

## Leading software provider EveryMatrix signs partnership agreement with Wiraya to develop strategic commercial network

London, UK, 15th of July 2019, International software provider EveryMatrix has signed a partnership agreement with Wiraya, which will support commercial expansion for both businesses in the iGaming industry. The new partnership brings together EveryMatrix's premium offering and client network with [Wiraya's Mobile Customer Activation solution](#).

"EveryMatrix has always strived to offer the very best technology available to its clients and the new partnership with Wiraya will support us in our efforts. By using Wiraya's solution across the player lifecycle, we can now facilitate superior player engagement to our operators." **comments Kiril Nestorovski, Head of Sales at EveryMatrix.**

"One of our fundamentals is to always be a flexible and agile partner to our clients across sports and casino, which means that we have a responsibility to find or develop the best solutions available for their needs." **continues Nestorovski.**

"Wiraya has some ambitious growth plans, and to achieve these objectives, strategic partnerships with some of the biggest brands in the industry will be key." **says Patrik Eriksson, Wiraya's Partnership Manager for iGaming.**

"From the beginning of our discussions, EveryMatrix recognised the potential value here for their customers, as all major operators are now really understanding the benefits of focussing on customer experience. This means taking active steps to engage with players throughout the entire player lifecycle, to address the critical challenge of customer loyalty." **adds Eriksson.**

How can engage with your players? [Click here.](#)

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**About EveryMatrix:**

EveryMatrix delivers a modular and API driven product suite including a market leading one-stop shop casino content aggregator and integration platform, a cross-product bonusing engine, a fully managed sportsbook and sport data services, a stand-alone payment processing product, and a multi-brand affiliate/agent management system.

To offer the services required by operators, the EveryMatrix products work together as an entire platform or independently and can be easily integrated with existing platforms to accommodate different types of clients from bookmakers to lotteries and, from existing large operations to newcomers.

Learn more at [www.everymatrix.com](http://www.everymatrix.com).

**About Wiraya:**

Wiraya is an Automated Customer Interaction software that dramatically improves your customer experience KPIs. The fully managed solution generates the optimum blend of voice, text and gamification to inspire action from your players. Started in Sweden in 2008, Wiraya now has a presence in Stockholm, Malta and London, working across industries with a number of Europe's largest brands as clients. Wiraya has processed over 100 million interactions to date.

Find out more at: <http://go.wiraya.com/everymatrix>