

GAMBLING

Throne Entertainment

Discover Throne Entertainment's
global path to payments expansion

Together with **aurum.solutions**



Key results

97%

faster calculating and
analysing **fee charges**



2

new PSPs added
every month



1.5

days less spent on monthly
closing of accounts



Automating, growing, succeeding

Throne Entertainment is an iGaming company on a swift ascendancy. Despite only launching in 2019, it has already entered regions spanning the globe and created over 20 different brands as part of its online casino and sports betting offerings.

Being in the business of handling millions of transactions, its impressive growth did however come with a warning – solidifying its back-office was non-negotiable. Failure to achieve this would make their business growth unsustainable.



The solution

With experience as an Accounting Team Lead at another betting company, Alejandra Guerrero – Managing Director at Throne Entertainment – was well aware of the importance of scaling back-office functionality with front-end growth, especially when multiple PSPs are involved.

Moreover, having previously used in-house automated reconciliation solutions that were forever outdated due to their long development lead times not being able to keep up with financial evolutions, she also appreciated the value of working with experts.

“You shouldn’t try to reinvent the wheel if it’s already available in the form of tried and tested reconciliation software – it would be a waste of time and resources.”



Alejandra Guerrero, Managing Director
Throne Entertainment



In the long run, this knowledge would serve Alejandra well as upon moving to Throne Entertainment, she was able to justify the need for adopting a reconciliation tool with a proven track record. In addition, she had the following criteria when seeking an automated reconciliation platform:

- Experience working within iGaming due to it “operating in a very different way to other industries”.
- Familiarity with a variety of PSPs considering Throne Entertainment’s plans to continually increase their payment offerings.
- Support from an experienced team who wouldn’t simply mimic their processes through automation but also help improve them with valuable consultation.

“My first suggestion to the business when I saw that we were doing manual reconciliation was that we needed an automated reconciliation tool.”



Alejandra Guerrero, Managing Director
Throne Entertainment

As a result, when Alejandra met the Aurum Solutions team at an event in Malta, she knew that she had found what she was looking for.



The whole idea of Aurum was that we would be able to onboard new PSPs faster and then reconcile faster with increased accuracy. The fact that's come true is brilliant.



Alejandra Guerrero, Managing Director,
Throne Entertainment



The results

Working with Aurum has meant that Throne Entertainment has been able to continually propel forward. For instance, instead of worrying about high transaction volumes taking too long to reconcile, they are in a position to adopt more PSPs and, in turn, take on even more transactions by widening their payment options. So much so, that they are currently adding an extra 2 PSPs every month whilst decreasing the time taken on monthly PSP reconciliation by 3 days.

Crucially, despite increasing transactional volume and the accounting team receiving data from more sources, they now also complete reconciliation on a daily basis.



Whilst this increase in regularity reflects Aurum's ease and speed, its value is seen in how it enables the team to increase their data transparency, allowing investigations to happen in tandem with reconciliation and resolutions to arise much faster.

However, it's not just breaks in reconciliation that they have better visibility of thanks to using Aurum. There are also fees to consider. Working with so many PSPs, this is of utmost importance to Throne Entertainment. That is why, even before using Aurum, Throne Entertainment committed to investigating and calculating fee charges manually in Excel. Unfortunately, this would take them 2 entire days. Yet with the introduction of Aurum, that is no longer the case. Instead, fee visibility and analysis now only take 30 minutes.

“Aurum makes a big difference. You save a lot of time and you don't have to do anything in Excel – a godsend when you have a lot of transactions.”



Faydeline Francisco, Accountant
Throne Entertainment



The future

With so much time saved, the finance team at Throne Entertainment suddenly have an additional amount of resources at their disposal. As is always the case with teams that use Aurum, it therefore has a beneficial impact beyond its immediate activity of reconciliation.

“Whenever you choose to invest in a tool, there is always some concern but adopting Aurum has proven to be the best decision.”



Alejandra Guerrero, Managing Director
Throne Entertainment

In the case of Throne Entertainment, this has primarily seen Alejandra be able to dedicate time to developing new legal and compliance teams for the company and, of course, discover more PSPs to onboard. Overall, Aurum has therefore ensured not just a secure foundation for transactional growth at Throne Entertainment but also the opportunity for growth in other areas throughout the business.



Reconciliation is our thing.

Throne Entertainment's continued success is founded upon Aurum's partnership approach - taking the time to understand their unique needs and producing a tailored solution. Just like how every transaction we match is unique, our motto is "what makes you different, makes you special". That's why we always work with rather than against your systems to place you in control of your data.

It's time to automate your reconciliations.
Together with aurum.solutions

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