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IMPLEMENTATION GUIDE

# End-to-End Go Live Plan


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Complete Launch Roadmap for All Customer Types

- Technical Founders
- Non-Technical Founders
- Platform Migration

Version 1.0

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# 1. Type A: Technical Founders with Dev Team

## Profile

- Has in-house developers (2-5 engineers)
- Already has contracts with Evolution, Adyen
- Wants full control, willing to build frontend
- Has Fast Track CRM subscription

## 1.1 Business Flow

Week	Business Milestone	Owner	Dependencies
<b>Week -2</b>	Sign NeoStrike contract (Startup tier: EUR 0/mo + 2.5% GGR)	Founder	Gaming license, Fast Track contract
<b>Week -1</b>	Provide credentials: Evolution API keys, Adyen merchant account	Founder	Active provider contracts
<b>Day 1</b>	NeoStrike backend deployed, APIs live	NeoStrike	-
<b>Day 2-7</b>	Dev team tests APIs, builds custom frontend	Dev Team	NeoStrike API docs
<b>Week 2</b>	Internal QA, configure Auto Duty of Care thresholds	Founder + Dev Team	-
<b>Week 3</b>	Regulatory pre-launch checks (UKGC/MGA)	Compliance Officer	NeoStrike audit reports
<b>Week 4</b>	Soft launch (beta testers, friends & family)	Founder	Marketing assets ready
<b>Week 5</b>	Public launch, marketing campaigns	Founder	Domain, payment methods live

**Week 6+**

Monitor GGR, optimize  
payment approval rates

Founder

NeoStrike Tenant Portal

**Time to First Player Bet**

**4-5 weeks**

## 1.2 Technical Flow

### DAY 1-2: Backend Deployment (NeoStrike handles)

Founder provides credentials via Tenant Portal

- **Evolution:** Casino Key + API Token
- **Adyen:** Merchant Account + API Key
- **Fast Track:** API URL + Credentials

**NeoStrike deploys:**

- Vercel Edge Functions (<https://api.customer.neostrike.io>)
- Supabase PostgreSQL (multi-tenant schema with RLS)
- CloudAMQP RabbitMQ (durable queues for Fast Track)
- Upstash Redis (session cache, rate limiting)

**APIs available:**

```
POST /api/v1/debit      (place bet)
POST /api/v1/credit     (win payout)
GET  /api/v1/balance    (check balance)
POST /api/v1/deposit    (add funds via Adyen)
POST /api/v1/withdraw   (request withdrawal)
GET  /api/v1/games/catalog (list games)
POST /api/v1/games/{id}/launch (get game URL)
```

### WEEK 1: Frontend Development (Dev Team builds from scratch)

Option 1: Fork NeoStrike Reference Frontend (faster)

## 1. Type A: Technical Founders with Dev Team

### Quick Start

```
$ npx @neostrike/create-casino acme-casino
$ cd acme-casino
$ npm install

# Customize branding in theme.config.js
# Deploy to Vercel
```

### Option 2: Build Custom Frontend (more control)

### Custom Integration

```
$ npm install @neostrike/sdk

// Use React hooks in custom components
import { useBalance, useGames } from '@neostrike/sdk';

function GameLobby() {
  const { games, loading } = useGames({ provider: 'evolution' });
  // Build custom UI
}
```

### Integration Points:

1. **Auth:** Login/Register - Store player\_id
2. **Wallet:** useBalance() - Display balance
3. **Game Lobby:** useGames() - Show game grid
4. **Game Launch:** Launch game in iframe
5. **Deposit:** Redirect to Adyen checkout
6. **Auto Duty of Care:** Show alert modals from API responses

## WEEK 2: Testing & Configuration

### Dev Team tests:

- Deposit flow (Adyen test cards)
- Bet/Win cycle (Evolution test environment)
- Auto Duty of Care triggers (simulate prolonged session)

- Fast Track events (verify RabbitMQ delivery)

**Founder configures via Tenant Portal:**

- **Auto Duty of Care thresholds:** Affordability limit: EUR 1,000/30 days; Session time warning: 90 minutes; Velocity spike: 3x baseline
- **Payment routing rules:** Primary: Adyen (Europe); Fallback: Stripe (if Adyen declines)
- **Fast Track event filters:** Send all events except LOGIN

Backend:	0 hours (NeoStrike handles)
Frontend:	80-120 hours (2 devs, 1 week full-time)
Testing:	20-40 hours
Configuration:	4-8 hours
Time to production:	4-5 weeks (including compliance approval)

## 2. Type B: Non-Technical Founders

### Profile

- No developers in-house
- Has gaming license + contracts (Evolution, Adyen, Fast Track)
- Wants turnkey solution, minimal customization
- Willing to use reference frontend as-is

### 2.1 Business Flow

Week	Business Milestone	Owner	Dependencies
Week -2	Sign NeoStrike contract (Startup tier: EUR 0/mo + 2.5% GGR)	Founder	Gaming license, Fast Track contract

## 2. Type B: Non-Technical Founders

<b>Week -1</b>	Provide credentials to NeoStrike support via email	Founder	Active provider contracts
<b>Day 1</b>	NeoStrike backend deployed, APIs live	NeoStrike	-
<b>Day 2</b>	NeoStrike support deploys reference frontend with founder's branding	NeoStrike Support	Logo, brand colors provided
<b>Day 3-5</b>	Founder reviews staging site, requests minor tweaks	Founder	-
<b>Week 2</b>	NeoStrike support applies tweaks, redeploys	NeoStrike Support	Founder approval
<b>Week 2</b>	Founder configures Auto Duty of Care via Tenant Portal (guided tutorial)	Founder	-
<b>Week 3</b>	Regulatory pre-launch checks (UKGC/MGA)	Founder (with NeoStrike compliance docs)	-
<b>Week 3</b>	Soft launch (friends & family)	Founder	Domain live
<b>Week 4</b>	Public launch	Founder	Marketing ready

### Time to First Player Bet

3-4 weeks

## 2.2 Technical Flow

### DAY 1: Backend Deployment (NeoStrike handles 100%)

Founder emails credentials to support@neostrike.io

■ **Evolution:** Casino Key + API Token

- **Adyen:** Merchant Account + API Key
- **Fast Track:** API URL + Credentials
- **Logo:** PNG, transparent background
- **Brand colors:** Hex codes

### NeoStrike Support Team (same day):

- Creates tenant in NeoStrike platform
- Deploys Vercel backend (<https://api.acme.neostrike.io>)
- Configures game providers in Tenant Portal
- Tests connections (Evolution, Adyen, Fast Track)
- Sends founder login to Tenant Portal

**APIs Live Within 4-6 Hours**

## DAY 2: Frontend Deployment (NeoStrike Support Team)

### Support Team scaffolds reference frontend:

```
$ npx @neostrike/create-casino acme-casino
```

### Apply branding (theme.config.js):

```
logo: '/assets/acme-logo.png'
colors: {
  primary: '#FF6B35', // Founder's brand color
  secondary: '#004E89'
}
fonts: {
  heading: 'Montserrat',
  body: 'Inter'
}
```

### Deploy to Vercel:

- Staging: <https://acme-staging.vercel.app>
- Send staging link to founder for review



**Founder reviews staging site:**

- Game lobby shows Evolution/Pragmatic/NetEnt games
- Wallet UI matches brand colors
- Terms & conditions placeholder (founder provides copy)

**DAY 3-5: Revisions & Tweaks (NeoStrike Support)**

**Founder requests changes via Tenant Portal ticketing:**

- Change primary color to #FF5722
- Add custom landing page hero image
- Update terms & conditions copy

**Support Team:**

- Makes changes in theme.config.js
- Adds terms & conditions content
- Redeploys to staging
- Sends updated link

Founder approves - Move to production deployment

**WEEK 2: Configuration (Founder via Tenant Portal GUI)**

**Founder logs into Tenant Portal (no-code UI):**

**Step 1: Auto Duty of Care Configuration**

- Toggle ON: Affordability checks (EUR 1,000 limit)
- Toggle ON: Session time alerts (90 minutes)
- Toggle ON: Chasing losses detection

*[Guided tutorial walks through each setting]*

**Step 2: Payment Routing Rules**

- Primary: Adyen (all regions)
- Fallback: Stripe (if Adyen declines)

- Auto-retry: Enabled (3 attempts)

### Step 3: Fast Track Event Mapping

- Send all events to Fast Track
- Test event delivery (sends test event)
- Verify in Fast Track dashboard

### Step 4: Domain Configuration

- Custom domain: acme-casino.com
- SSL: Auto-provisioned by Vercel
- DNS: Add CNAME record (guided instructions)

### Total Configuration Time

**2-3 hours** (with guided tutorials)

Backend:	0 hours (NeoStrike handles)
Frontend:	0 hours (NeoStrike deploys reference template)
Customization:	4-6 hours (provide branding, review staging)
Configuration:	2-3 hours (Tenant Portal GUI, no coding)
Testing:	2-4 hours (guided by NeoStrike support)
Time to production:	3-4 weeks (including compliance approval)

### Cost to Founder

- NeoStrike: EUR 0/month + 2.5% GGR
- Vercel hosting: EUR 0 (included)
- Domain: EUR 15/year

**Total upfront: ~EUR 15**

## 3. Type C: Small Operators Transitioning from Another Platform

### Profile

- Currently on Softswiss/EveryMatrix white-label
- Has 1,000 active players, EUR 50K GGR/month
- Wants to reduce costs (30% white-label fee to 2% NeoStrike fee)
- Already has Evolution, Adyen, Fast Track contracts
- Needs player data migration

### 3.1 Business Flow

Week	Business Milestone	Owner	Dependencies
<b>Week -4</b>	Sign NeoStrike contract (Growth tier: EUR 2.5K/mo + 2% GGR)	Operator	Decision to migrate
<b>Week -3</b>	Export player database from old platform	Operator	CSV export feature
<b>Week -2</b>	NeoStrike Support imports player data to Supabase	NeoStrike Support	Player CSV provided
<b>Week -1</b>	Provide credentials (Evolution, Adyen, Fast Track)	Operator	Same contracts as before
<b>Day 1</b>	NeoStrike backend deployed, player data live	NeoStrike	-
<b>Day 2-5</b>	NeoStrike Support deploys frontend matching old platform's look	NeoStrike Support	Screenshots of old site
<b>Week 2</b>	Parallel run: Old + New platform side-by-side	Operator	Verify data consistency

### 3. Type C: Small Operators Transitioning from Another Platform

<b>Week 3</b>	Migrate 10% of players to new platform (pilot)	Operator	Email instructions	migration
<b>Week 4</b>	Migrate remaining 90% of players	Operator	-	
<b>Week 5</b>	Decommission old platform	Operator	All players migrated	
<b>Week 6+</b>	Monitor cost savings (EUR 15K/month saved on white-label fees)	Operator	NeoStrike Tenant Portal	

#### Time to Migration Complete

5-6 weeks

## 3.2 Technical Flow

### WEEK -3 to -1: Migration Preparation

Operator exports data from Softswiss:

players.csv

player\_id, email, balance, currency, kyc\_status, registration\_date

transactions.csv

transaction\_id, player\_id, type, amount, timestamp, game\_id

Operator provides to NeoStrike Support:

- Player CSV files
- Screenshots of old frontend (to match look & feel)
- Logo, brand assets
- Terms & conditions copy

## WEEK -1: NeoStrike Backend Deployment + Data Import

### NeoStrike Support Team:

#### Step 1: Deploy backend infrastructure

- Vercel Edge Functions
- Supabase PostgreSQL (with custom schema for operator)
- RabbitMQ, Redis

#### Step 2: Import player data

```
$ node scripts/import-players.js players.csv

# Creates player records in Supabase:
# - Preserves original player_ids (for continuity)
# - Imports balances
# - Sets up accounts for 1,000 players
# - Migrates KYC status
```

#### Step 3: Historical transaction import (optional)

```
$ node scripts/import-transactions.js transactions.csv

# Imports transaction history for compliance audit trail
```

#### Step 4: Configure providers

- Evolution: Same API keys as before
- Adyen: Same merchant account
- Fast Track: Same CRM instance

#### Result

Zero disruption to provider relationships

## WEEK 1: Frontend Deployment (Match Old Platform)

### NeoStrike Support deploys reference frontend:

```
$ npx @neostrike/create-casino operator-casino
```

### Customize to match old Softswiss frontend:

- Copy theme colors from screenshots
- Match layout (game grid, wallet drawer position)
- Import logo and brand assets
- Replicate navigation structure

#### Goal

Players see familiar interface (minimize friction)

### Deploy to:

- Staging: <https://operator-new.vercel.app>
- Send to operator for review

### Operator reviews:

- Looks identical to old platform
- All 847 games showing
- Wallet UI matches old design

## WEEK 2: Parallel Run (Old + New Platform Side-by-Side)

### Setup:

- Old Platform: <https://operator-casino.com> (still live)
- New Platform: <https://operator-new.vercel.app> (staging)

### Operator tests new platform:

- Login with real player accounts (credentials work)
- Balances match old platform exactly

### 3. Type C: Small Operators Transitioning from Another Platform

- Place test bets (Evolution games work)
- Test deposits/withdrawals (Adyen works)
- Verify Fast Track events (RabbitMQ working)

#### Data consistency check:

- Export balances from old platform
- Compare with new platform (Supabase query)
- Discrepancies: 0 (perfect match)

## WEEK 3: Pilot Migration (10% of players = 100 players)

#### Operator selects pilot group:

- 100 VIP players (high activity)

#### Send email:

Subject: Upgraded Platform Now Available

We've upgraded to a new platform with faster loading, better game selection, and improved wallet features.

New URL: <https://operator-new.com>

Login: Same username/password as before

Balance: Automatically transferred

Your balance: EUR 1,234.56

Try it now

#### Pilot players login to new platform:

- Authentication works (same credentials)
- Balance matches old platform
- Game lobby shows all Evolution/Pragmatic/NetEnt games
- Can place bets immediately

#### Operator monitors for 1 week:

- Player satisfaction: 95% (via survey)
- Technical issues: 0 critical bugs

### 3. Type C: Small Operators Transitioning from Another Platform

- Payment approval rate: 99.2% (better than old 91%)
- Auto Duty of Care working correctly

## WEEK 4: Full Migration (Remaining 900 players)

### Operator sends email to all remaining players:

Subject: Platform Upgrade Complete - Action Required

We've completed our platform upgrade. Please switch to the new platform to continue playing.

Old platform will be decommissioned on Feb 28, 2026.

New URL: <https://operator-casino.com> (same domain!)

Login: Same credentials as before

Balance: Already transferred

Switch now

### DNS cutover:

- Day 1: operator-casino.com points to new platform (Vercel)
- Day 2: Old platform URL shows redirect message
- Day 3-7: Monitor player logins

### Results after 1 week:

- 850 players migrated (85%)
- 50 players inactive (no action needed)
- 0 players with technical issues

## WEEK 5: Decommission Old Platform

### Operator:

- Exports final audit trail from old platform
- Cancels Softswiss white-label subscription
- Decommissions old infrastructure



### Cost Savings Calculation

#### Old monthly cost:

Softswiss white-label: EUR 15,000/month (30% of EUR 50K GGR)

#### New monthly cost:

NeoStrike: EUR 2,500 + EUR 1,000 (2% of EUR 50K GGR) = EUR 3,500/month

**Monthly savings: EUR 11,500 (77% reduction)**

**Annual savings: EUR 138,000**

## WEEK 6+: Post-Migration Monitoring

### Operator monitors via Tenant Portal:

- GGR: EUR 50K/month (stable, no drop from migration)
- Payment approval rate: 99.2% (improved from 91%)
- Player churn: 2% (normal, not migration-related)
- Auto Duty of Care triggers: 15 players/month (working correctly)
- Fast Track campaigns: Active, no disruption

### New capabilities enabled:

- Game Catalog API: Can now add games without provider help
- Auto Duty of Care: More sophisticated than old platform
- Payment orchestration: Better approval rates
- Lower costs: EUR 11.5K/month savings

Planning:	4-8 hours (export data, document current setup)
Data migration:	0 hours (NeoStrike Support handles)
Frontend deployment:	0 hours (NeoStrike Support handles)
Testing:	8-12 hours (parallel run, pilot group)
Player communication:	4-6 hours (email campaigns)
Monitoring:	4-8 hours/week (ongoing)
Time to migration complete:	5-6 weeks

Cost Impact

- Old: EUR 15K/month (30% of EUR 50K GGR)
- New: EUR 3.5K/month (EUR 2.5K + 2% of EUR 50K GGR)

Savings: EUR 11.5K/month (EUR 138K/year)

# 4. Summary Comparison

Customer Type	Time to Launch	Effort Required		Upfront Cost	Monthly Cost (EUR 50K GGR)
Type A (Technical)	4-5 weeks	100-160	hours (dev team)	EUR 0	EUR 1,250 (2.5% GGR)
Type B (Non-Technical)	3-4 weeks	8-15	hours (founder)	EUR 15 (domain)	EUR 1,250 (2.5% GGR)
Type C (Migration)	5-6 weeks	20-40	hours (operator)	EUR 0	EUR 3,500 (EUR 2.5K + 2% GGR)

##### Key Insight

Type B (non-technical) actually launches **fastest** because they use the turnkey solution with NeoStrike Support handling everything. Type A takes longer because devs want to customize. Type C takes longest due to migration complexity.