

SCCG Partners with clevaQ to Deliver an Integrated Ordering Solution Connecting POS, PMS, and Loyalty Systems

SCCG will lead global sales, enterprise introductions, and strategic business development for clevaQ across casinos, tribal gaming, and hospitality groups.

LAS VEGAS, NV, UNITED STATES, March 5, 2026 /EINPresswire.com/ -- [SCCG Management, a](#)

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The gaming and hospitality industries are rapidly evolving toward integrated, guest-first service models”

Stephen Crystal - Founder & CEO, SCCG

[global advisory firm specializing in gaming](#), sports betting, iGaming, and hospitality technology, today announced a strategic partnership with [clevaQ](#), a fully agnostic, integrated ordering solution that seamlessly connects operators to their best-of-breed systems, purpose-built for gaming and hospitality venues.

clevaQ's newest ground-breaking solution, clevaQ Bridge, enables guests to order directly from gaming machines,

delivering a true VIP experience at every EGM. Players can order paid or complimentary food and beverage at the machine via the respective touchscreen, seamlessly integrating ordering into the gaming journey without interrupting play. Fully connected to the venue's member loyalty ecosystem, the solution allows members to earn and redeem benefits through the gaming system, with all transactions settling directly through the venue's Point of Sale and Property Management systems.

Under the agreement, SCCG will lead global sales distribution, enterprise introductions, and strategic business development for clevaQ across commercial casinos, tribal gaming enterprises, regional operators, integrated resorts, and hospitality groups. The partnership positions clevaQ for accelerated expansion into complex, multi-outlet gaming environments where guest experience, member engagement, and operational efficiency are critical drivers of growth.

clevaQ delivers a comprehensive ordering ecosystem that connects a venue's POS, member loyalty, and property management systems into a single, complete solution. As a truly agnostic platform, clevaQ integrates seamlessly with existing technology stacks, allowing operators to modernize ordering and loyalty engagement without replacing infrastructure. Transactions synchronize across systems in real time, providing unified visibility across gaming and hospitality

spend.

With clevaQ, guests can enjoy the same seamless ordering experience in-room, poolside, while dining at the table, or directly from the EGM, creating a consistent, property-wide commerce environment across every touchpoint.

Venues are empowered by providing guests a comprehensive ordering experience, with tailored options for upsell, specials, marketing campaigns, scheduling controls, and fully customized theming to match brand identity. clevaQ's ability to support multiple outlets within a single cart experience increases average order values, simplifies service flow during peak periods, and strengthens non-gaming revenue performance, all while reinforcing loyalty participation.

"The gaming and hospitality industries are rapidly evolving toward integrated, guest-first service models," said Stephen Crystal, Founder and CEO of SCCG Management. "clevaQ provides operators with a comprehensive commerce layer that connects ordering, member loyalty ecosystems, and gaming systems into one cohesive environment. Through our global advisory network and distribution capabilities, we look forward to accelerating clevaQ's adoption across commercial and [tribal gaming markets](#) seeking scalable, system-compatible innovation."

"clevaQ was built to be the industry's most complete and agnostic ordering system which connects your own best of breed, allowing operators to maintain their chosen sources of truth while providing an enhanced user experience for their guests and members" said Paul Pisani, Founder and Managing Director of clevaQ. "We do not require operators to rip and replace existing systems. Instead, we unify POS, loyalty, PMS, and on prem communications into a single digital journey that enhances the guest experience while preserving prior investments. Our partnership with SCCG accelerates our ability to bring this solution to operators globally."

As gaming operators continue to prioritize non-gaming revenue growth and seamless member engagement, the partnership between SCCG and clevaQ represents a strategic alignment between advanced venue commerce technology and a global advisory platform positioned to support enterprise deployment and long-term market expansion.



BREAKING NEWS

SCCG Partners with clevaQ to Deliver an Integrated End-to-End Ordering Solution Connecting POS, PMS, and Loyalty Ecosystems Across Major Hospitality Operations

<https://sccgmanagement.com>

SCCG Partners with clevaQ to Deliver an Integrated End-to-End Ordering Solution

About ClevaQ

clevaQ is a fully agnostic ordering platform designed for gaming and hospitality environments. The solution connects a venue's POS, property management systems (PMS), and loyalty ecosystems into a single, seamless commerce experience across the property. With innovations such as clevaQ Bridge, guests can order food and beverage directly from gaming machines or anywhere on property. By integrating with existing technology stacks rather than replacing them, clevaQ helps operators enhance guest experiences, strengthen loyalty engagement, and drive non-gaming revenue. <https://www.clevaq.com/>

About SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 130 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures. <https://sccgmanagement.com/>

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