

Gaming Technology Leader Levels Up Customer Engagement with Tenon Marketing Automation + ServiceNow CRM



The Challenge

As one of the largest gaming technology companies in the world, Novomatic operates across 45 countries and exports high-tech gaming equipment to more than 130 markets.

With such a global footprint, managing customer engagement across diverse markets presented growing complexity. Data was spread across multiple systems for marketing, sales, and service, making it difficult to deliver personalized player experiences, optimize promotions, and measure performance across the entire customer journey.

The Solution

After evaluating alternative solutions such as Microsoft Dynamics, Novomatic selected ServiceNow CRM and Tenon Marketing Automation to unify marketing, sales, and service within a single platform.

This transformative approach consolidates workflows across the full customer lifecycle, eliminating data silos and providing a real-time, 360° view of every player and partner interaction.

The Impact

The adoption of Tenon and ServiceNow enables Novomatic to:

- Replace disconnected tools with a unified platform
- Deliver personalized, behavior-driven campaigns at scale
- Accelerate speed-to-market for new games and promotions
- Gain full transparency across player engagement, sales, and service performance

By connecting Tenon's native marketing automation with ServiceNow CRM, Novomatic has built a future-ready engagement ecosystem—one that combines automation, analytics, and compliance to deliver personalized, connected experiences to players worldwide.

At a Glance

- Company: NOVOMATIC AG Group
- Industry: Gaming & Entertainment
- Revenue: ~EUR 3.5 billion (2024)
- Presence: 45 countries | 1,400 gaming facilities
- Employees: 20,000+

Challenges

- Legacy systems and manual processes
- Siloed front-office functions
- Limited scalability and visibility

Benefits

- Modern, SaaS-based CRM platform
- Alignment of billing, sales, customer service, and marketing automation
- Personalized, data-driven customer engagement
- Future-proof foundation for rapid growth

Contact

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