

# OBT Live: The Power of Live Service

Real-Time Data. Predictable Costs. Unlimited Flexibility.

At OBT Live, we go beyond traditional software solutions. We provide a dynamic Live Service that enables businesses to achieve ongoing success. Our unique approach blends cutting-edge AI-driven technology with expert led strategy, ensuring flexibility, agility, measurable results and seamless alignment with your business goals.

## The Magic Of Live Service

Unlike traditional SaaS offerings, our Live Service is designed to evolve with your business. We begin with an Envisioning Workshop, where we align with your strategy, KPIs and business goals. From there, we transform your vision into an actionable strategy, continuously optimising based on real user data.

## Why Choose OBT Live?



### Software-Enabled Services:

More than just software, we provide a team of industry experts who implement and optimise your strategy



### Real-Time Optimisation:

LiveOps enables swift action based on real-time data. This allows for rapid adjustments without waiting for quarterly reviews, ensuring continuous strategic optimisation.



### Predictable Costs, Unlimited Flexibility:

Our points-based model guarantees a set velocity while allowing you to adapt priorities instantly.



### Industry Experts on Demand:

Gain access to a squad of specialists, including Game Designers, CSMs and Data Experts.



### AI-Powered, Human Led:

AI drives the software, but it's our human expertise that transforms your insights into engagement strategies.

## The Points-Based System: Ultimate Flexibility with Predictable Costs

One of the biggest challenges in traditional managed services is balancing flexibility with cost predictability. OBT Live solves this with a points-based system, ensuring businesses can scale and adapt without hidden costs.

### How it Works

1.

#### **Purchase a Monthly Point Allocation**

Choose a plan and a number of points that suits your business needs.

2.

#### **Prioritise Your Backlog**

Work directly with your Customer Success Manager (CSM) to decide which initiatives should be tackled each month.

3.

#### **Flexible Execution**

Requests are assigned point values based on complexity and effort. The customer remains in control, reallocating priorities as needed.

4.

#### **Continuous Strategy Alignment**

We ensure all requests align with your pre-defined business goals and KPIs. If a request doesn't fit, we collaborate with you to refine it.

5.

#### **Ongoing Optimisation**

LiveOps enables real-time improvements, meaning adjustments can be made quickly rather than in rigid cycles.

## Benefits of the Points System

### **Predictable Costs:**

Requests are assigned point values based on complexity and effort. The customer remains in control, reallocating priorities as needed.

### **Agile & Pro-active:**

Stay ahead of market shifts, industry changes and customer behaviour in real-time.

### **Data-Driven Decision Making:**

AI and human expertise ensure every action is optimised for engagement and growth.

### **Unlimited Flexibility:**

Adjust priorities instantly without bureaucratic delays.

### **Scalability:**

Increase or decrease your point allocation as your business evolves.

## Why This Matters To You

Unlike traditional service models that rely on fixed project scopes and change requests, OBT Live's points system ensures businesses can move at the speed of opportunity. Whether it's launching a new campaign, optimising user engagement or adjusting to seasonal demand, our flexible model ensures you're always in control, without financial unpredictability.

### **Continuous Evolution. Instant Impact.**

The Live Service is designed to keep pace with your business. Whether you're expanding, shifting priorities or responding to market trends, we ensure your engagement strategy remains optimised at all times. Our teams are embedded within your operations, so there's no disconnect between planning and execution, just continuous progress and measurable impact.