

A new global act

With decades of gaming industry experience between them, Thomas Niehenke and Rolf Falke are launching a new consultancy company, Solutions4Gaming, writes *David Snook*

A NEW and unique business in specialised gaming industry consultancy has been launched by two former very senior management personalities at the Gauselmann Group in Germany.

Solutions4Gaming has been set up to service the international gaming community by Thomas Niehenke and Rolf Falke from a base in Germany, but with a global passport.

Niehenke was until recently number two at the Gauselmann Group, holding the responsibility for the entire operational business of the giant corporation as chief operating officer. Falke has a distinguished record within Gauselmann's Merkur Casino subsidiary, which saw him multiply the number of locations in its portfolio.

Between them, they have over 35 years of in-depth specialised experience in all aspects of the gambling industry.

Their departure from the Gauselmann Group in 2014 was co-incidental and entirely cordial with their former company. "We retain huge respect for the group," said Thomas Niehenke, "but for I think both of us, it was time to take up a new challenge."

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Aware of each other's personal skills in gaming, they decided to set up the industry's first specialised consultancy for many aspects of the creation, maintenance and running of gaming businesses. "There are plenty of people out there who can organise finance; plenty more who can design an arcade; others who can offer crisis management – but I know of no-one who can do all of those things from under the same roof," said Falke.

Everything from market analysis for street operations, arcades, internet, casinos and sports betting, through to international market entry and financing, will be high on the menu for the new partnership and a team that they are building from a base near Hannover. Complete turnkey projects are also on the agenda, together with trouble-shooting projects, operational support, sourcing finance, location design, growth strategies through to assistance in buying and selling businesses.

They see the international market as very much their territory in the new venture. "The German domestic market has its well-documented problems," said Niehenke. "It will certainly contract. I think some of the operators there will seek opportunities in other markets. And that is where we come in."

However, he added: "Germany is not our main focus. We expect to find ourselves occupied worldwide. There are many companies in the global market that are thinking about the best way to expand their future business. They will perhaps need to reduce the vulnerability of their current business by lateral expansion to spread risks. We have a great deal of experience in products and markets as well as applying appropriate strategies."

Falke added: "We know the markets; we know the people; we have the contacts. We can offer strategies and analysis for territories where we both became very active in our last assignments. We have specialised knowledge of Central and South America, of Africa, Asia and of course Europe. In fact, we anticipate that we will be busier outside of Europe than within it."

The gap in the market that they identified will be anything but essentially German. "Our home base will be near Hannover," said Niehenke, "but our operating territory will be the world."



Rolf Falke



Thomas Niehenke

They will both be at ICE Totally Gaming this month, fulfilling an expanded list of meetings with interested parties and can be contacted at rgfalke@solutions4gaming.com (+ 49 171 7645679) or thniehenke@solutions4gaming.com (+ 49 151 29262127)