



Core of a **Powerful User Interface**

Discover the unique Bookmaker Risk Management Tool

Enjoy a competitive edge — compare your odds with the Asian handicap market, betting exchanges and major European bookmakers in real-time. Thanks to our user-friendly interface, you will know whenever your odds are higher than those on your selected key markets. The risk status of each bet is illustrated by means of a user-friendly colour coding system. It has never been easier to align your odds with the Asian betting market.

Asianmonitor offers your traders an intelligent, effective and proven back-office tool, allowing you to set the right mar-

ket price and attract more customers. Protect your business against profitable players, arbitrage betting and betting manipulation. No knowledge of Asian handicap betting is required to use Asianmonitor.

Access the risk management feature from the perspective of another desired bookmaker and track the odds monitoring of your competitors using Competitor View.

The **Bookie2Bookie** Tool

Comparison with Competitors

Thanks to the Bookie2Bookie module, you can compare your entire betting line-up with that of one or several competitors. Choose from more than 50 leading in-

ternational bookmakers and add further competitors upon request. You can use the Risk Score to check whether certain tolerance limits of your odds have been reached or exceeded for all sports.

The **Market Changes** Tool

Knowing significant Odds Changes first

Money talks. And the smart money goes to the big betting markets! Tracking odds changes on key betting markets is essential in the bookmaking business. We monitor the Asian handicap market, betting exchanges and the European betting market for you.

See who's betting on what, receive real-time notifications about dropping odds and stay informed about odds that have dropped in the last 75 minutes or Early Money (last 48 hours). All sports, all leagues, all matches.

The **Live Betting Alerts**

Realize Suspicious Live Bettings

Stop losing money on in-play betting: our outstanding Live Alerts tool has you covered! This tool highlights conspicuous or strange changes in odds during a game and triggers a real-time warning whenever live odds contradict mathematical expectations.

Excessive change warnings are triggered when odds decrease much more sharply than prior experience would suggest, while anticyclical warnings occur when odds that should be increasing based on the present mathematical conditions actually decrease instead.



Up to 33 Sports on Display

More Tools

That's not all! Discover many other options

The *Special Bets tool* enables you to monitor and compare a wealth of unusual odds that deviate from the market, including Correct Score (football, tennis), Halftime-Fulltime (football), Goalscorer (football), Cards (football), Points per Player (basketball), Player Touchdowns etc. as well as outrights such as season winners, relegators, topscorers (football), tournament winners (tennis), race winners (F1) and horse races.

The *Closed Bets tool* displays bets that have been closed or withdrawn by a significantly high number of bookmakers. Closed bets are often an indicator that exceptionally high bets have been placed on a particular outcome. The unique *Sure Bet tool* displays those games for which a sure bet could be generated from a customer's odds.

More customer-oriented tools like *Match Scheduler*, *Kick-Off-Times Check*, *Match Database* and different setting options are at your disposal.

The **Market Builder** Tool

Expand your offer and increase your sales

Market Builder is a user-friendly, intuitive tool that will significantly enhance your betting offer by pinpointing those matches that Bet365 — or other selected bookmakers — are offering, but you are missing. It also conveniently supports with the creation of initial odds for these matches (based on the Bet365 probabilities) and helps monitor the odds afterwards as well as indicating those matches in your offering that have significantly higher odds than Bet365. Market Builder will help you to expand your betting offer enormously and increase sales dramatically.

- TIME ADVANTAGE** — Fastest Asian updates in the industry
- UNIQUE TECHNOLOGY** to compare Asian handicap 2-way odds with your own 3-way odds
- SPECIAL BET TYPES** like Goalscorers, Points per Player, Touchdowns and more
- WIDEST COVERAGE** of bookmakers, sports and leagues



Do you want to learn more about the Asianmonitor? Why not set up a personal account to try out the many unique features completely free of charge and without obligation?

★
Starter

Basic Modules ¹

Starting monthly from
950 €

★★
Premium

All Modules
except Market Builder

Contact us for Personal Offer

★★★
AM·Pro

All Modules incl. Market Builder

Contact us for Personal Offer

¹ Basic Modules include Risk Management, Market Changes and Specials & Outrights