



PLAY N[↑]RTH

Case Study

Strengthening AML Compliance Through Automated Transaction Monitoring

Contact

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ABOUT PLAYNORTH

Founded in 2018, Play North has grown from a small startup into a recognised operator within the regulated iGaming industry. From the outset, the company has focused on building a sustainable business by expanding exclusively into licensed and regulated markets, obtaining key regulatory approvals including the Malta Gaming Authority (MGA) license and becoming one of the first operators to secure a license in the Netherlands.

As the business has expanded across multiple jurisdictions, compliance and Responsible Gaming have become fundamental pillars of its operating model. Play North views regulatory compliance not simply as a licensing requirement, but as a strategic commitment that underpins player protection, operational integrity, and long-term business growth.

Operating several successful gaming brands, Play North continues to invest in technologies and processes that strengthen its compliance framework, enhance risk management, and support evolving regulatory obligations. This commitment enables the company to provide a safe, transparent, and responsible gaming experience while maintaining the agility required to grow within highly regulated markets.

Today, Play North continues to expand its presence with a growing international team, remaining focused on delivering exceptional player experiences built on trust, responsibility, and regulatory excellence.

As Play North continued to grow across regulated markets, so too did the complexity of its compliance obligations. Scaling operations while maintaining robust AML controls, responsible gaming measures, and regulatory oversight required a technology platform capable of supporting both operational efficiency and evolving compliance requirements.

Customer - Play North
Website - playnorth.com
Industry - Online Gaming
Partner - ComplyRadar
Location - Malta and Estonia

WHAT PROMPTED **PLAY NORTH** TO LOOK FOR AN AML AND TRANSACTION MONITORING SOLUTION?

Play North sought an advanced AML and risk management platform to strengthen its compliance framework and support the increasing operational and regulatory demands of the online gaming industry. The company needed a solution capable of automating transaction monitoring, risk assessment, responsible gaming controls, and investigative workflows, while maintaining a clear and auditable compliance process across all customer activities.

The objective was not only to improve efficiency through automation but also to provide compliance teams with better visibility into customer behaviour, transactional patterns.

DID PLAY NORTH EVALUATE OTHER VENDORS BEFORE SELECTING **COMPLYRADAR**?

Play North evaluated solutions capable of meeting both AML and Responsible Gaming requirements before selecting ComplyRadar.

WHAT WERE THE PRIMARY OBJECTIVES OF THE PROJECT?

The primary objectives were to:

- Strengthen AML monitoring.
- Enhance Responsible Gaming oversight.
- Improve customer risk assessment.
- Centralise investigations through Case Management.
- Increase automation across compliance processes.





SOFTWARE SELECTION AND FEATURES

Play North selected ComplyRadar as a centralised platform to strengthen and automate its AML and compliance operations.

The implementation included:

- AML Transaction Monitoring
- Responsible Gaming
- Case Management
- Timeline View
- Historical Transaction Analysis
- Definitions Library
- Risk Scoring

ComplyRadar integrates with Play North's existing systems through APIs, enabling the efficient exchange of customer and transactional data and supporting established compliance workflows.

The implementation improved operational efficiency and automation, enhanced AML monitoring and customer risk visibility, streamlined investigations, and centralised compliance records and audit trails supporting Play North's ongoing regulatory requirements.

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Our partnership with ComplyRadar has been built on collaboration, transparency, and a shared commitment to maintaining the highest standards of compliance.

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From the initial implementation through to the continuous refinement of the platform, the ComplyRadar team has demonstrated a strong understanding of our operational and regulatory requirements, working closely with us to deliver a solution that continues to evolve alongside our business.

IMPLEMENTATION PLAN



Phase 1 - Core Platform & AML Foundation

The first phase focused on establishing the core compliance infrastructure by deploying the ComplyRadar platform and configuring its key AML capabilities. This included the implementation of AML transaction monitoring, Risk Scoring, Definitions Library, Historic Transactions, Timeline, Open-Source Screening, and Case Management.

During this stage, Play North and the ComplyRadar team worked closely to configure detection scenarios, define risk parameters, integrate data sources, and validate system performance.

Comprehensive testing ensured the platform was accurately identifying suspicious activity, supporting investigations, and providing a centralised environment for case management and regulatory reporting. This phase established a scalable compliance framework capable of supporting Play North's growing operational and regulatory requirements.



Phase 2 - Compliance Optimisation & Operational Readiness

Building on the core AML deployment, the second phase focused on refining the existing compliance environment to align ComplyRadar more closely with Play North's operational processes and regulatory requirements. Monitoring rules, risk parameters, and workflows were reviewed and calibrated to improve the accuracy of risk identification, strengthen investigative processes, and support more efficient handling of compliance activities.

User Acceptance Testing (UAT) was carried out to validate system functionality, data flows, reporting, workflows, and overall user experience before full deployment. This phase also provided an opportunity to fine-tune the platform based on feedback from Play North's compliance and operational teams, ensuring that the solution was practical, intuitive, and aligned with day-to-day requirements.

The successful completion of this phase resulted in a fully operational compliance environment combining AML transaction monitoring, risk assessment, case management, historical transaction analysis, and supporting compliance tools within a single platform. This provided Play North with greater visibility across its compliance activities, stronger operational controls, and a scalable foundation for the continued development of its compliance framework.

ComplyRadar is primarily used across the following Play North teams:

Compliance | Responsible Gaming | Risk & Fraud | Operations

Throughout the implementation, Play North's IT, Compliance and Responsible Gaming teams worked closely with ComplyRadar to configure system integrations, monitoring rules, risk parameters and operational workflows. Their involvement continued across both implementation phases, supporting testing, refinement and User Acceptance Testing (UAT) to ensure the platform was aligned with Play North's operational and compliance requirements.

CONCLUSION AND WAY FORWARD

ComplyRadar continues to work closely with Play North to refine configurations, optimise monitoring scenarios, enhance workflows, and support the company's evolving regulatory and business requirements.

The ongoing expansion of the platform, including the implementation of Responsible Gaming capabilities and the AI-powered chat assistant, further strengthens Play North's compliance, risk management, investigative, and operational capabilities. The AI-powered chat assistant provides an intuitive way for users to interact with the ComplyRadar platform and access relevant insights, helping teams find information faster and work more efficiently in their day-to-day compliance activities.

Together, these enhancements provide Play North with a more streamlined, scalable, and intelligent compliance environment, supporting its continued growth while maintaining a strong focus on regulatory oversight and responsible operations.

*As Play North grows,
we look forward to
strengthening this
partnership further and
continuing to enhance our
compliance capabilities
together.*



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WHO WE ARE

ComplyRadar is a comprehensive, real-time transaction monitoring and compliance platform that helps financial institutions, payment processors, and other regulated businesses automate and manage AML, fraud prevention, and regulatory compliance requirements.

By combining advanced technology with regulatory expertise, ComplyRadar streamlines compliance operations, strengthens risk oversight, and enables more efficient and effective decision-making.

