



TxTBet™

You can bet on the TAB mobile service

Background

New Zealand's TAB customers can now access their account balance on the run. By registering through a text message and then nominating their TAB account, customers have all of the information they need to place a bet within seconds.

The Challenge

Up against fierce competition for consumer spend, the NZ Racing Board (NZRB) wanted to reinvigorate and improve the performance of their betting services. Among other initiatives, new technology was implemented to open more betting channels and make betting more accessible for punters to place a bet anytime and anywhere.



The Solution

Racing and sports enthusiasts can now access their TAB account balance whenever and wherever they desire, with Fronde Anywhere TxTBet™. To register for text betting punters simply send the word REG with their TAB account number, to 3232, it's as easy as that.

Once registered customers can then text the TAB with the word BAL and their PIN number and promptly receive account balance information. It's quick and smart. With TxTBet™ all you need is racing in your blood and a mobile at hand.

It doesn't end there. Once a customer has registered TAB account they can place an EasyBet via text anytime (an automatic \$3 bet on the next race to

go). The money is debited direct from their TAB account. Additionally, any punter can request information on track conditions, scratchings or odds for racing, simply by sending a text, no need to register.

The TAB team hasn't forgotten sports enthusiasts. Sports bettors can access information on fixed odds for any sports via their mobile. By texting NEXT and the name of the sport to 3232, customers can get the odds for the next sporting event of their choice.

The NZRB is characterised by its innovative approach towards use of technology to make its customers' lives easier.

Related Material

- + TxTRewards™
- + TXT-a-Park™

The Fronde Anywhere team worked closely with the NZRB marketing and technical teams to implement the solution which includes:

- + SMS account balances in real time
- + The ability to place EasyBets in less than 10 seconds
- + Information services
- + Service registration and subscription via SMS.

The service was launched in early 2002 and was the world's first text betting service and New Zealand's first mobile commerce service.

About TAB

The TAB is the marketing brand for the New Zealand Racing Board (NZRB) and is the sole provider of sports and race (gallops, trotting and greyhounds) betting in New Zealand. With its beginnings in 1951, the TAB was the first Government-run betting service in the world. Since 2003, it has been administered by the NZRB. In 1996 the TAB introduced sports betting, which covered 26 sporting codes, with a portion of each betting dollar returned to the relevant sporting code. The annual turnover for the NZRB's brand averages NZ\$1.2 billion.



Inside MessageDirect™

TAB TxTBet™ is a mobile commerce solution delivered by the Fronde Anywhere team prior to its spin off as a subsidiary of Fronde Systems Group. TAB TxTBet™ is operated by Fronde Always managed services via its **MessageDirect™** platform.

Fronde **MessageDirect™** is a network-operator grade messaging gateway that makes it fast and easy for businesses to implement and manage SMS, email and alert services. How fast? One client had a new messaging service operating within half an hour! **MessageDirect™** is the core platform for a range of world leading mobile commerce services delivered by Fronde Anywhere including mobile banking, parking and betting.

MessageDirect™ has been developed on open standard APIs, enabling rapid adaptation to new applications and services. **MessageDirect™** is available for access as a hosted gateway service, or can be purchased for deployment in-house by network operators or large scale enterprises such as banks or government agencies.

About Fronde Anywhere

Fronde Anywhere offers mobile banking, payment and two factor authentication solutions for retail banks and the wider financial services industry. Its portfolio of user-friendly solutions enables customers to make payments and bank transactions via their mobile device from any location.

Fronde Anywhere's mobile technology, provides enhanced security for authenticated access to online banking or remote networks.

The company has built its reputation on the proven delivery and implementation of first to market mobile products and solutions that deliver real business benefits to its clients.

Fronde Anywhere is part of the Fronde Systems Group, which serves clients in Europe, North America, Australasia and South East Asia from its offices in London, Singapore and New Zealand.

For further information or to request a demonstration please contact sales@frondeanywhere.com or view our website www.frondeanywhere.com

