

# BET99 Slashes Alert Disposition Time to 3.19 minutes with Kinectify's AML Software Setting an Industry Record

*Modern compliance software provides 75% increase in efficiency*

LAS VEGAS, NV, UNITED STATES, January 31, 2024 /EINPresswire.com/ -- BET99, an online casino and sports betting brand in Ontario, Canada, embarked on a significant digital transformation in their AML compliance program by integrating Kinectify's innovative technology. The implementation of Kinectify's technology streamlined their operations and set a new industry standard in efficiency, reducing BET99's average alert disposition time from 12.59 minutes to 3.19 minutes per alert.

Kinectify, a leading anti-money laundering (AML) risk management technology company serving licensed gaming operators in the US and Canada, has developed the leading all-in-one AML platform for the gaming industry, which helps streamline operations, provides visibility, and drives dramatic efficiency gains.

In 2021, Kinectify developed an AML Module specific to licensed iGaming operators in Ontario (iGO operators). BET99 pioneered this technology as Kinectify's first client in Ontario, paving the way for groundbreaking automation for iGO operators across the province.

"Kinectify's monitoring platform has become a key part of our compliance program, allowing us to identify potential suspicious activity quickly and efficiently and minimize risk to our business", said Jared Beber, CEO of BET99. "BET99's engagement with Kinectify reinforces our AML and risk management programs and provides us with the cutting-edge technology necessary to remain compliant and competitive in the current Ontario market."



The graphic features a dark blue background with glowing purple and white lines. At the top left, it says 'CASE STUDY' in white. To the right are the logos for 'KINECTIFY' and 'BET99'. The main text reads: 'How BET99 Transformed its AML Operations, **Slashing Alert Disposition Time to 3.19 minutes per Alert** and Setting an Industry Record'. Below the text is a glowing blue rectangular button with the text 'Read Now'. The background also features a stylized illustration of a computer monitor displaying a gauge or chart.

Engaging Kinectify's advisory services was another strategic step for BET99 that enables the BET99 compliance team to instantaneously augment their staff in real-time to address influxes of work. Staff augmentation, a common practice in AML risk management in other industries, had not been a commonly available service in gaming AML until the launch of Kinectify Advisors.□

"Now gaming organizations have access to cutting-edge tools and impactful services like real-time staff augmentation," said Joseph Martin, CEO of Kinectify. "I'm particularly impressed with the performance of our AML module driving down unnecessary manual processes and the time it takes to decision potential suspicious activity by over 75%."

Kinectify believes in providing leading-edge technology to the gaming industry. The company recently rolled out AI-based watchlist, PEP, and adverse media monitoring in partnership with Quantifind, a premiere provider of AI-powered watchlist screening and negative news monitoring technology. In Q1 2024, Kinectify is on-schedule to deploy a range of new capabilities for gaming risk management professionals.

To read the full case study, [click here](#).

#### ABOUT KINECTIFY

Kinectify is an intelligence and risk management technology company serving gaming operators in the US and Canada. Kinectify's modern AML and Responsible Gaming platform empowers clients to efficiently manage risk with real-time intelligence so they can focus on growing their businesses instead of being bogged down by compliance. In addition, Kinectify's advisory services enhance gaming operators' capacity with industry experts who can design and test programs, meet compliance deadlines, and even provide outsource services for the day-to-day administration of compliance programs.

To learn more about Kinectify and book a demo, [visit□www.kinectify.com](https://www.kinectify.com).□

#### ABOUT BET99

1000007698 Ontario Ltd. ("BET99") is an online gaming website and mobile application open to customers physically located within the province of Ontario. BET99 offers a number of betting products, including sports betting, in-play betting, casino, and live casino. BET99 is licensed with and regulated by the AGCO and runs its website (on.bet99.ca) as part of the regulated iGaming market conducted and managed by iGaming Ontario.

To learn more about BET99, [visit www.bet99.com](https://www.bet99.com)

Sean Topchi

Kinectify

+1 725-235-9964

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/685185274>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.