



ADVANT GAMES

Innovation at Work

Innovation, Research, Behavior



1. Innovation at Work

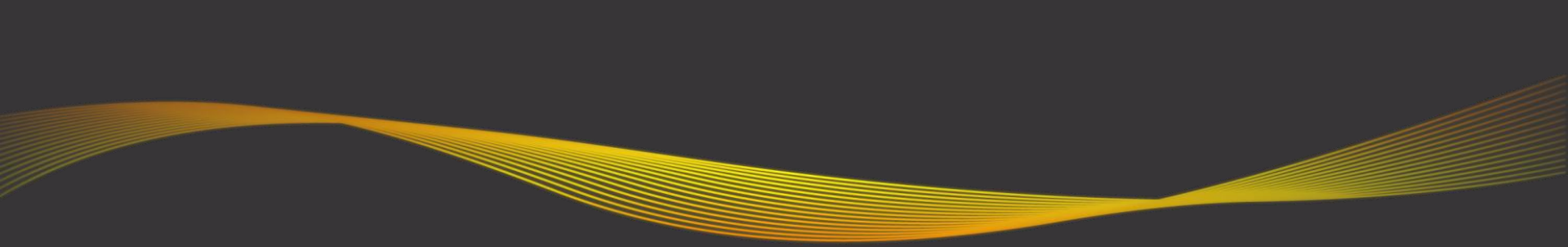
- Game Development

2. 21st century Research Methods

3. Player Behavior Analysis

INNOVATION

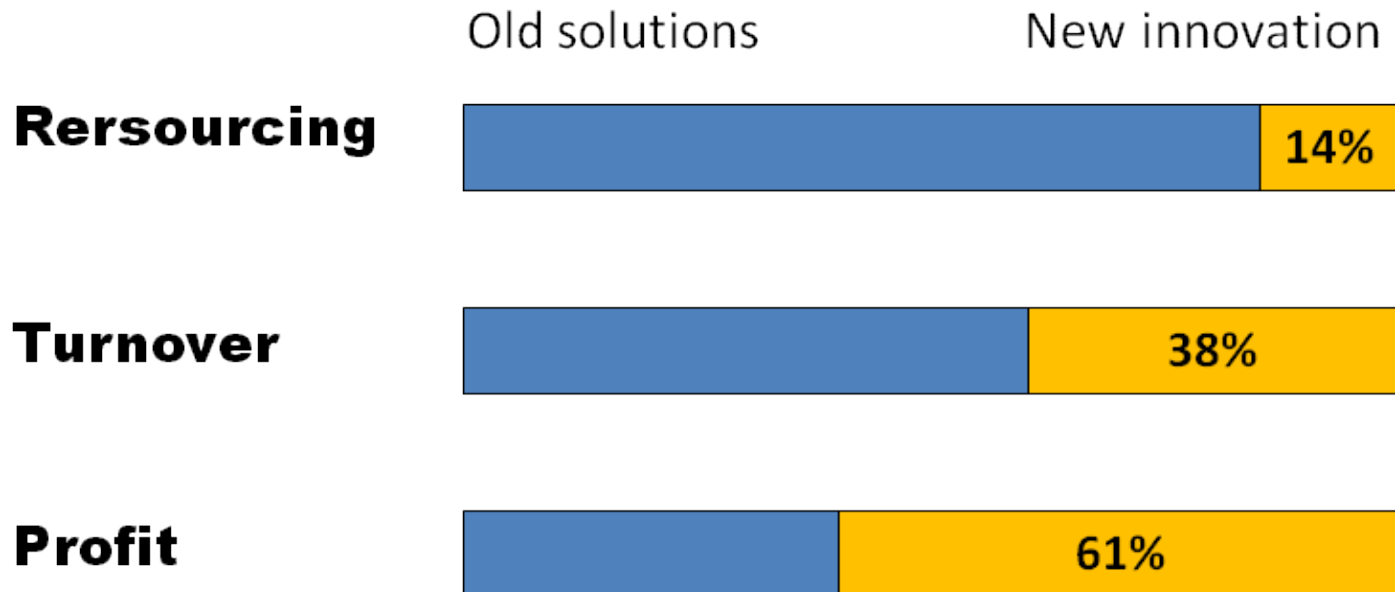




“If organizations just stand still, they are going to quickly lose their position... but beyond that, there’s a risk that as an institution you can forget how to innovate, which can be deadly...”

–Paul Buchheit, lead Google engineer

Innovation Increases Competitiveness

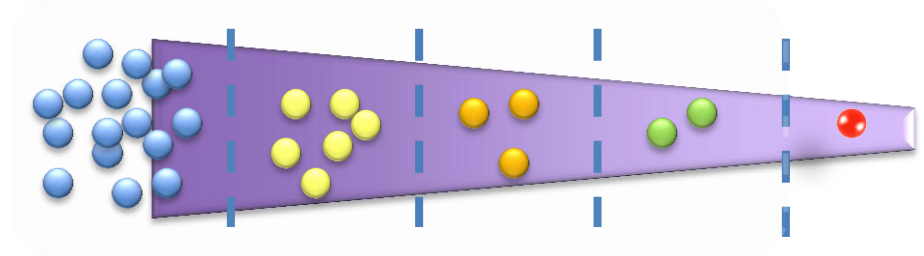


- Research of 108 corporations (W. Chan Kim & Renee Mauborgne)
- from the book Blue Ocean Strategy

Systematic Innovation

- Systematic Innovation means:
 - Lots of ideation, evaluation, testing, trial & error is needed
 - 1000 ideas lead to 50 concepts, 5 of them will be good, 1 will be brilliant

You need to feed the innovation process constantly



Funneling ideas and screening for the best products

“ We encourage our employees, in addition to their regular projects, to spend 20 per cent of their time {innovating and} working on what they think will most benefit Google”

Sergey Brin & Larry Page, Google founders

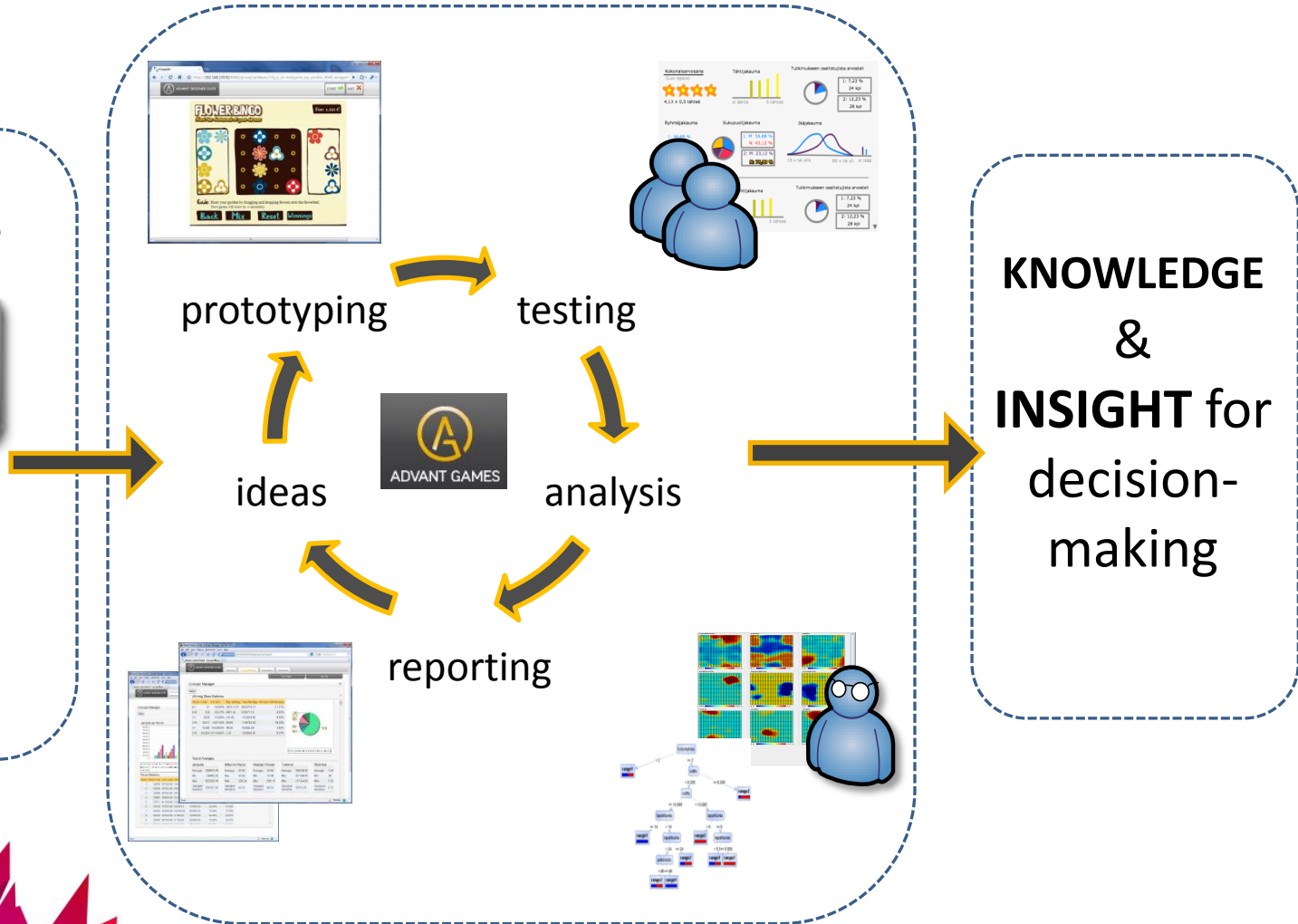


Systematic Innovation Process

Fresh, innovative ideas from multiple sources:



- the players
- tech vendors
- gaming operators
- in-house innovation

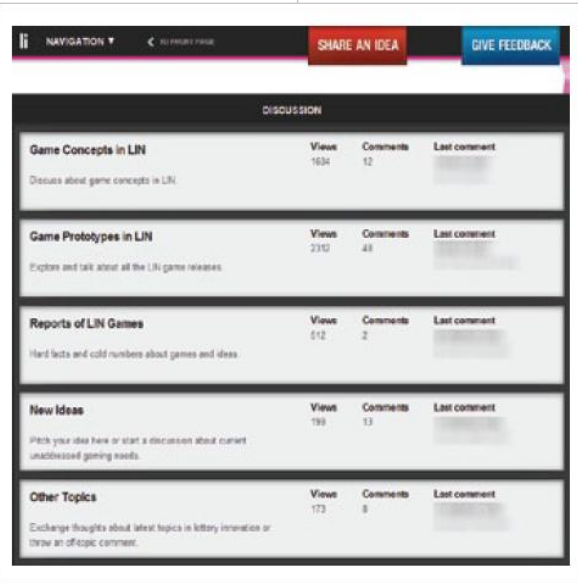


**KNOWLEDGE
&
INSIGHT** for
decision-
making





EARLY IDEAS



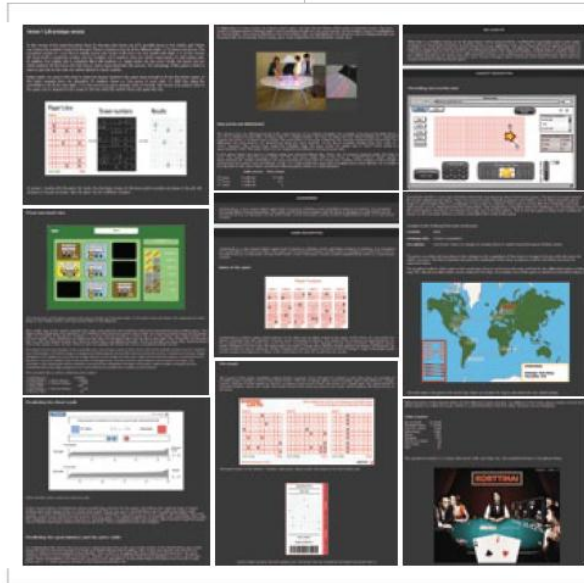
Numerous ideas for exciting new money games.



LIN PROCESS



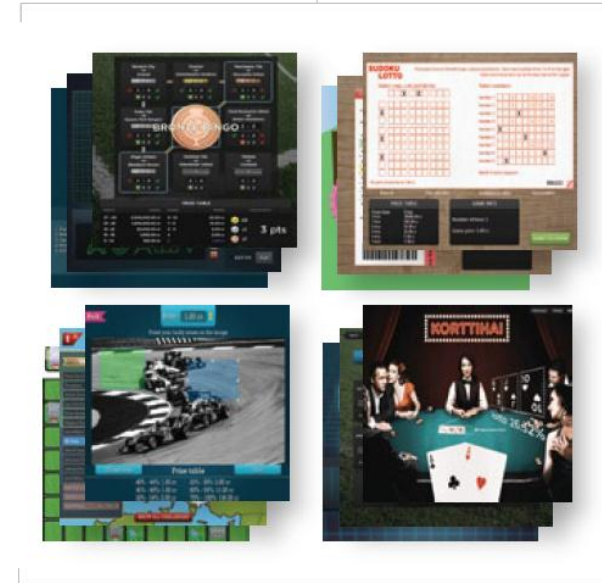
REFINED CONCEPTS



Transformed into refined concepts.



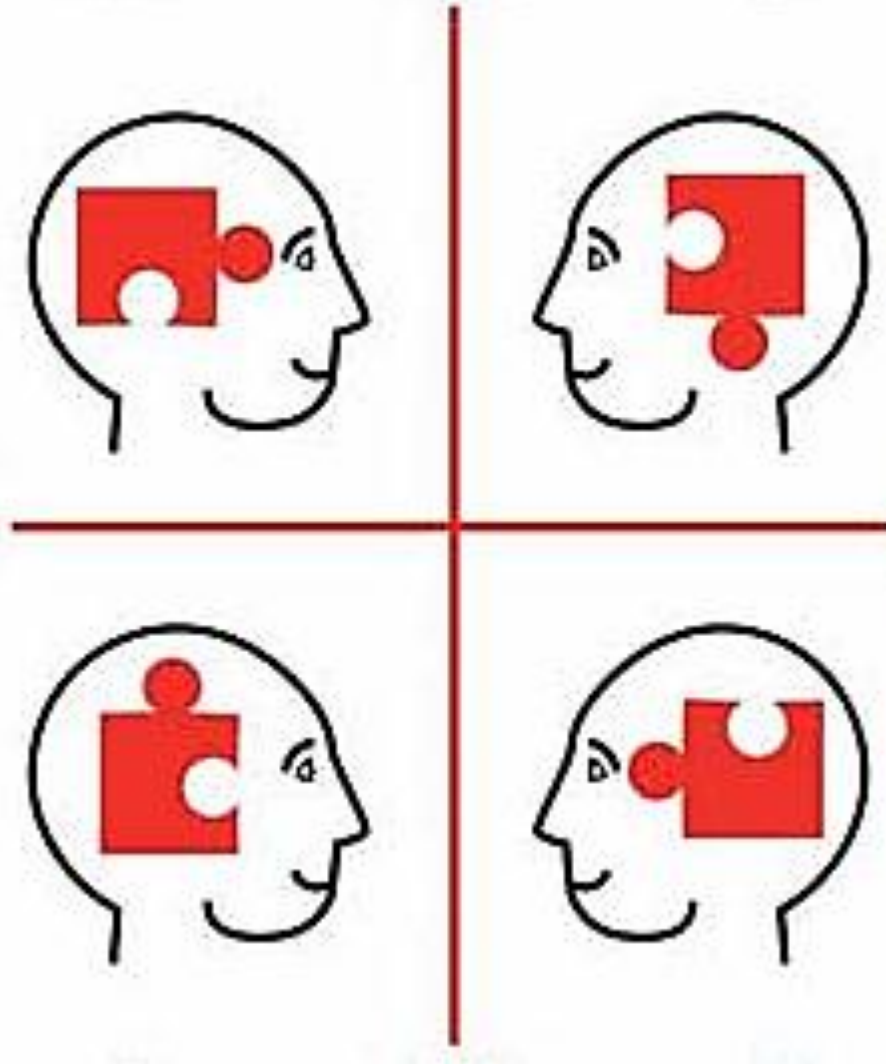
PLAYABLE GAME PROTOTYPES



And ultimately playable prototypes for proof of concept.



I'll be happy to give you innovative thinking. What are the guidelines?



Lottery Innovation Network

is a professional community for lottery innovation, product development and global collaboration. As a member you have access to a pioneering online environment which is supported by a dedicated team of developers – the LIN team. [Click here](#) to see how the community functions.

LIN offers a framework and toolset to co-create value for all the members of the community. It provides a constant stream of gaming innovation in the form of prototype products that can be discussed, refined and evaluated with like-minded colleagues, and ultimately market tested with local players.

GAME PROTOTYPES

ALL GAMES >



ComboBetting

★★★★☆ (4 VOTES)

ADDED 2 WEEKS AGO
6 COMMENTS

Colour Keno

★★★★☆ (6 VOTES)

ADDED 14 WEEKS AGO
13 COMMENTS

RECENT DISCUSSION

ALL TOPICS >



Game as a Gift

ADDED 2 HOURS AGO
Lea Leviäkangas

Thank you for your good comments!



Game as a Gift

ADDED 3 DAYS AGO
Riku Soinen

Great idea indeed. Is there any technical (or other) reason for limiting the splitting in 2 people...

NEWS

ALL NEWS >



New game concept shared!

ADDED 3 DAYS AGO
LIN Team

New game published!

ADDED 2 WEEKS AGO
Sami Kuivasaari

GAME CONCEPTS

ALL CONCEPTS >



Game as a Gift

★★★★☆ (6 VOTES)

ADDED 3 DAYS AGO
4 COMMENTS

Sudoku Lotto

★★★★☆ (2 VOTES)

ADDED 8 WEEKS AGO
2 COMMENTS

Lottery Innovation LotteryInnoNet

Is it possible to make an engaging game experience that uses just one button? Yes it is: <http://t.co/Wtmq2b1W> (my favorite: One Button Bob)

3 days ago · reply · retweet · favorite

PlayStation: The next ten years - an insightful panel discussion about the evolution of (console) gaming: <http://t.co/fWPBRag>

8 days ago · reply · retweet · favorite

Are you a card gaming enthusiast? And good with your hands? Here is a fancy lamp to hang on top of your poker table: <http://t.co/FvLWN4p>

11 days ago · reply · retweet · favorite



Join the conversation

LIN

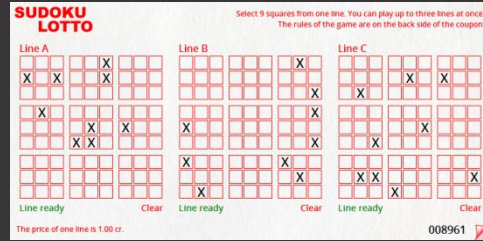


Is your organization investing in Systematic Innovation?

1. Innovation in Game development
 - **Ideation** and conceptualization of new gaming innovations
 - Agile **prototyping** of new game concepts
2. Innovation in Player engagement
 - A **Social research** environment for live customer interaction
3. Innovation in **new distribution methods**
4. **Optimization** of current gaming products
5. In-depth **analyses**
 - Player behavior analyses, simulations and predictive modeling



Turning IDEAS...



...into GAMES.

Innovation beyond games

Wikipedia:

Innovation is the creation of better or more effective products, processes, services, technologies, or ideas that are accepted by markets, governments, and society





ADVANTLABS

So lets start with a survey

4) Our people...

	Disagree	Sometimes	Frequently	Agree
Understand how their work is linked to the firm's performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk about the outside trends that shape our business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take time to think more than a quarter ahead	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are growing fast enough to keep up with the needs of the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can easily set up an in-house blog or wiki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rely on in-house discussion forums to learn new developments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use instant messaging (or Twitter) to communicate in real time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can locate in-house experts when they need them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5) Our corporate culture values and encourages...

	Rarely	Weakly	Frequently	Yes!
Transparency and openness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing and cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovation and experimentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaboration and teamwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bottom-up ideas and initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) Our CLO or senior training executive is involved in decisions about...

- Expertise locator systems
- Social network infrastructure
- Information repositories, wikis, expert blogs, search engines
- Access to the internet, YouTube, Google, Twitter, etc.
- Coupling learning to strategic objectives
- Addressing corporate performance problems
- Major business change programs



Make research interesting

We need to create **engaging and exciting research experiences** with:

1. Digital Content

- Web-apps, Flash, animations, video, images, sound etc.

2. Questionnaire and Evaluation Elements

- Modern-day, sophisticated evaluation methods
e.g: star ratings, like/dislike, thumb ratings
- Likert, dropdown, radio button, open text

3. Elements of Interaction

- Discussion areas, commenting, posts
- Harness the power of social media with survey Facebook-Twitter-integration

Title

You Tube™



- a. ●
- b. ●
- c. ●
- d. ●





The research experience

Northern Light

EL CONGRESS 2011 | 5-9 JUNE, HELSINKI

Back to the Voting

Additional rating

Entertainment value
Your Rating: ★★★★★ Average (21 votes)
Vote sent
Informativeness
Your Rating: ★★★★★

Comments
Share your comment here

Roope Kärki
LESS THAN A MINUTE AGO
I just won 200 euros and this phone call gave a face for the congratulation caller!

+1 (1 vote)
Like Reply Delete

1. Congratulation Caller

Yes, that's right. I'm the Keno congratulation caller and I intend to congratulate all winners.

FEEDBACK

1. Start 2. Revise 3. Design

Lotto (Game of Chance)

Do you play Lotto or similar games?
YES NO

Excitement
Your Rating: ★★★★★ Average (3 votes)

Entertainment value
Your Rating: ★★★★★ Average (3 votes)

Your experiences
What's best in Lotto?
1 2 3 4 5

What would you change?

FEEDBACK

Best Commercials of the 20th century

Here are the five top commercial advertisements from YouTube. Feel free to watch, rate and comment. Finally, cast your vote for the best one.

ABOUT THIS CASE

The Force: Volkswagen Commercial
This spot features a privileged Death Visitor who uses the Force when he chooses the winner 2012 Prize in the drawing. It's a strange humor and the unforgettable Star Wars™ score to create an emotional commercial.

1984 Apple's Macintosh Commercial
This was the commercial that introduced the Apple Macintosh Computer to the world.

Honda Accord Commercial
Honda Accord Commercial

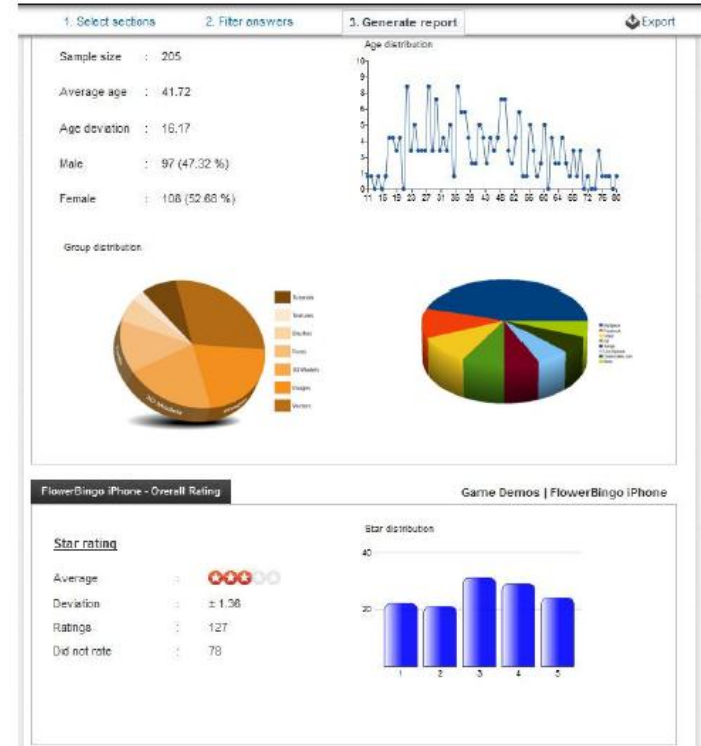
Cast your vote here
Select the Best Commercial of the 20th century:
 The Force - Volkswagen Commercial
 1984 Apple's Macintosh Commercial
 Honda Accord Commercial
 "Michael" - PS3 Long Live Play
 Chuck Norris - Hunter

Recommend in Facebook
Be the first of your friends to recommend this.

FEEDBACK



Easy research management

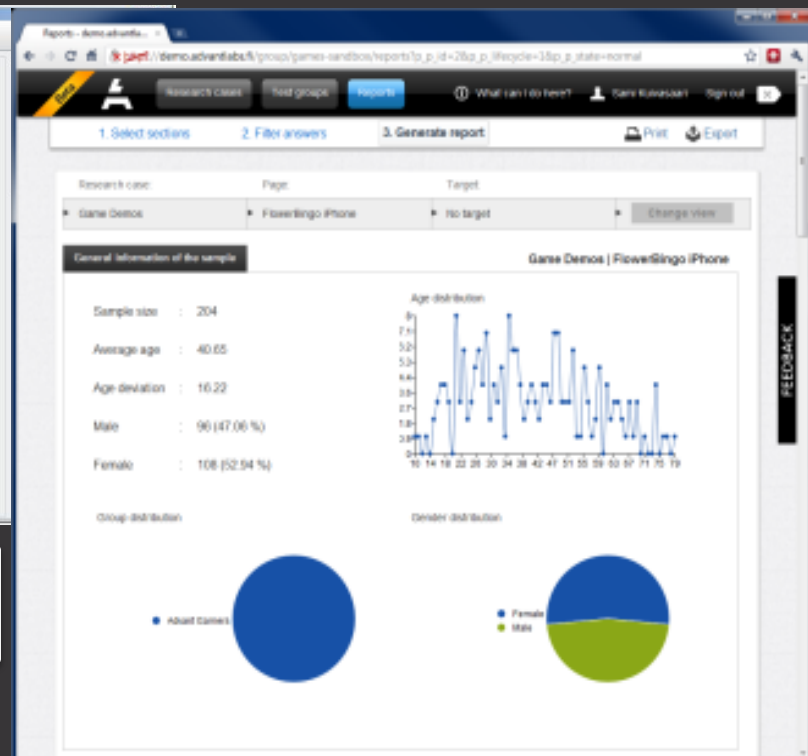
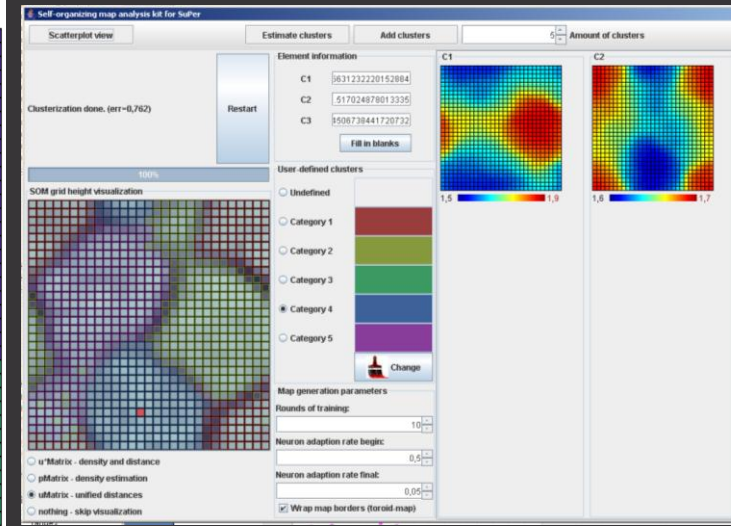
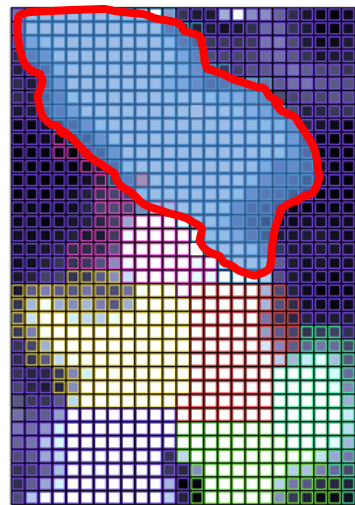


1. Create and Design the research with intuitive tools

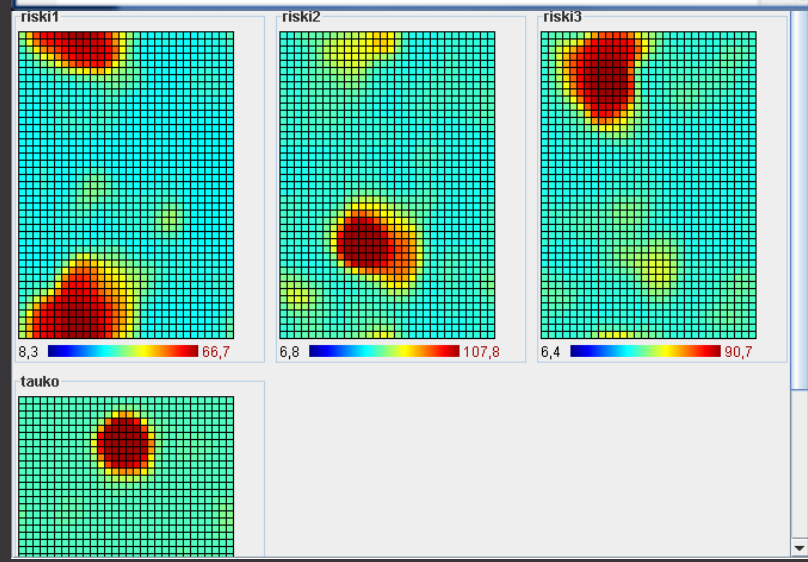
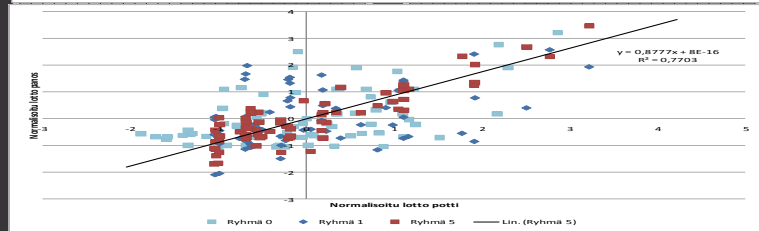
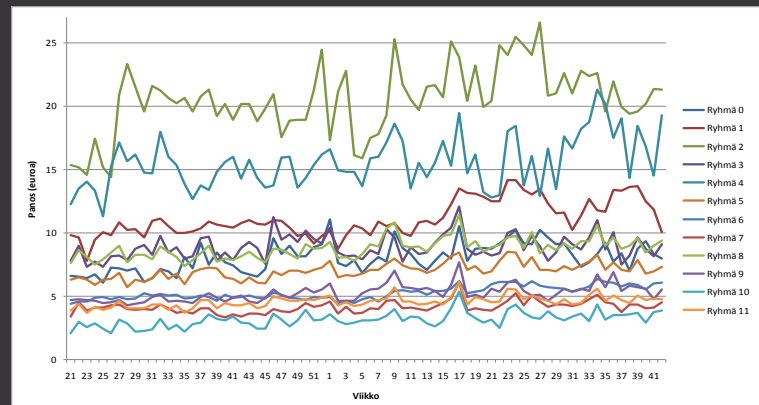
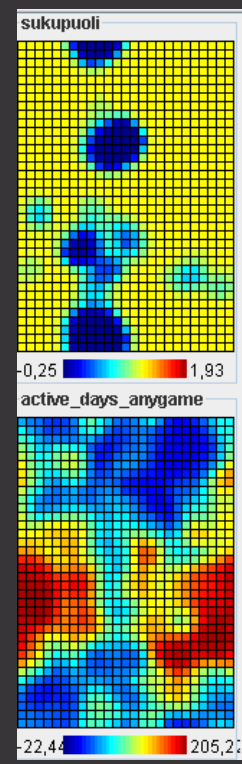
2. Add Target Groups and Publish the research

C. Enjoy Real-time Reports Online → Insight

SOM grid height visualization



Player behavior analysis



The TiltCtrl Solution



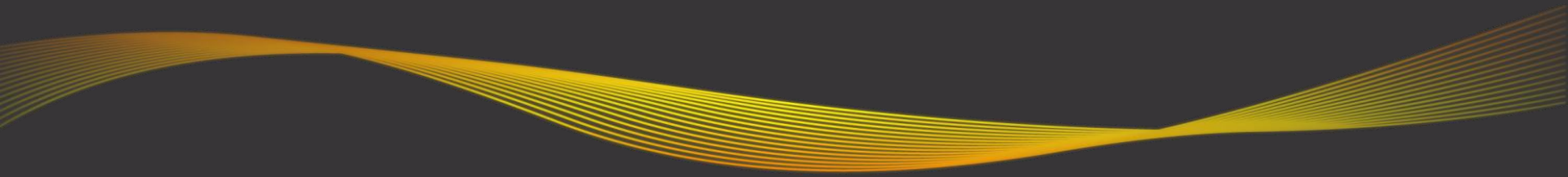
A **responsible gaming tool** to detect tilt in online poker.

The player benefits:

- **Sustainable play** without excessive losses caused by tilting

The operator benefits:

- **More played hands** resulting in increased profit (rake)
- **Improved network liquidity** and player lifetime value



Innovation for Lotteries and their Suppliers

**UNDERSTAND
THE PLAYER.**



TILTCTRL.

TILT CTRL

**LOTTERY
INNOVATION
NETWORK**

LOTTERY INNOVATION NETWORK

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