

# Control (Ctrl)



Betradar Ctrl is a new bookmaker system designed to meet the increasing challenges of bookmakers to be faster and more effective in their operations. The system that has been developed in close coordination with our customers provides a full suite of the most wanted features, and zero that are non-essential.

In fact, two critical factors shaped its entire development: **speed** and **control**. Combined with our equally new Unified Odds Feed, Betradar Ctrl is the fastest system in the market in regards to odds delivery, comparison, change and processing.

The future proven modular design and slick user interface allows for fast and seamless integration of new services and features.

**Stay always up-to-date** with the latest improvements of Ctrl by signing up for our [blog](#).

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