

## BUSINESS INSIGHT

# Sim Bielak: “We are always looking for what’s next”

**Sim Bielak**, Suzohapp’s global president of gaming and amusement business, discusses how the company responded to the COVID-19 challenge with its new Personal Protection Line and spotlights that its turnkey solutions, together with a multitude of peripheral items, mean it is ideally placed to be a “one-stop-shop” for sports betting operators.

**Casino Review: Responding to the coronavirus pandemic, Suzohapp launched its Personal Protection Line earlier this year. Could you tell us a bit more about this?**

Sim Bielak: After the coronavirus hit there was a huge influx of personal protection products that hit the market of varying quality, consistency, pricing and relevance. The Personal Protection Line was launched to help operators sift through the noise of all of these new options to find high-quality items relevant to the gaming industry, at fair prices that would be consistently available. While most large operators have cleaning companies that they are able to source a lot of PPE-type items from, many of the smaller operations were struggling to find products in the quantities they needed at affordable prices. Not only do we offer the standard masks, gloves, sanitizer and sanitizer dispensers but our gaming specific items include separators to protect from air transmission between machines, chip cleaners, UV lights to sanitize game surfaces safely and much more.

**CR: Suzohapp is recognised for the depth of product portfolio, reflecting this, what are some of the other solutions you’re highlighting this year?**

SB: The depth of our portfolio is definitely one of our greatest strengths. This year, as with the rest of the industry, our focus is on sports betting. While there are a lot of new entrants to this market, most only exist in the digital sphere for sports betting. Alternatively, we aim to be the single source solution for hardware. Not only can we provide a multitude of peripheral items for sports betting terminals but we actually have full turnkey solutions to be that “one-stop-shop” for sports betting companies looking to keep their focus on the digital aspects and outsource the hardware elements.

**CR: In terms of day-to-day operations, how has Suzohapp responded to the logistical and social distancing challenges posed by the coronavirus pandemic?**

SB: We were very fortunate going into the pandemic to have a pandemic within our crisis plan. Additionally, with one of our manufacturing plants located in China, we had a head start in figuring out best practices to work effectively while maintaining social distancing. That being said, we’re still learning and there is a still a lot unknown that we will likely need to respond to as it seems that a second wave may be coming. The most important trait



**Supporting the industry**  
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for us, was to learn how to be flexible and to adapt. As guidelines and recommendations for how to deal with the virus are constantly changing, we have changed our processes to be more fluid so we can react to these changes. We still have a large majority of our office staff working remotely and have extensive precautions in all our warehouses to keep everyone safe. Travel is still limited so all of our sales calls, both internally and externally are all virtual. We’ve learned a great deal about what we can achieve without our regular tools and with these extra precautions so it’s likely that, even if things return to normal, we will keep a lot of our precautions and new practices in place.

**CR: As we look ahead to 2021, what will be some of your focuses for the coming year?**

SB: We are always looking for what’s next. Right now we see a lot of opportunity in finding innovative solutions for the sports betting market. Additionally, esports and home gaming are on the rise and have huge potential for the industry. We are reviewing where we could play a part in those two markets and see how we could innovate and continue to be that simplified source for those growing categories.