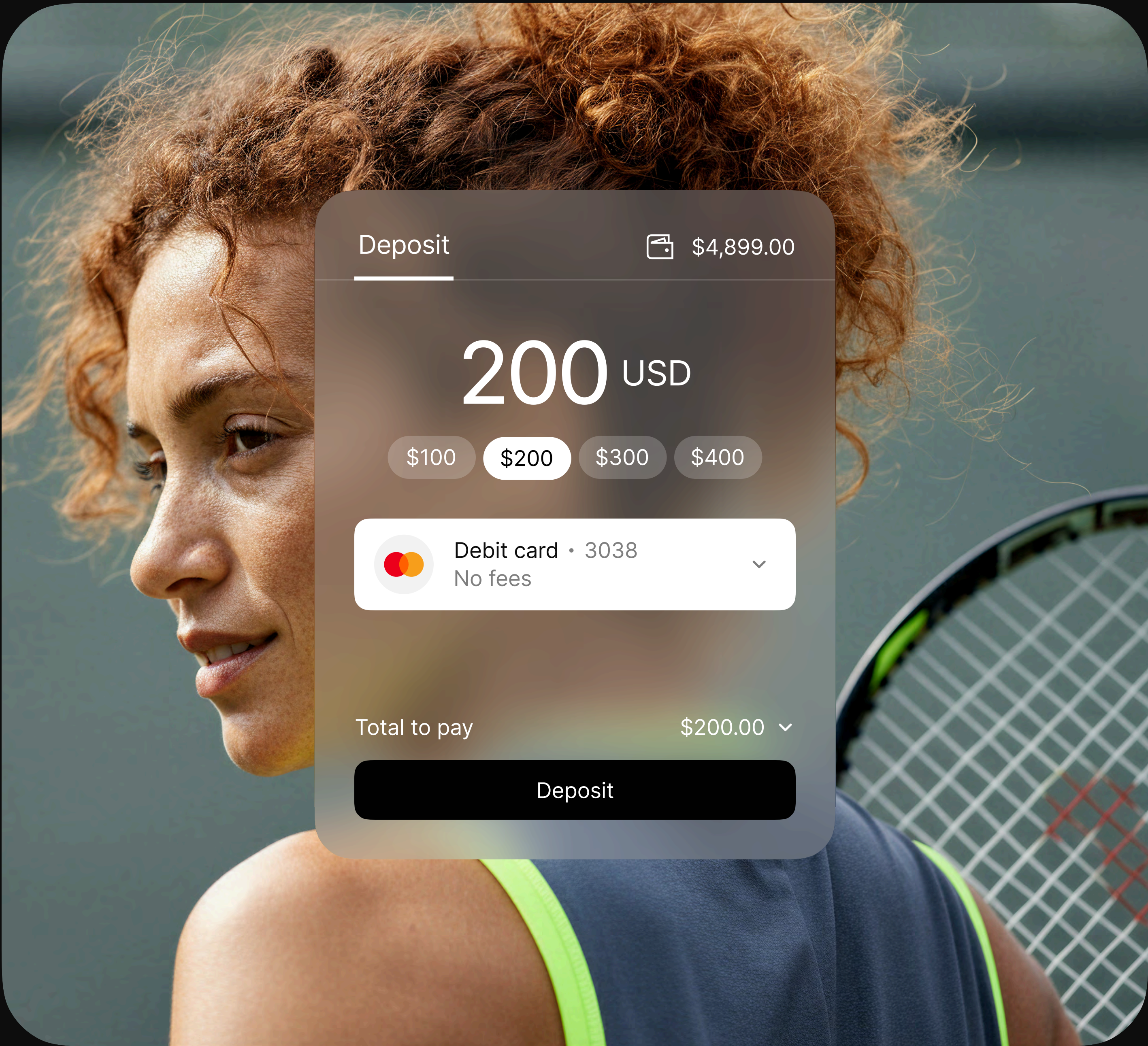


The Gaming Payments Operating Model

How large gaming merchants run global payment operations



Built for



Sportsbooks



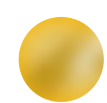
Esports



Online entertainment



Multi-brand groups



Payment teams working across markets

One layer for all payments

Large gaming merchants run payments as one operation. Payment orchestration is the layer that makes it possible, bringing every provider a business uses into a single point of management, then handling routing, optimization, and reporting across all of it.

Praxis Tech's payment orchestration platform sits between a merchant's systems and its processors, acquirers, and payment methods, connecting the entire payment stack in one place.

This playbook sets out that operating model and what it delivers, for any business taking gaming payments in more than one market or across more than one brand.

The payment needs

Wherever they operate, gaming merchants share the same transaction requirements. These recur across markets, brands, and business models, and together they define what payment infrastructure has to support.

01

Deliver experiences customers expect

Deposits and withdrawals should feel familiar in every market and keep customers engaged.

02

Offer payments on local terms

Every region pays differently, and the checkout has to carry the methods people there trust.

03

Keep pace with the roadmap

Speed to market shapes expansion plans, and the payment stack should be ready as soon as the business is.

04

Get more payments approved

More successful deposits mean more revenue from the same customer demand.

05

Ready for the peaks

Traffic spikes around fixtures, tournaments, and promotions, and the setup has to be resilient.

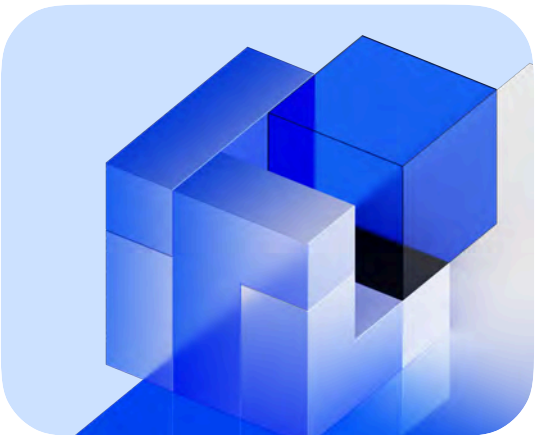
06

Know what's working

Data from every provider and geography should make the next improvement easy to spot.

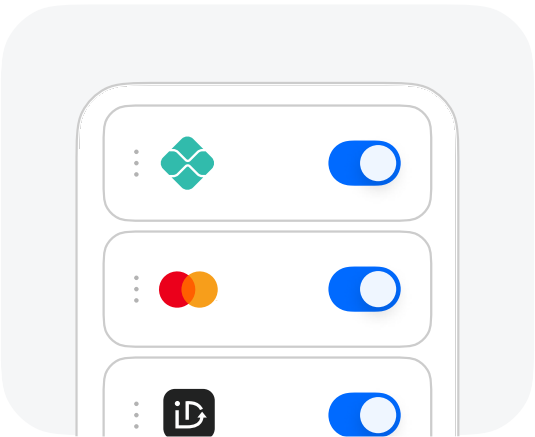
The orchestration solution

Single operating layer to manage an entire PSP ecosystem. Five capabilities carry the operation, each answering the core needs of payment teams.



One integration for every connection

- ✓ Connect once and activate pre-integrated PSPs
- ✓ Works with any technical setup through a choice of integration options
- ✓ Ongoing maintenance handled by the platform



Local coverage in every market

- ✓ Payment methods customers already use, chosen for each market
- ✓ The same access can extend to every brand in the group
- ✓ Currency conversions and FX management tools built in



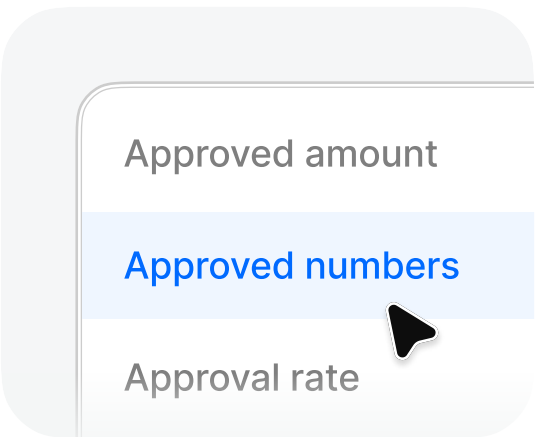
Approval optimization

- ✓ Control the routing of each transaction with automated rules
- ✓ Declined payments recovered in real time through alternative providers
- ✓ Retry options offered to customers with another method or amount



Payment experiences built for gaming

- ✓ Deposit and withdrawal pages designed around each brand's identity
- ✓ Saved payment details let returning customers pay in fewer steps
- ✓ Bonus flows updated for every promotion without development work



Data that drives decisions

- ✓ Every transaction from every provider in one reporting view
- ✓ Approval rates compared by PSP, method, and market
- ✓ AI analysis and recommendations that surface where results can improve

Entering a new market

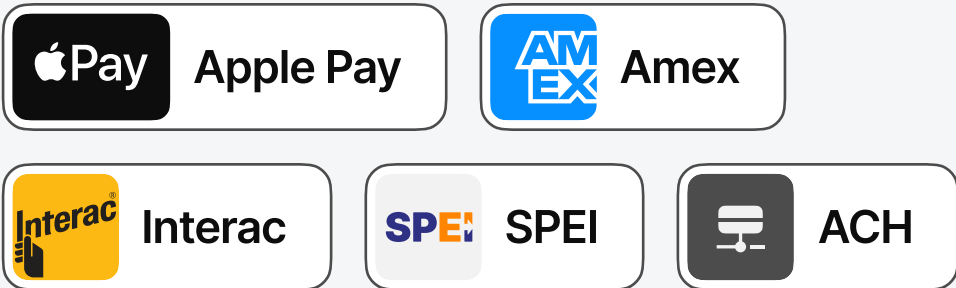
How a launch runs

- Map preferred local payment methods
- Activate PSPs and acquirers that support the market
- Set routing and recovery rules for the new region
- Localize the checkout by language, currency, and payment method
- **New market goes live**

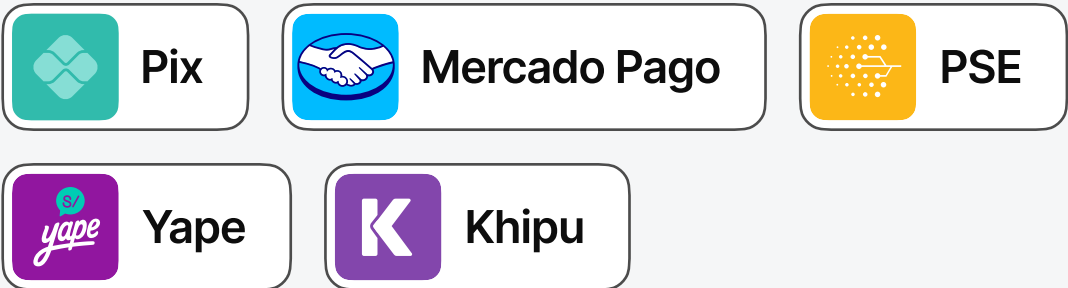
Once connected to the platform, new markets can go live through the same steps every time.

Payment methods by region

North America



South America



Europe



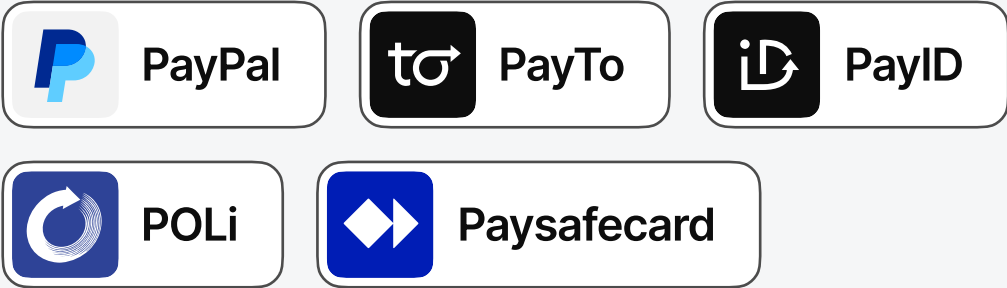
Africa



Asia



Oceania



 More available

Illustrative examples of leading payment methods by region, all supported through Praxis.

The combined results

This is what changes when payments run as one operation, for customers and for the teams behind them, with clear results for the core needs.

01

Stronger checkout conversion

More customers deposit when the payment method they want to use is supported.

02

Customers who stay

Showing the last method used and saved details on return builds trust and reduces the steps to pay.

03

Quicker to expand and simpler to run

New regions go live through configuration, and each market runs on one central platform.

04

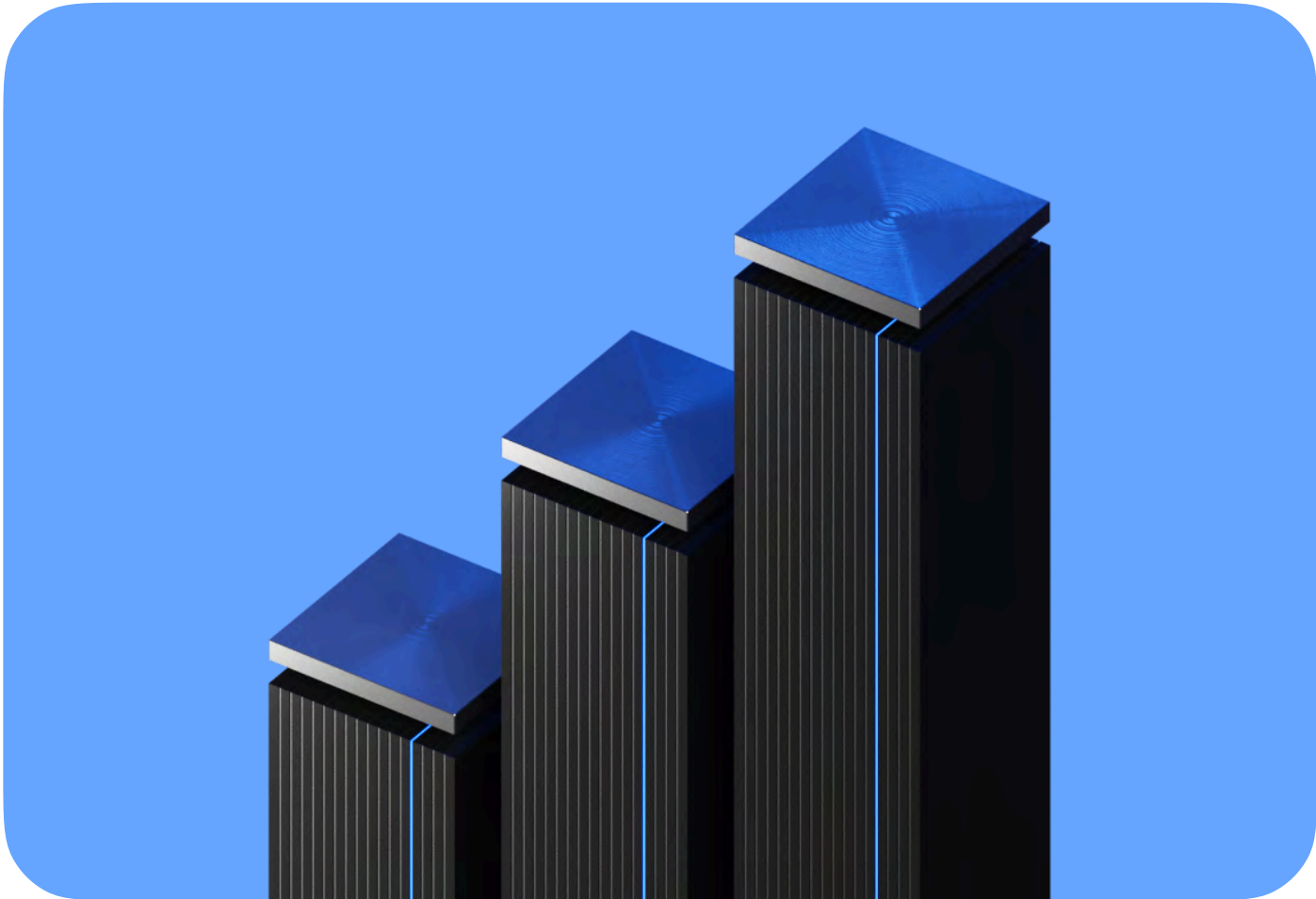
Higher approval rates

Routing and recovery turn more transaction attempts into completed payments.

05

Resilience by design

More than one PSP behind every market keeps deposits and withdrawals moving through outages.



Talk to us about your gaming payments

Book a first conversation about your setup

About Praxis

Praxis Tech is a payment orchestration platform designed to help merchants simplify and optimize their payment operations. Through a single integration, businesses can improve payment performance, recover more revenue, and support growth across multiple markets. With access to a broad network of payment providers and payment methods, merchants gain greater flexibility, visibility, and control over their global payment ecosystem.

Get in touch →