



Playbook Engineering Case Study: Scaling Payments with Yaspa's Intelligent Solutions

How Playbook Engineering scaled payments resilience, partner quality and player experience via open banking with Yaspa

Playbook Engineering is a London-and Kraków-based company that provides a global betting platform for both established operators and new entrants. Its modular system includes account management, payments, sportsbook, casino, CRM, and business intelligence tools, supported by services like trading, compliance, and customer support.

Built on modern technology, the platform is designed for flexibility and growth, while the company focuses on innovation, user experience, and helping operators succeed in a competitive betting industry.

Playbook has had a major shift in the last year, growing to 10 brands with 9 regulatory licences. That shift has made Playbook want to improve the quality of partners that they work with, but also the increased activity on their platform. Previously, they operated through a single gateway to service all brands.

Playbook needed to improve that situation, not only to ensure redundancy, but also to provide a second option in case of gateway issues. Also, they need optionality for their players. Most consumers are familiar with traditional bank-to-bank or card payments, yet open banking is still making its mark. Playbook sees the future as one where players move away from heavy card reliance toward a smoother, open banking-driven experience.

Playbook's rapid expansion has brought with it both opportunity and complexity. Running all activity through a single gateway left them exposed. At the same time, the ambition has been

to raise the calibre of partners they work with, while also increasing the volume of engagement happening across the platform.

But the greater challenge sits with the players themselves. What they are looking for is simple: a fast and frictionless experience when depositing or withdrawing. That means fewer steps, faster movement of funds, and the confidence to transact seamlessly, especially when placing trust in a new brand. While cards remain the most familiar option, expectations for smoother journeys are being shaped by new payment methods like open banking, which offer speed and simplicity.

The solution

That's where Yaspa's Intelligent Payments come in. With Pay by Bank at the core, transactions move directly and instantly between player and operator, removing the friction of card rails and providing an experience that feels as familiar as it is fast. In addition, advanced verification tools can work in the background to reduce steps for players while maintaining the highest standards of compliance.



Amie Kadhim

Head of Commercial at Yaspa

When we first approached Playbook, we very clearly understood their needs from a payments perspective; they had one deposit and withdrawal offering, so it made sense for them to diversify, not just for stability, but I was confident that Yaspa's high-converting instant method would work well with their UK customer base.

About Playbook Engineering

Playbook sits at the centre of UK gaming, powering 10 brands that all operate under UKGC licences. Owned by the Star Group, well established through its retail shops, race track presence and online business Star Sports Bet, Playbook combines heritage with innovation. Their portfolio includes three Star Group-owned brands, Pricedup, NRG and Planet Sport Bet, alongside six independent brands where Playbook provides the platform and products.

About Yaspa

Yaspa is an award-winning fintech that connects identity and money to simplify -and accelerate - the way we pay. We use open banking to provide instant bank payments that are faster, more secure and more cost-effective than cards, and to help regulated businesses seamlessly verify customers and their payments.

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