

GAMESTEC GETS FIT FOR THE FUTURE

Leading gaming group restructures to offer excellent customer service

Gamestec, a leading player in the UK gaming and amusement machines sector, has announced plans for a significant restructuring of its business.

The move, will further improve customer service through £5m investment in people, technology and infrastructure.

As part of the programme Gamestec has undergone an extensive revision of its logistical processes:

The introduction of a trunking network between Regional Distribution Centres (RDC) and Distribution Centres (DC) will, through advanced software solutions provide improved vehicle planning and routing which will reduce the time spent planning installations. Enhanced scheduling will utilise the most efficient routes to provide better installation performance.

A similar technology solution will be introduced that will dynamically plan the routes and schedule the workload for the field based cash collectors and service engineers, resulting in improved collection performance and increased machine uptime.

This £5m investment programme will result in a more efficient infrastructure, allowing Gamestec to consolidate its existing operating regions and reduce the number of depots providing Gamestec customers with a more consistent quality of service.

Chief Executive Derek Lloyd of Danoptra, Gamestec's Parent Company, said: "Over the past six month the management team at Gamestec have put in place a strategy which will provide the platform for the company's continued profitable growth. This significant investment ensures that not only will continue to hold our leading position in the market

place and provide the highest standards of service to our customers and partners, but also builds a solid foundation for Gamestec's' continued development in a rapidly changing market."

Following a comprehensive review of the business, Gamestec has reviewed its infrastructure and will consolidate the depot network into four Regional Distribution Centres with centralised workshops, which will be supported by six Distribution Centres.

"These changes allow Gamestec to deliver improved customer service levels and meet the demands of today's fast-changing leisure industry through the best use of technology and the introduction of a logistics infrastructure which will cater for the diverse needs of our customers."

He added: " the business transformation programme will result in employment opportunities at the new RDC's which will evolve into centres of excellence. During the initial implementation phase it is anticipated that a small number of job roles will be affected but every effort will be made to minimise the impact of this through redeployment and natural wastage".

Rolf Nielsen, Gamestec Managing Director said: "These are exciting times for Gamestec and its customers and we are confident the measures we have put in place through the programme will ensure that we continue to deliver the best possible service in the UK gaming and amusement machines sector."

-ends-

Editors Notes

Gamestec, part of Danoptra Holdings Ltd, has more than 50 years of experience in the gaming and amusement machines business. With more than 1,300 employees, providing operating services to some 40,000 machines in the UK Gamestec is one of the largest operators in the country.

Gamestec operate machines for customers of all sizes in many different markets, including pubs, bars, leisure venues, licensed betting offices, clubs, bingo halls, casino's and adult gaming centres.

The company invests equally in both people and technology, and aims to deliver the highest quality in customer service and is a key member of both the British Amusement Caterers Trade Association (BACTA) and Business in Sport and Leisure (BISL).

