

## FACT FILE

**COMPANY: GAMES ALLIANCE**

**ESTABLISHED: February 2015**

**SECTOR: Digital gaming hardware and merchandise**

**MARKET: Online and traditional retailers in the UK, France, Germany, Spain and Middle East, including Tesco, GAME and Amazon. Also expanding into Eastern Europe.**

*“Gaming is a volatile market where companies can start and stop in a heartbeat so we needed to manage our level of risk properly. Coface gives us the comfort of knowing that an order is insured, rather than asking ourselves how much we can risk and sweating over it.”*

Rob Stevenson, Director.

### In brief:

In its first year of trading in an exciting but high risk sector, Games Alliance turned to Coface to protect its growing sales and professionalise its operation.

### Business challenge:

Since it was established in February 2015, Games Alliance has achieved rapid growth in a very short time thanks to the insight of Rob Stevenson who spotted a gap in the market for merchandise to tie-in with popular games franchises such as Grand Theft Auto, Call of Duty and Fallout.

“With films such as Star Wars, a huge proportion of the revenue – up to a third – comes from the merchandise,” he explains. “Working in the industry, I realised that consumers saw these games as brands but no one was really meeting the demand. Gaming is already bigger than the movie or music industries and yet it is such a young market that there is still room for growth.”

Rob wants Games Alliance to offer a professional games sourcing service for retailers, advising them on price-points and supplying everything from hoodies and figures to games crates (mystery bundles of games on a particular theme). He also sees the potential of online subscription services which will allow enthusiasts to stream or download games or even new characters.



In the early months, the Games Alliance team focused on building relationships with retailers and distributors in the UK, Europe and the Middle East. However, it wasn't long before Rob recognised the need for a more professional and organised approach to credit risk management.

“We had achieved phenomenal growth from a standing start but this is a volatile market and we wanted some security,” he recalls. “I had worked for a major games publisher who used credit insurance so we decided to take a leaf out of their book.”

## Coface solution

Rob and his team sought advice from friends and colleagues to establish a shortlist of three credit insurance providers. “We knew straight away that Coface were the right choice,” he recalls. “They clearly understood the retail sector and we hit it off with their representative who came to meet us in Leeds and guided us through the set-up process. It was very easy to get up-and-running.”

The majority of Games Alliance’s British customers are covered by the policy and Rob is ready to extend this to export sales in future. For now, he wants to focus on growing and consolidating the business which is fielding a steady flow of inbound inquiries and orders. For example, one customer from the Middle East recently placed an initial order worth \$50,000.

Rob reflects: “We are taking things step-by-step and establishing our finance team. The Coface policy helps with credit management and we use CofaNet, the online policy management tool to apply for cover on new customers. We haven’t needed to make a claim yet but the cover means we can relax and allows us to focus on growing the business.”

*“I would recommend Coface because they understand the retail market which meant we could pursue opportunities with customers in this sector. In fact, we also found that having a credit insurance policy made us a viable channel for games suppliers who could not obtain their own cover.”*

Rob Stevenson,  
Director.

## Contact us

IF YOU WOULD LIKE TO CONTACT US WITH A GENERAL ENQUIRY REGARDING OUR PRODUCTS AND SERVICES, YOU CAN DO SO BY PHONE: **01923 478111** IN THE UK: **01 230 4669** IN THE REPUBLIC OF IRELAND

### Watford

EGALE 1  
80 ST ALBANS ROAD  
WATFORD  
HERTFORDSHIRE  
WD17 1RP  
[www.cofaceuk.com](http://www.cofaceuk.com)

### Dublin

OFFICE SUITE 5  
ADELPHI HOUSE  
UPPER GEORGE ST  
DUN LAOGHAIRE  
CO DUBLIN A96 AF43  
[www.coface.ie](http://www.coface.ie)