

Gamma LLC Discovery Meeting Transcript

Date 15 Mar 2025 – Deeva Smart (Snowflake) with Tom Chan & John Lim (Gamma LLC Group Limited)

00:00 Deeva: Good afternoon, Tom, John. Thanks for joining from Singapore. I understand Gamma LLC is looking to automate revenue data from your betting-operator partners.

00:05 Tom: Yes—today each operator emails us CSVs, Excels, PDFs, even screenshots. Our finance team spends days normalizing it.

00:12 John: And the granularity differs—some send totals by sport, others by fixture. It's painful to compare.

00:17 Deeva: Let's clarify the goal: a Snowflake platform that standardizes every file format, automates revenue share calculations, and surfaces analytics for product decisions. Sound right?

00:23 Tom: Exactly. Plus automated invoicing—right now we calculate payouts in spreadsheets.

00:27 Deeva: Understood. First step is a landing zone. Snowpipe can ingest all formats; PDFs or images go through Document AI to extract tables. We'll tag each load with operator, sport, and fixture IDs for traceability.

00:37 John: We also need customer-level slices for VIP betting analytics.

00:40 Deeva: No problem—we'll model data at four levels: customer, sport, competition, fixture. Role-based access keeps sensitive VIP data secure.

00:47 Tom: Our CFO wants a clear audit trail—timestamped loads, versioned calculations.

00:50 Deeva: Snowflake provides automatic load history and **time-travel** for seven to ninety days. Finance can reproduce any invoice snapshot.

00:57 John: What about real-time? Some partners want dashboards within an hour of match close.

01:01 Deeva: With Snowpipe Streaming we can get sub-minute ingestion. Transformation via Snowpark Python can update materialized views for BI tools every few minutes.

01:09 Tom: Technical resources are stretched. We lack heavy Snowflake expertise.

01:12 Deeva: We'll start with a two-week POC using our professional-services templates. Your analysts can handle SQL; advanced pieces—like PDF extraction—Snowflake PS or a partner can own.

01:20 John: Decision-wise, we still need to size ROI and resource effort.

01:23 Deeva: Typical process: evaluate manual pain points, map technical requirements, run POC, then build ROI model. We'll help quantify manual hours saved and error-rate reduction.

01:31 Tom: Competitive options are custom Postgres scripts or Redshift, but we'd rather not manage infra.

01:34 Deeva: Snowflake is fully managed; scaling is automatic. Query performance and storage compression will beat DIY Postgres, and cross-format ingestion is built-in.

01:41 John: Concerns: bandwidth—product team is busy—and costs.

01:44 Deeva: We'll phase the rollout: start with top-three operators and two sports. That contains cost and resource demand. Compute bills track actual usage, and we can show cost per invoice run.

01:52 Tom: Success metrics: cut manual processing time by 80 %, improve data granularity,

and surface revenue trends by sport.

01:56 Deeva: Captured. After POC we'll benchmark time-savings and accuracy lift.

02:00 Tom: Next steps?

02:01 Deeva: • Draft architecture diagram (ingest, staging, curated, invoice layer).

- List source formats per operator.
- Kick off POC April 1; Dan and Rich from our side will co-lead.
- Define KPI baseline with your finance team.

02:12 John: We'll assemble sample files and availability of our BI analyst.

02:15 Deeva: Perfect. I'll send a recap deck and a resource-matrix tomorrow. Appreciate your time.

02:19 Tom: Thanks, Deeva. Excited to automate this at last.

02:21 John: Likewise—talk soon.

Info Captured Outside Today's Conversation

Company Overview – **Gamma LLC Group Limited** collects, analyzes, and distributes sports data; partners with leagues, betting operators, and media; offers live data feeds, betting tech, streaming; helps operators manage revenue streams.

Additional Business Goals – reduce ops cost via automation, improve compliance, real-time revenue insights, optimize pricing, support regulatory reporting.

Typical Pain Points (to validate) – data quality inconsistencies, delayed revenue recognition, limited audit trail, scaling manual processes, regulatory reporting challenges.

Buyer & Influencer Titles – Economic buyers: CFO, Head Finance, Director Revenue Ops, CTO, Head BI. Influencers: Finance Managers, Data Engineers, Business Analysts, Product Managers, Account Managers, Rev Ops Managers.

Decision Criteria (to validate) – total cost of ownership, implementation timeline, security/compliance, support & maintenance, integration with existing systems.

Success Metrics (to validate) – ROI on automation, error-reduction rate, revenue-cycle time, customer-satisfaction lift, reporting-accuracy improvement.

Competitive Landscape – Alternatives: custom scripts, traditional DWs, Apache-based solutions, Excel/manual, BI platforms.

Concerns – technical skill gaps, resource bandwidth, competing priorities, cost implications.

Next Steps (agreed) – architecture draft, source-format inventory, POC kickoff target 1 Apr 2025, KPI baseline definition.