



How Betsson Turned Procurement into a Safe Bet for Business

Vertical

Sports Betting & Gaming Software




Location

Stockholm, Sweden, with operations under multiple international licenses

Size

- €1.4 billion
- 1.3 million active customers across several brands
- ~3,000 employees

Featured Product Families

-  JAGGAER One Platform
-  Contracts
-  Supplier Intelligence

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Executive Summary

Betsson Group is one of the world’s top 10 global iGaming companies, with a market value of €1.4 billion and more than 1.3 million active customers. As the business continued to expand its global footprint, Betsson recognized the need to evolve procurement into a more strategic, data-driven function.

Under the leadership of Procurement Director Fabio Palusci, Betsson initiated a transformation program designed to modernize processes, introduce stronger controls, and give business stakeholders more transparency. JAGGAER’s digital procurement solutions were selected to support this program and to help streamline procurement activities across the budget-to-pay lifecycle.

The outcome is a more connected and efficient procurement environment, with improved financial oversight, better collaboration, and stronger foundations for the Group’s continued global expansion.

The Challenge: Overspending and Lack of Transparency

Operating across 24 jurisdictions with strict licensing requirements, Betsson required stronger visibility and more consistent processes to safeguard compliance and support operational speed.

- Key challenges included:
- Limited real-time budget visibility, increasing overspend risk
 - Manual processes in contract, supplier and invoice management



“Procurement can be more than a gatekeeper. With JAGGAER supporting our digital workflows, we have strengthened our ability to create business value.”

Fabio Palusci, Procurement Director, Betsson Group

Why JAGGAER

JAGGAER One is an intelligent source-to-pay and supplier collaboration platform, and the catalyst for enhancing human decision-making to accelerate business outcomes. Betsson Group leveraged JAGGAER’s eProcurement, a fully integrated, end-to-end comprehensive and configurable procurement marketplace that ensures adoption, to improve governance and eliminate maverick spending.

- Inconsistent documentation storage and follow-up
- The need for clearer governance to maintain compliance and audit readiness

These inefficiencies risked slowing a business where fast go-to-market execution is essential. “In our industry, the ROI of a new campaign can be decided in a matter of days,” says Palusci. “Without speed and compliance, the business can’t succeed.”

The Solution: A Structured Digital Transformation

A conversation with a senior director reinforced the need for fundamental change.

Palusci initiated a structured transformation towards a more consistent, transparent, and scalable procurement model.

Betsson evaluated several procurement platforms through a formal RFP process and selected JAGGAER due to its ability to support end-to-end budget-to-pay processes. The platform offered a unified workflow that aligned with Betsson’s objectives for stronger governance, clearer visibility, and reduced reliance on manual tools.

“Excel sheets are out of date the moment you save them,” Palusci explains. “We wanted a model where information remains accurate, accessible and reliable for everyone involved.”



JAGGAER ensured that agreements remain current, visible and properly monitored. Rather than contracts “dying in a drawer,” Contracts+ and Contracts AI simplified workflows with automated alerts, clearer obligation tracking, and audit-ready documentation. Supplier Relationship Management was also strengthened, improving the flow of due diligence, information security checks, and supplier monitoring.

Results: Procurement Is a Strategic Partner

With JAGGAER, Betsson’s transformation delivered strong, measurable results:

- €130+ M spend processed across 6,000 POs with full budget traceability
- 2,000+ active contracts made transparent, current and audit-ready
- 300+ supplier requests and onboardings validated through structured procurement and legal flows

Perhaps most importantly, procurement evolved from being perceived as a bottleneck into a strategic partner for finance, legal, compliance, and business stakeholders.

“Real-time visibility was a huge game-changer.” Palusci notes. “Cost center managers and budget owners now feel empowered to manage their financials with confidence and accountability.”

This leadership approach has also been recognized externally, with CPOStrategy including Fabio Palusci in its 2025 [Process Orchestration Champions Index](#).

The Future: Innovation and AI-Enabled Efficiency

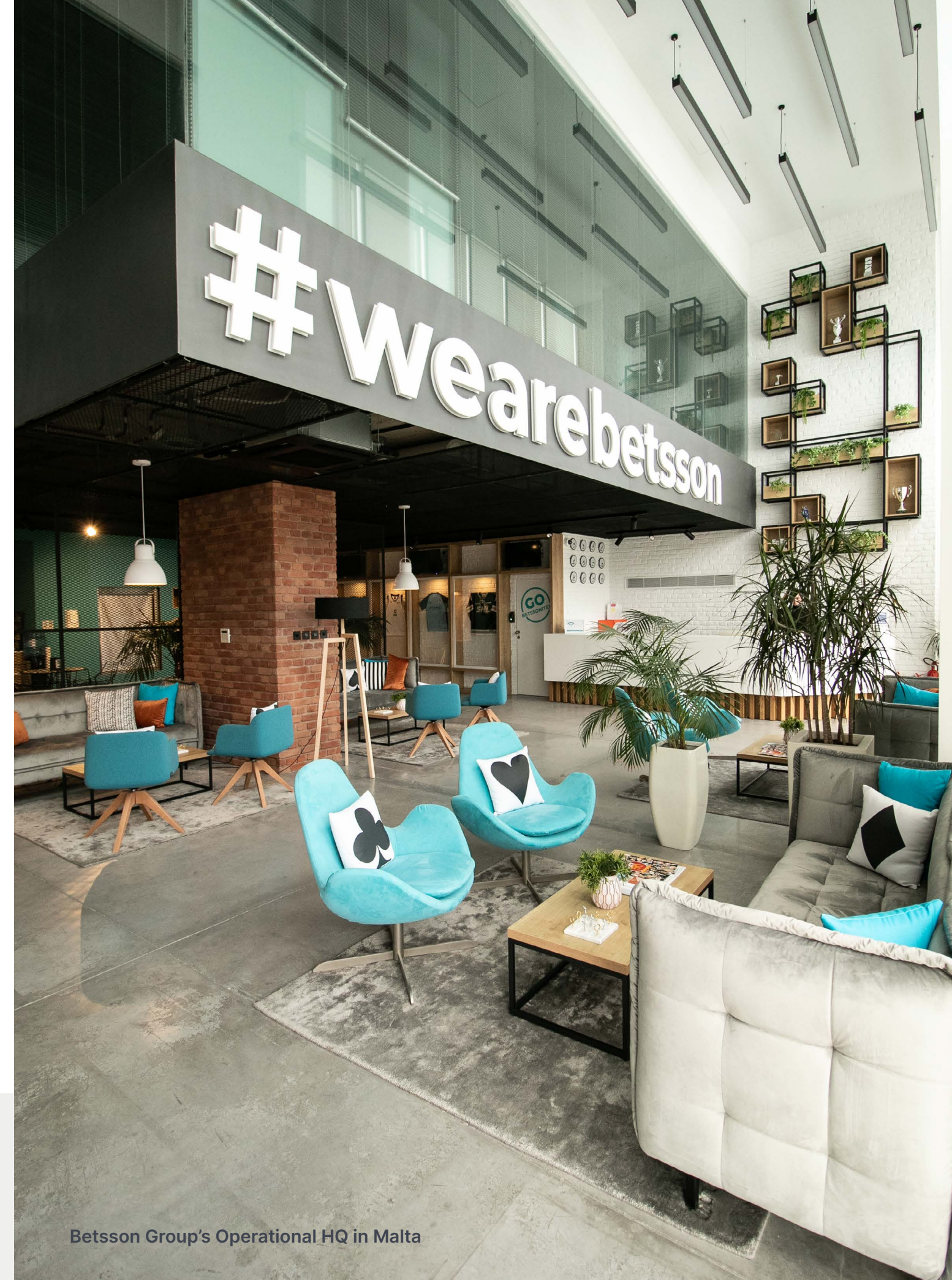
Betsson continues to refine procurement processes to support its long-term operational objectives. JAGGAER’s AI capabilities offer opportunities to reduce manual work, support obligation tracking and streamline user experience across functions. The future roadmap includes selective automation, enhanced contract intelligence for category teams, and improved self-service options for business users, all underpinned by Betsson’s culture of responsible governance. Palusci stresses the importance of balance: “AI should enhance human expertise, not replace it. Our goal is to free people from repetitive work so they can focus on the strategic initiatives where human judgement matters most.”

Betsson’s transformation demonstrates how structured governance, modern tooling and strong internal leadership can elevate procurement from a transactional function into a catalyst for business value. With JAGGAER as an enabling partner, Betsson has strengthened transparency, compliance and operational agility, positioning the Group for long-term, sustainable growth.



Ready to chat about the impact we can make together?

Contact Us Today



Betsson Group's Operational HQ in Malta