

Information Builders' WebFOCUS business intelligence and iWay Software integration technologies provide an end-to-end information management strategy, combining performance management, data governance, business intelligence, and analytics to help organizations make smarter decisions.

Business Intelligence in the Gaming Industry



The gaming industry is highly competitive, with casinos implementing aggressive strategies to attract and retain patrons. To maximize occupancy and profitability, these organizations must have in-depth knowledge of their current and potential guests. Only through true understanding of patron needs, behaviors, wants, and expectations can they achieve peak levels of attendance and retention by developing more effective marketing promotions and loyalty programs, and ensuring a superior guest experience.

Gaming organizations must also better control overhead, proactively detect and mitigate fraud and other risks, and achieve full regulatory compliance in their heavily governed sector. This requires complete, unhindered visibility into operations across properties, including gaming, hotels, catering and dining, and retail stores, as well as back-office functions such as finance and accounting, human resources, and legal.

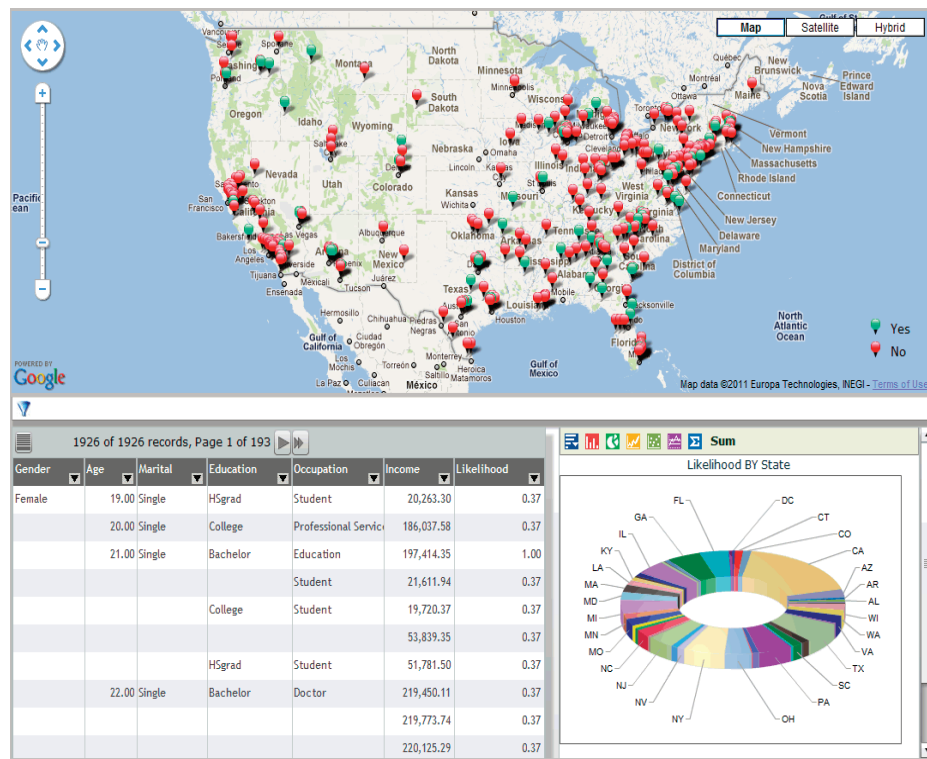
The ability to access, aggregate, and analyze the needed information across all lines of business is often an elusive goal for today's casinos. Information is generated at a rapid pace and is often maintained in diverse and disparate systems, such as marketing databases, gaming systems, hotel management applications, and point-of-sale systems, scattered across multiple properties and locations.

Improving Operations Through the Power of Information

Robust business intelligence (BI), predictive analytics, data quality, and master data management (MDM) solutions from Information Builders can help casinos:

Optimize patron value – To thrive, casinos must increase acquisition and retention by developing more targeted and effective promotions and improving the patron experience. Our data quality and MDM solutions allow casinos to enhance the integrity and consistency of guest data across multiple systems, and create a single golden record for each customer. A single golden record can enable them to quickly identify a high-value repeat customer, build more successful loyalty card programs, perform more precise player segmentation, closely track daily deposits and player counts, and more.

To predict future patron behavior, predictive models are developed based on customer demographic attributes and past interactions with the casino. Customers' age, income, marital status, education, and geographic attributes are combined with their gaming and entertainment behavior: hotel, restaurant, and shopping preferences, as well as which offers and promotions they accepted in the past. The predictive models are used to predict customers' interest in current promotions to target likely responders with the most relevant offer. This enables casinos to attract the right guests by identifying the best customers, promotions, and other activities. Armed with these predictions, they can create more targeted and successful marketing campaigns.



Enhance demand planning – With predictive analytics, casinos can gain insight into the factors that drive guest attendance, activities, and consumption. They can then create forward-looking forecasts that predict such behaviors, so they can prepare accordingly. For example, they can maximize patron satisfaction by ensuring that they are never understaffed, and minimize waste by preventing over-staffing scenarios.

Improve pricing and revenue management – Revenue data and other financial information often resides in multiple disparate systems located across different properties and venues. When this data can be integrated, casinos can synchronize critical financial data, improving revenue management and other financial operations by ensuring complete information accuracy and consistency from one system to the next.

With comprehensive BI in place, casino management can track critical revenue-related metrics, such as sales by customer or group; income by room, games, stores, or restaurants; occupancy percentages; and other guest activities. This enables them to develop more effective pricing strategies, such as adjusting table minimums during slow periods, discounting retail merchandise that is not moving, or balancing hotel rates based on those of competitors or other market conditions.

Boost gaming profitability – Strategic use of BI and predictive analytics can help casinos understand the profitability of its gaming operations. By assessing key trends in profitability across slots, tables, bingo, and other games, organizations can identify those that are most lucrative, and determine how factors, such as occupancy, bets, time spent per player, average number of hands played per guest, and game availability, can impact profitability. They can then take action to drive appropriate patron segments to those games that have the greatest effect on the bottom line.

With WebFOCUS, casinos can accurately evaluate the success of their gaming operations by measuring:

- **Slots** – coin in/coin out, actual win/theoretical win, net win analysis, hold per machine, and hold percentage
- **Poker** – rake and hold per table
- **Table games** – drop, ante, player pool, table win/loss, and hold per table

Mitigate fraud and risk – Casinos are subject to a tremendous amount of fraud. Threats, such as card-sharking and other forms of cheating, create the potential for substantial monetary loss. Players can commit fraud in many ways, such as collecting unearned points on loyalty cards or obtaining complimentary services (comps) using false information. But with predictive analytics, casinos can better understand the profile and characteristics of cheaters, and detect patterns and trends in how and when they cheat. They can then use that intelligence to predict who may be likely to cheat or commit fraud in the future, and implement proactive measures to prevent such suspicious activity before it occurs.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Ensure regulatory compliance – Gaming is a heavily regulated industry. For example, casinos that operate on Native American reservations must adhere to tribal regulations by maintaining certain ethnicity ratios among employees. Casinos with more than \$1 million in annual revenue are subject to the laws outlined under the Bank Secrecy Act and must ensure that known criminals are not using gaming as a means of laundering money by uncovering suspicious currency transactions. To comply with all imposed rules and guidelines, they must be able to easily produce reports that are comprehensive and correct. Our solutions empower casinos to rapidly and accurately produce virtually any type of regulatory report.

Why Information Builders

Information Builders offers a complete portfolio of robust, cutting-edge solutions that can empower casinos to unify information from across their enterprise and leverage it for strategic advantage. Our suite of innovative technologies includes:

- **Business Intelligence** – The industry's most complete BI platform that allows for real-time data acquisition and processing to support better, faster, and smarter decision-making
- **Predictive Analytics** – State-of-the-art predictive analytics that put advanced analysis capabilities in the hands of business users, allowing them to discern patterns, trends, and outliers in historical data, and use that knowledge to make precise predictions about future outcomes, events, and conditions
- **Enterprise Information Management (EIM)** – Delivers powerful tools for data quality management, master data management, data profiling, and more. Enterprise-wide data can be proactively evaluated, corrected, and supplemented as needed, as well as fully synchronized to ensure that all information used for planning and decision-making purposes is correct, complete, and consistent in all systems, at all times.

Information Builders solutions fully automate the data collection, aggregation, and analysis process, eliminating the need for business users to manually gather and compile information, and freeing them up to focus on more strategic activities. Unlike other tools on the market, which can be expensive to acquire, hard to implement, and complex to use, the inherent intuitiveness and scalability of the WebFOCUS architecture make it one of the most economical and cost-effective solutions available today. In a recent Gartner survey of BI platform users, it was determined that WebFOCUS offers the lowest cost per user, achieving above average ease of use, complexity of deployment, and overall business benefits.¹

¹Sallam, Rita. "BI Platforms User Survey, 2011: Customers Rate Their BI Platform Vendor Cost of Ownership," Gartner Research, March 2011.