SCCG Management Adds Securrr, the App That Turns a Push Notification Into a Conversation

An end to end encrypted messaging and community app inside the operator's own gaming app. Existing WhatsApp, RCS and SMS payloads deploy as they are.



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LAS VEGAS, NV, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- SCCG Management, an advisory and consultancy firm serving publicly traded and privately held corporations across the global gaming, betting, and prediction markets sectors, today announced that it is representing Securrr, an end to end encrypted player messaging and community app built for iGaming and casino operators, in market.

Securrr installs as a plug in to the operator's own gaming app, which is where that operator's push notifications already land. A push notification is a one way event. It opens the app and then it is gone, with no reply, no thread and no record of what the player wanted. Securrr turns the same event into a conversation. The message stays, the player can answer it, and the conversation hands over to a person when it needs to. The offer, the reply and the action sit against one player record.

> A push notification gets your app open and then it is gone. Securrr turns it into a conversation that stays and answers back."
>
> *Stephen Crystal, Founder and CEO, SCCG Management*

Securrr is one app carrying two layers, both plugged into the operator's own gaming app. The messaging layer carries rich media offers, live progress bars, countdowns, leaderboards, event cards and bet slips inside the message itself, with one tap actions that open a game, claim a bonus or confirm a cash out without leaving the thread. The community layer carries channels by game and by market, live chat rooms, tournament tables and weekly ladders,

all under the operator's own brand. Both layers write to the same player record.

The product addresses four problems an operator already has. Every international player costs more to reach by text message than a domestic one, so promotional volume is the line item that scales worst. Real money gaming is a restricted category on the large consumer messaging apps, where promotional traffic is blocked by default in most markets and transactional traffic is caught alongside it. Offers, one time passcodes and push notifications run through separate systems with no single view of the player. And player conversation sits on outside platforms the operator does not control.

Four things differentiate Securrr. Existing WhatsApp, RCS and SMS payloads deploy as they are, with no template rebuild and no CRM rework, and an operator can run as many campaigns through it at once as it wants to. Messages ride data rather than carrier routes, so a player in one market costs the same to reach as a player in another. Conversations are end to end encrypted on infrastructure built for gaming only. And every sender on the network is a licensed operator, so no spoofing and no grey routes sit beside the operator's brand.

“A push notification gets your app open and then it is gone,” said Stephen Crystal, Founder and CEO of SCCG Management. “Securrr turns it into a conversation that stays, answers back and hands over to a person when it needs to. And it runs on the campaigns operators have already built. We are introducing it to the operators who already have this problem.”

SCCG Management works across four lines of business: capital introductions, international expansion, affiliate and white-label partnerships, and strategic advisory and M&A. Securrr becomes the newest technology brand in SCCG's marketing representation programme. SCCG will provide ground support for Securrr at G2E in Las Vegas and at SBC Summit Lisbon later this month.

About Securrr
Securrr is an end to end encrypted player messaging and community app built for iGaming and casino operators. It installs as a plug in to the operator's own gaming app, and it turns a push notification into a conversation that stays, answers back and hands over to a person when it needs to. Existing WhatsApp, RCS and SMS payloads deploy as they are. securrr.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 its 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 more than three decades 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.

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