once they'd left the shop – only after I'd advised them against a forecast in favour of splitting the stakes."

### Round IV: meet the judges

Michael's tip for the fourth round is simple – be yourself: "The fourth round isn't as nerve-wracking as I thought. The day at Doncaster was really quite informal; the judges want you to be at ease so they can get to know you. I remember having a long chat with the late Chris O'Keeffe. Derek Thompson was great during the TV interview stage. It really was a fantastic day and I'm still in touch with some of the people I met that day," adding "It's a lot of work – but it's an excellent experience."

### Good luck to all the contenders from everyone at SIS. We're right behind you!

**Greater London:** Kaiseemi Chengapen, Paddy Power, Morden; Daniel Hodson, Paddy Power, Croydon; Chris Lewis, Jenningsbet, Hounslow.

**South-east:** Terence Mehegan, Paddy Power, Welling; Joy Murton, Joe Jennings, Leigh-on-Sea; Jeff Reeve, Jenningsbet, Newmarket.

**North-west/Isle of Man:** Jean Caine, DSL, Cockermouth; Amanda Duckworth, Paddy Power, Rochdale; Steven Kennedy, Corbetts, Chester.

**South-west/Channel Islands:** Emma Jane Bailey, Creedbet, Bath; Sally Holbrow, Creedbet, Gloucester.

**Midlands/Wales:** Hayley Cutts, City Bookmakers, Leicester; Kevin Groom, Corbetts, Wrexham.

**North-east:** Diane Hall, Chisholms, Newcastle; Andrea Harrison, Stan James, Newton Aycliffe.

**Scotland:** Andy Bennett, Scotbet, Selkirk; Neil McGinty, Scotbet, Edinburgh.

### Winner set for a 'mind-blowing year'

Michael's whirlwind year is far from over, with a rescheduled visit to Ascot in August (it was snowed off in 2010), a BAGS/SIS 500 presentation and, of course, the Manager of the Year finals in November.

His highlight? "There are so many. Dubai was absolutely mind-blowing. I can't recommend it highly enough.

"For me, it's less about the prize and more about the people you meet along the way. I still get the occasional ribbing – but it's all in jest. It's been a brilliant year – and it's not over yet."



# No Dispute: It's a hard act to follow

Richard Hayler (above, centre), talks to *Communicate* about his new role as Managing Director at IBAS and how he wants to continue the great work of the late Chris O'Keeffe.

## Can you give us a brief history of Richard Hayler?

I've always had a great interest in horseracing and went greyhound racing a lot when I was younger. I used to sneak off to Crayford and Hackney where they held BAGS meetings. My nearest track was Wembley, which was only a short train journey away; and only £2 admission.

After University I joined the British Horseracing Board (BHB) graduates scheme in 1999, where I did my placement at the Tote. I subsequently took a job at the BHB in the Press Office.

At an industry event I met Geoffrey Thomas, then Chief Executive of the British Greyhound Racing Board (BGRB), who had a job coming up. I thought I would give it a go and ended up there for nine years. I really enjoyed my time there, despite a number of tracks closing due to financial pressures and the industry's aversion to change.

As I was getting to the end of my ninth year at the GBGB I saw this position advertised and it struck me as something that would really suit my personality and the way I deal with issues, it really appealed so I went for it and was successful.

## What of the attributes that you have, do you feel will help in this new role?

I think I'm good at seeing both sides of an argument. I'm not easily swayed by comment or tone and stay absolutely impartial. I understand betting from my experience of a number of betting mediums, although I concede I don't have much experience of working in a betting shop.

## What do you see as your biggest challenges?

Initially it's living up to the mantle that Chris O'Keeffe has left. Whenever I talk to people about IBAS, the first thing they say is how much they miss Chris and how well they got on with him. It's difficult to take on a job you're really excited about under such circumstances.

Fundamentally I want people in the industry to feel reassured that IBAS is in safe hands and I want the people I work with, including IBAS staff and the board to be comfortable that I'm doing the job properly. Beyond that, I think one of IBAS's biggest challenges is keeping up to date with the rapidly changing nature of the betting market.

## What are your plans for IBAS?

My short term plan is to maintain what I think is a good reputation and a quality service. What I've inherited is very good and I don't want to let those standards drop.

The longer term plan depends on the circumstances and the shape of the future industry and legislation, not just in the UK but overseas. I'd like IBAS to be the undisputed independent adjudicator of betting disputes and a respected brand all over the world.

We also want to widen our profile so we can offer our service beyond those to whom we have offered it traditionally, while maintaining our high standards.

## In what direction do you see IBAS moving in the next five years?

IBAS generally moves with the market as it changes structure and shape. My guess is that we will see more disputes regarding machine-based gaming and virtual events.

I'm confident we are dealing with the current level of these disputes we receive but if the balance of the industry changes significantly we'll need to increase the expertise on our panel.

## Interview by Charlotte Bracken

[www.IBAS-UK.com](http://www.IBAS-UK.com)  
0207 347 5883  
[adjudication@IBAS-UK.co.uk](mailto:adjudication@IBAS-UK.co.uk)

## The IBAS process: Example: bet placed in a betting shop



# IBAS team profiles

**Job Title:** Managing Director

**Joined IBAS:** 2011

**Before IBAS:** GBGB

**Greatest achievement at IBAS?** Putting up with the dodgy sense of humour in the office

**What is it about working at IBAS that you enjoy?** I enjoy reading the best-argued panellists' rulings, in particular when they persuade me that my own initial assessment of a dispute was wrong. That satisfies me that we're providing a valuable service and generally doing it well

**Who do you support?** Watford FC

**Favourite pastime?** Greyhound racing

**Trait you most admire in others?** Integrity

**Person you'd most like to meet (dead or alive)?** Nelson Mandela

**Favourite film?** True Romance (1993)

**Favourite band?** Varies every day



Richard Hayler

**Job Title:** Admin and Project Manager

**Joined IBAS:** 1998

**Before IBAS:** Mirror Group

**Greatest achievement at IBAS?** Getting IBAS off the ground with Danny and Chris and keeping it going.

**What is it about working at IBAS that you enjoy?** It's hard to pin point one specific part but the diversity of the disputes and being the only adjudication service in the UK

**Who do you support?** West Ham United

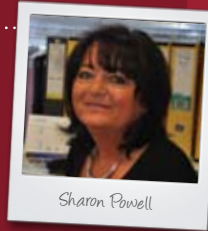
**Favourite pastime?** Fine dining and good wine

**Trait you most admire in others?** Honesty

**Person you'd most like to meet (dead or alive)?** Winston Churchill

**Favourite film?** The Deer Hunter (1978) & The Shawshank Redemption (1994)

**Favourite band?** George Michael



Sharon Powell

**Job Title:** Administrator

**Joined IBAS:** 2006

**Before IBAS:** Exchange Telegraph

**Greatest achievement at IBAS?** Keeping the rest of the team in order

**What is it about working at IBAS that you enjoy?** The team

**Who do you support?** Millwall FC

**Favourite pastime?** Gardening and music

**Trait you most admire in others?** Honesty

**Person you'd most like to meet (dead or alive)?** The Queen

**Favourite film?** The Godfather (1972) and El cid (1961)

**Favourite band?** The Beatles & Rolling Stones



Bill Baker

**Job Title:** Case Manager

**Joined IBAS:** 2004

**Before IBAS:** University

**Greatest achievement at IBAS?** Coming straight from university with a small understanding of betting to now, knowing virtually everything I need to know. It wasn't a career path - I wasn't interested in betting. I wouldn't call myself an expert but I'm close to it

**What is it about working at IBAS that you enjoy?** It's a challenge every day there is something new. It's working with different people from all over the world, so it's a buzz as there is social impact involved

**Who do you support?** Manchester City (Football), Harlequins (Rugby) and Kent (Cricket)

**Favourite pastime?** Visiting historical sites

**Trait you most admire in others?** Honesty

**Person you'd most like to meet (dead or alive)?** Jesus

**Favourite film?** Chinatown (1974)

**Favourite band?** Kings of Leon



James Taylor

**Job Title:** Case Manager

**Joined IBAS:** 2006

**Before IBAS:** William Hill

**Greatest achievement at IBAS?** Helping to raise the profile of IBAS and being proactive through different articles in the industry press

**What is it about working at IBAS that you enjoy?** It's rewarding helping customers get a resolution to their issues and every day is different. It's also a great team

**Who do you support?** Charlton Athletic

**Favourite pastime?** Golf

**Trait you most admire in others?** Honesty

**Person you'd most like to meet (dead or alive)?** Jesus

**Favourite film?** The Dam Busters (1955) and High Society (1956)

**Favourite band?** Status Quo



John Samuels

**Job Title:** Adjudication Manager

**Joined IBAS:** 1998 - Founding member

**Before IBAS:** Sub-Editor at the Sporting Life

**Greatest achievement at IBAS?** Starting out with one chair and a table between Chris and myself and helping to establish IBAS, on limited resources, as a credit to the industry

**What is it about working at IBAS that you enjoy?** Being a fan of all sports I find the work interesting. Also working with nice people is an added bonus

**Who do you support?** Manchester United

**Favourite pastime?** Grandchildren, walking, music and football

**Trait you most admire in others?** Honesty and hardworking

**Person you'd most like to meet (dead or alive)?** John Lennon

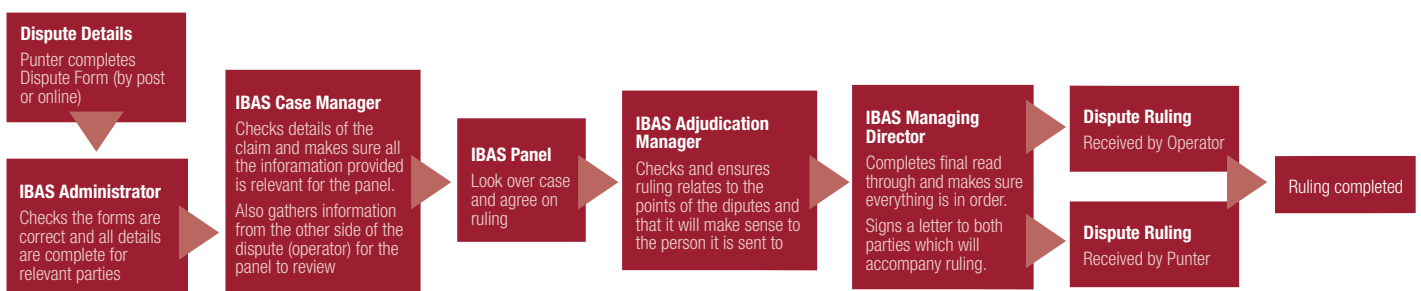
**Favourite film?** Carlito's Way (1993)

**Favourite band?** Various. Anything from Crosby, Stills, Nash and Young to Faithless



Danny Cracknell

If the punter and the operator can't resolve their dispute, and providing the operator is registered, then the dispute would come to IBAS.



# 60 seconds with... Bob Stewart, International Account Manager



Undeterred by the fact that Bob had actually retired, Phil Siers managed to convince him to don his suit once more to spearhead SIS2's launch in Greece and rollout into Eastern Europe and beyond. We have an inkling good red wine was involved.

Find out more about Bob and how the once laid-back hippie ended up with an obsessive compulsion about perfection.

## Career

### How would you describe your role?

I'm responsible for SIS's relationships with Intralot, Greece and BGT in Austria and I am working with them to expand their use of SIS2 in their other territories.

### How long have you been with SIS?

Six months.

### Are you married?

Yes, with a 34 year old boy (man!) and 38 girl (woman!)

## Education

I have a degree in electronics, but got out at an early age into sales/marketing!

## Home

Live in Fleet, Hampshire, but pop up to Glasgow every now and again to be re-programmed.

## Quick fire

### The career you nearly had?

I really wanted to be a brewer, but didn't get the grade I needed in chemistry. That probably saved my liver.

### Do you like a wager?

Only occasionally, on the big races, the Derby, Grand National, Ascot. In '97 at Epsom I back Benny the Dip at 11-1 and did quite well. Then I won the table sweep and a magnum of vintage Cristal.

### Best ever job?

Apart from SIS? Driving for McLaren. By which I mean mostly vans to deliver their exotic sports cars! I met quite a few of the drivers – Hamilton, Coulthard, Hakkinen, as well as Ron Dennis.

## Best advice you've had?

Do what you say you're going to do when you say you're going to do it.

## Traits you most dislike in others?

People who do the opposite!

## Worst habit?

I have OCD that things have to be perfect – although Ron Dennis (McLaren) is much worse than I am!

## Biggest passion?

Blues music, particularly Stevie Ray Vaughan, who had the potential to be better than Eric Clapton, but sadly died in a helicopter crash in 1984. Clapton was meant to be on the same helicopter.

## If married, how and where did you propose?

Somewhere romantic, I'd like to think! I married on 5 Jan nearly 40 years ago, which tells you something about Hogmanay in Glasgow!

## The ticket you'd most like to have?

A Led Zeppelin concert at Knebworth. I was a bit of a hippie in the 70s... I like heavy rock music and blues.

## How would your friends describe you?

A mad Jock.

## Your favourite age?

Probably 50. We had more parties when we were 50 – and travelled more. A great age.

## Guilty pleasure?

Good red wine, when you can afford it. Phil (Siers) collects it, I drink it.

## Who do you most admire?

In business, probably Jack Welch, Ex-Chairman and CEO of General Electric. Incredible focus on delivery. He used to sack the bottom 10 per cent of managers every year.... but greatly reward the top 20 per cent!

## Which football team do you support (if any)?

Glasgow Rangers

## Football data products kick off

SIS is launching a series of football data products this summer aimed at both the shop market and online.

We became the exclusive distributor of official data from the English and Scottish leagues at the start of last season and rolled out a new graphics videprinter soccer service for licensed betting offices, as well as providing new data feeds.

Now, SIS has tied up with stats experts Sidan Media to provide data which will drive a range of new products, designed to help inform punters of the most popular football

bets. On digital platforms, there will be a form and probability product – Kickoff – which allows punters to delve into a team's form and, during a match, shows the probability of certain outcomes, such as next goal scorer, or likelihood of certain scores.

Sidan's technology is also using SIS data to produce printed form guide products for shops, which will provide in-depth analysis on upcoming matches. Sidan has also



produced an email version and one which can be used in football stadiums where there is a bookmaking outlet.

Dominic Atkinson, Head of Business, SIS, said: "Football betting continues to rise and these products, using our official data, will help punters and bookmakers alike get the best information around the major leagues."

# Watford winner of a night at the dogs

Congratulations to Sue Leeks, General Manageress of CG Ansell bookmakers in Watford, whose correct entry for the last editions competition was pulled out of the hat to win £100 towards a night at the dogs.

Sue has decided to blow – sorry, invest – her £100 going to see a meeting at Wimbledon. Congratulations, Sue, and have a great time!

# Your chance to win £100 with SIS

Thank you to everyone who entered the competition in the last issue.

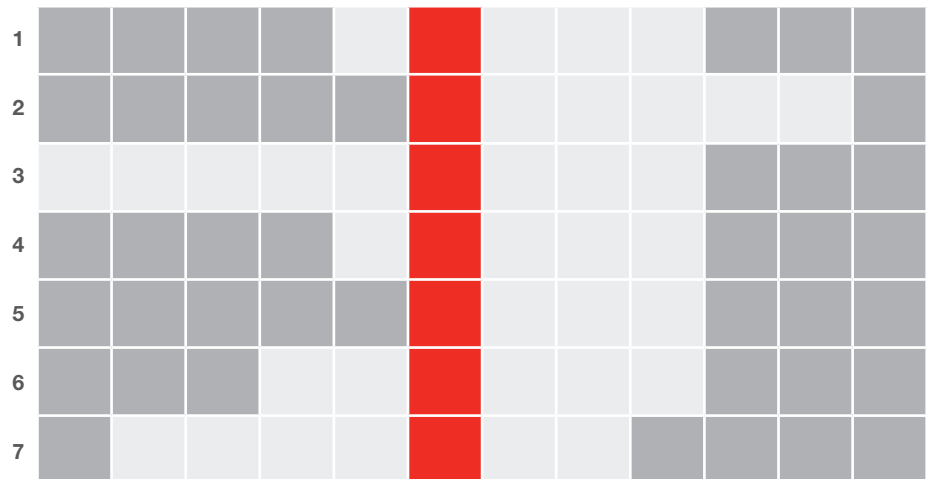
Now you're a pro at finding the answers to our questions, here's another opportunity to win £100 in vouchers for a store of your choice.

**To enter, simply work out the hidden word in the vertical red box and email it to Charlotte Bracken – cbracken@sis.tv.**

**The winner will be picked at random on 30th September, so grab a coffee and a biscuit and have a go. Good luck.**

### Questions

1. Surname of SIS's Head of Technology (5)
2. All BAGS tracks are getting another one of these (6)
3. Number of independent managers through round one of this years' BSMoY competition (9)
4. Surname of our hand-waving tic-tac professional (5)
5. Four letter acronym of official funding body of greyhound racing in the UK (4)
6. Surname of James Lovell's doppelganger (6)
7. Who did Bob Stewart 'drive' for (7)



# More doppelgangers....

The recession has clearly reached even A-list celebrities, some of whom have been spotted recently moonlighting as bookmakers.

Take a look and see if you agree – just don't tell the Inland Revenue!



Does a member of your team have a famous twin? Drop us a line with a photo and we'll surprise them in the next edition of *Communicate*.

# Dates for your diary

## SIS looks forward to a packed winter schedule

SIS prepares full service every day – with no blank days

The summer may not be over just yet, but we're already looking forward to a packed winter schedule, which begins on 1 September.

Recent deals mean that we now offer horseracing from South Africa (see page 2) which, we are pleased to confirm, will feature in the essential Racing Post betting shop display.

We have also signed a four-year extension deal to bring you great racing from Ireland (see page 3), including 14 additional Friday evening fixtures from Dundalk between 23 December 2011 and the end of March 2012.

According to Brent Dolan, Commercial Director, it's an unbeatable package: "We pride ourselves on offering a full service of top quality racing, 364 days of the year.



Brent Dolan

There's always live racing on SIS.

"Between September and December, we estimate that TurfTV will have 17 days when they aren't showing any live racing at all. In addition, more than 100 of its races will also be shown on Channel 4 and/or the BBC."

The only challenge is where to put it all: "We want to schedule as much live content onto SIS FACTS as we can, but sometimes there will be too much at anyone time, in which case we'll put some of it on FACTS' sister channel, SIS+," he adds.

### Squeezing the last drop of summer

Determined to get the most out of our summer schedule, we've squeezed in a six-week free trial of BAGS greyhound racing on Sunday evenings until the end of August.

The request came from some of our major independent customers, and we were only too happy to oblige.

If the feedback from the trial is good enough, Sunday evening dogs may become a regular feature of the summer.

## Are you joining us at BOS?

Wolverhampton Racecourse, Thursday 6 October 2011

We're big fans of the BOS show, as you know, and have been since it began in 2009.

It's such a great opportunity to meet our customers – old and new – face-to-face. It's the sort of show where, despite its size, the industry can feel like one big family.

This year we'll be taking along our new Multivu display system and making you an upgrade offer you can't refuse, showcasing

the Virtual Betting Channel for those that didn't see it at ICE, plus loads more.

In the evening we'd love you to join us for an informal drink, buffet dinner and a night at the races. We had such a great time last year that we thought we should do it again, so get your name on the list straight away by emailing [sisevents@sis.tv](mailto:sisevents@sis.tv).

While you've got your diary out, we'll also be



at ICE again next year, so put a post-it note in next year's diary for 24-26 January 2012. How organised is that?