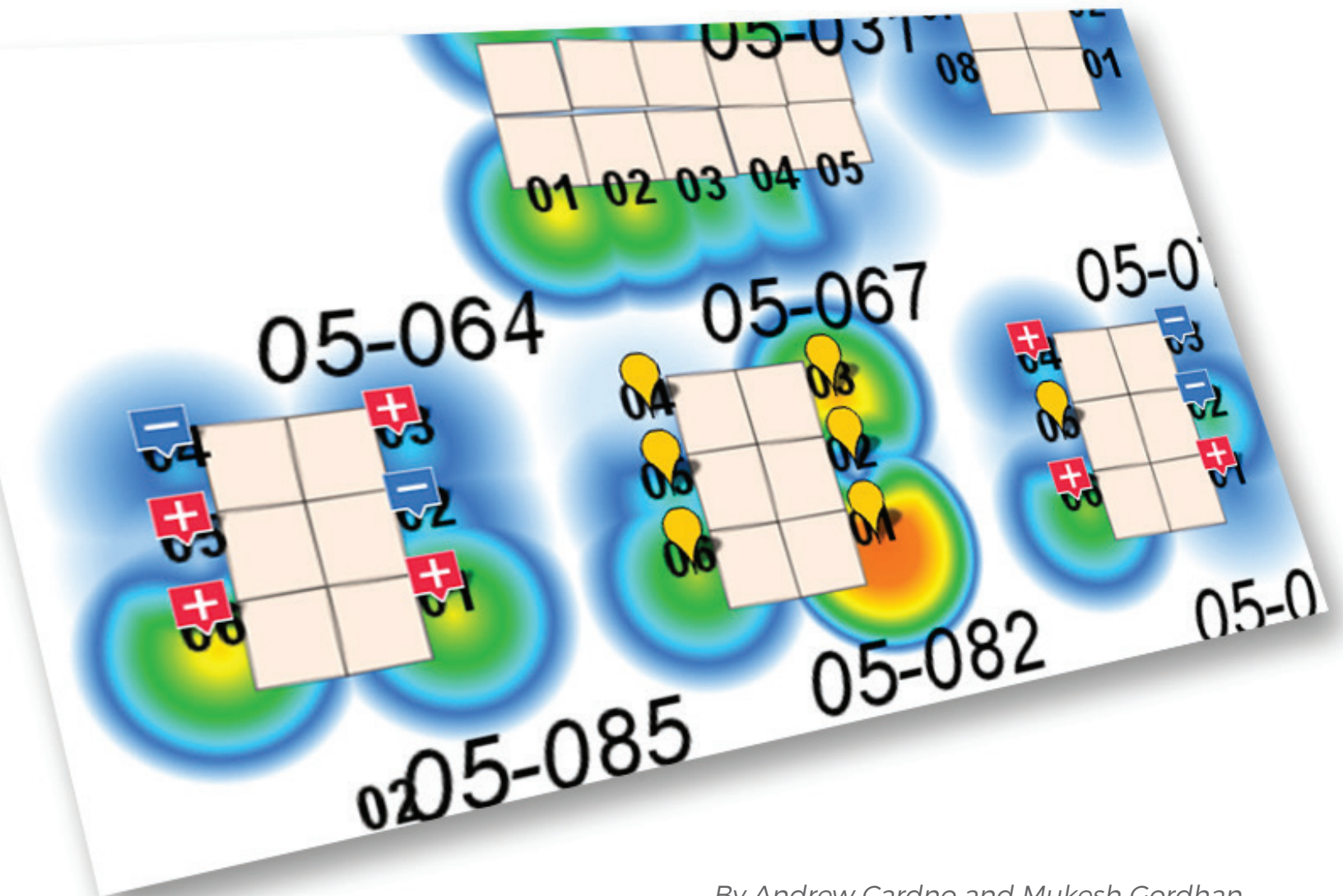


floorViz^{PLUS}

Bridging the Gap Between Slots and Marketing

NINTH EDITION

A VIZEXPLORER WHITE PAPER



By Andrew Cardno and Mukesh Gordhan

INTRODUCTION

floorViz^{PLUS}TM is the gaming floor analytical module of VizExplorer's multi-award winning gameVizTM suite of products. floorViz^{PLUS} has been specifically designed and developed for casino operators to enable them to get new insights into areas of the gaming floor and to see which areas of the floor and machines are working and which ones are not.

This paper describes the floorViz^{PLUS} for gaming module which contains the Inspatial Super Graphic. The Inspatial Super Graphic provides deep insights into gaming floor performance and patron behavior while helping to identify opportunities to generate additional revenue and profit.

WELCOME TO FLOORVIZ^{PLUS}

floorViz^{PLUS} has been specifically designed for casino operators to enable them to see, understand and act on gaming data in the context of the gaming floor. The floorViz^{PLUS} module combines **customer data with slot floor analytics** to allow casino operators to gain an understanding of machine performance and player patterns.

With **floorViz^{PLUS} Slot Managers** have the ability to:

- Quickly identify underperforming machines so they can quickly take action to reconfigure the gaming floor.
- Build a picture of how and how much, players are spending on participation games so they can directly improve profit.
- See immediate ROI from new machines and machine moves by comparing two pictures of the floor and not just machine numbers.
- Share activities with other executives in a visual form to better understand the complex science of slot floor management and aid in capital requests and ROI analysis.

- See how location affects performance. Visually see patterns of play such as, how the end machines are doing compared to center machines, and how the machines in walkways and near restrooms and restaurants are doing. This type of detail can be hard to see when you are simply using machine and bank numbers.

With **floorViz^{PLUS} Marketing Managers** have the ability to:

- See where specific groups of customers are playing on the gaming floor.
- Pull mailing lists from casino floor maps by directly clicking on a machine or a group of machines and getting a list of players who have previously played on those machines.
- Pull a list of players from a certain game type or selection of machines and visually see where else they play on the gaming floor.
- Analyze free slot play (or other promotions) by where customers are redeeming their offers on the floor and identify any patterns in profitability based on how the free play (or other offer) is used on the floor.
- Create "mini-casinos" within areas of the casino and market to players in each group separately.
- Easily export lists into your CRM or other campaign management tool for easy mailing and list management.

"Analyzing game performance and player preferences with the VizExplorers software will help us enhance player experiences and optimize revenues on our gaming floor. The VizExplorer campaign management product will allow us to quickly and easily create improved targeted marketing campaigns, while the VizExplorer reporting tool and the VizExplorer Super Graphics will give our executive team a better way to view and understand casino performance data."

**Jamie Hartman, Chief Operating Officer,
Saratoga Casino and Raceway**

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THE INSPATIAL SUPER GRAPHIC

With the Inspatial Super Graphic (an advanced data visualization of your gaming floor) you can see how your gaming floor is performing in a single picture. With the Inspatial Super Graphic heatmaps, see and analyze the performance of the whole floor, areas of the floor, banks of machines, and even groups of machines or individual machines. You can analyze performance over time and animate the Super Graphics to show changes in play over time—all in one Inspatial Super Graphic. floorViz^{PLUS} also contains new Game Change Analysis which enables users to easily see and quantify changes on the gaming floor (Figure 1).

The Inspatial Super Graphic is loaded with **Business Performance Drivers** (BPDs) that enable you to easily see what is happening and when, on your floor. Examples of these BPDs are Net Win Per Day, Coin-in, Handle Pulls, Average Bet and Utilization Percent. The powerful floorViz^{PLUS} query engine enables you to incorporate restrictions (i.e., filters to the data) such as manufacturer, denomination, machine type or customer group.

By using the VizExplorer add-on advanced configuration tool called **vizMaker™**, power users and analysts are able to create their own additional Super Graphics and add almost any data available in your database.

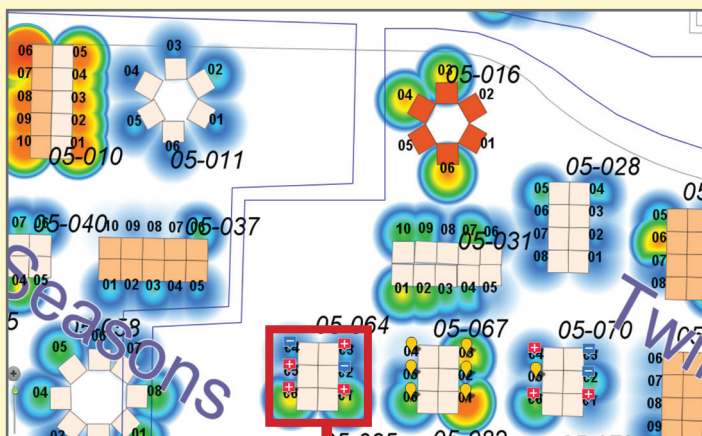
There is no need to call VizExplorer to add another metric or new report; you have the power to manage the tool yourself and make changes as your business changes. You can also combine your marketing player data using the floorViz^{PLUS} module and instantly create mailing lists and customer profiling on the gaming floor.

Introducing Game Change Analysis

The new Game Change Analysis functionality within floorViz^{PLUS} enables users to see and quantify changes on the gaming floor. Each location with a game change is marked with a "+" or "-", depending whether the change has been "positive" or "negative". If there is no change in game performance, then the location is marked with a "/". By clicking on the marker, detailed information regarding the machine and its performance (before and after the change) is displayed.

The floorViz^{PLUS} Pop-up shows actual changes in game performance

	(After)	(Before)	
Section	05	05	
Bank	064	064	
Location	06	06	
GameType	Video Slot	Video Slot	
Theme	Tiki Talk	Golden Gon	≠
Total Win	515.51	56.77	+808.07 %
Total Theo	402.65	89.86	+348.09 %
PlayerCount	10	11	-9.09 %
Total Handle	3,213.86	1,006.83	+219.21 %






-  Indicates a positive change in game performance.
-  Indicates a negative change in game performance.
-  Indicates no change in game performance.

Figure 1 – Inspatial Super Graphic showing Game Change Analysis.

FLOORVIZ^{PLUS} & CUSTOMER DATA

Once a specific group of gaming devices has been selected, the floorViz^{PLUS} server uses the power of your database to transform this selection of gaming devices into a list of customers that is available for marketing tools to run further analysis or to run a campaign (Figure 2).

floorViz^{PLUS} leverages the power of the EDW (Enterprise Data Warehouse) and its ability to respond to very specific business value questions on customer and machine data (Figure 3). For example, show me the play patterns of customers who have played on a new game. These kinds of pictures reveal very important dynamics of the gaming floor and bridge the gap between gaming decisions and the response patterns of customers.

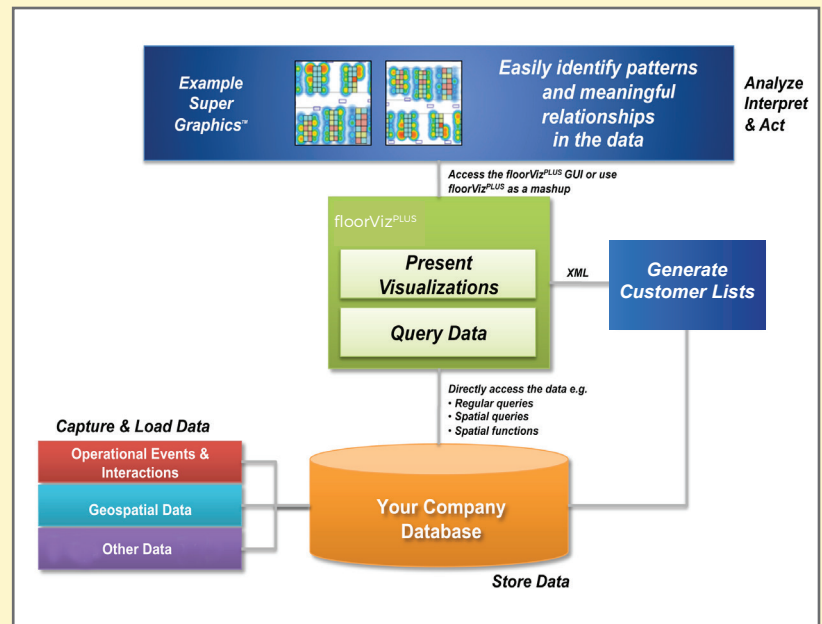


Figure 2 - Generating Customer Lists with floorViz^{PLUS}.

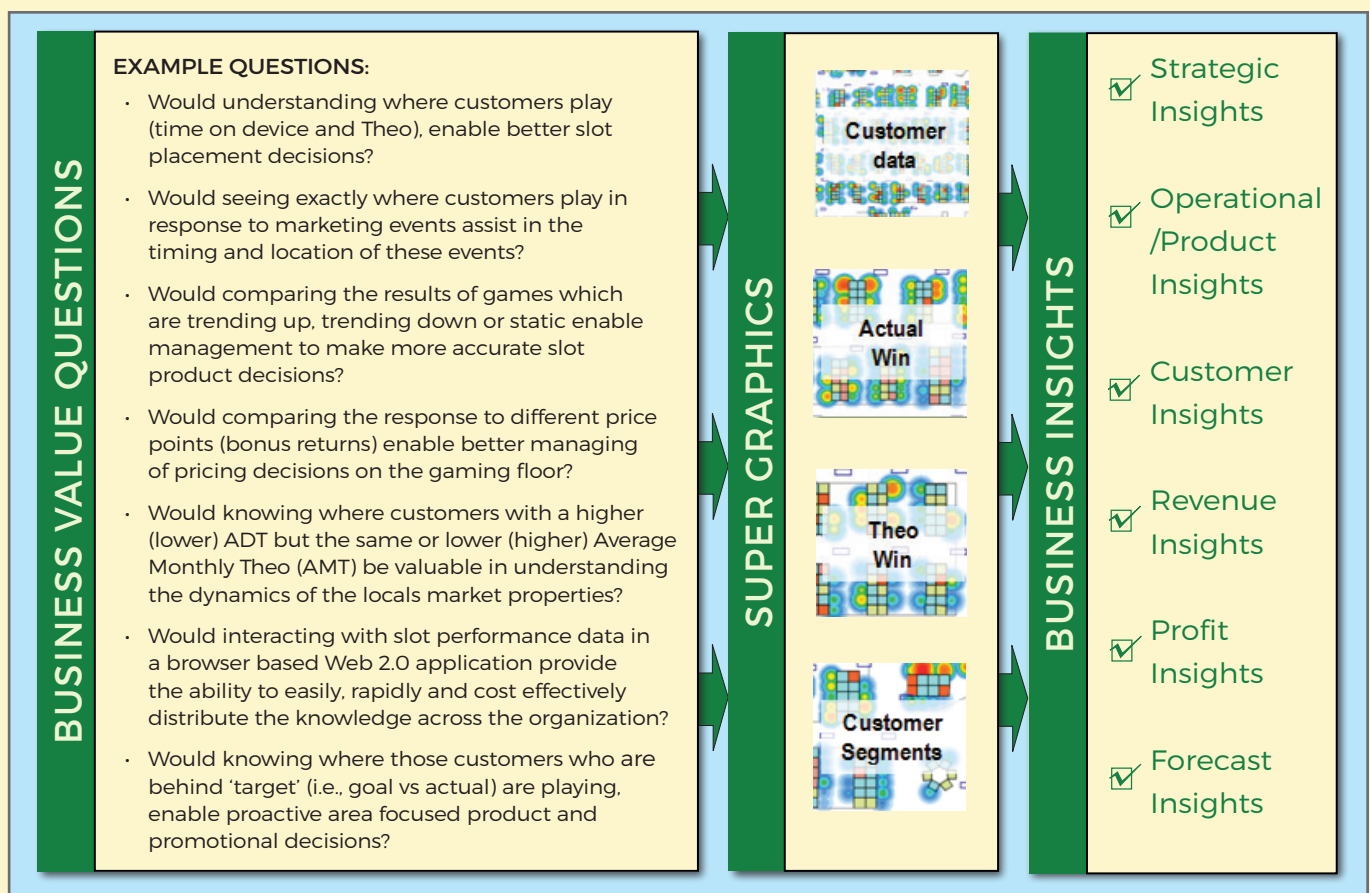


Figure 3 - Example Business Value Questions Applied to the Inspatial Super Graphic.

MULTI-GAME ANALYSIS

floorViz^{PLUS} also includes extensive multi-game analysis tools and can map individual game performance on multi-game environments. Powerful and patented algorithms have been designed to map the play on games—to the player—to the multi-game. Multi-game calculations enable not only game analysis, but for the first time you get a true perspective on the actual profitability of each player on a multi-game machine based on Theo Win. Figure 4 shows an Inspatial Super Graphic with multi-game analysis.

CUSTOMER PREFERENCES

floorViz^{PLUS} can show any information that is stored in your database, including any information in the ratings tables, and can also show calculations based on the ratings tables. This includes customer “preference” calculations and “percentage of” calculations to show customer performance and behavior. This can be shown by multiple metrics at one time.

Any Super Graphic, for example, the Inspatial or Spatial Super Graphics, can be used to visualize customer preference and behavior. Figure 5 (next page) shows an example of customer preference. In this example it shows customers who preferred the new game (PNG = Preferred New Game).

Customer preferences are shown by applying preference calculators (e.g., show me those customers who play more than x% of their play on a particular theme). Once the customer preferences have been calculated they can then be visualized on the Inspatial Super Graphic. Users can extend this analysis further by then applying a cluster (using the VizExplorer target list selection functionality) to a particular location or game type.

When a cluster is applied to a location it will provide a list of those customers whose preference is for the selected location. When a game type is selected this will provide a list of customers who prefer the selected game type.

“Our decision to go with VizExplorer reflected not only the power of the tool, but the fact that it is very easy to use and very fast to install. It was up and running in just a few days and we are already getting value from it. It is certainly changing the way we look at our data and the VizExplorer solution enables us to better understand our customers to improve performance and customer service.”

**Xavier Walsh, Chief Operating Officer,
Cannery Casino Resorts**

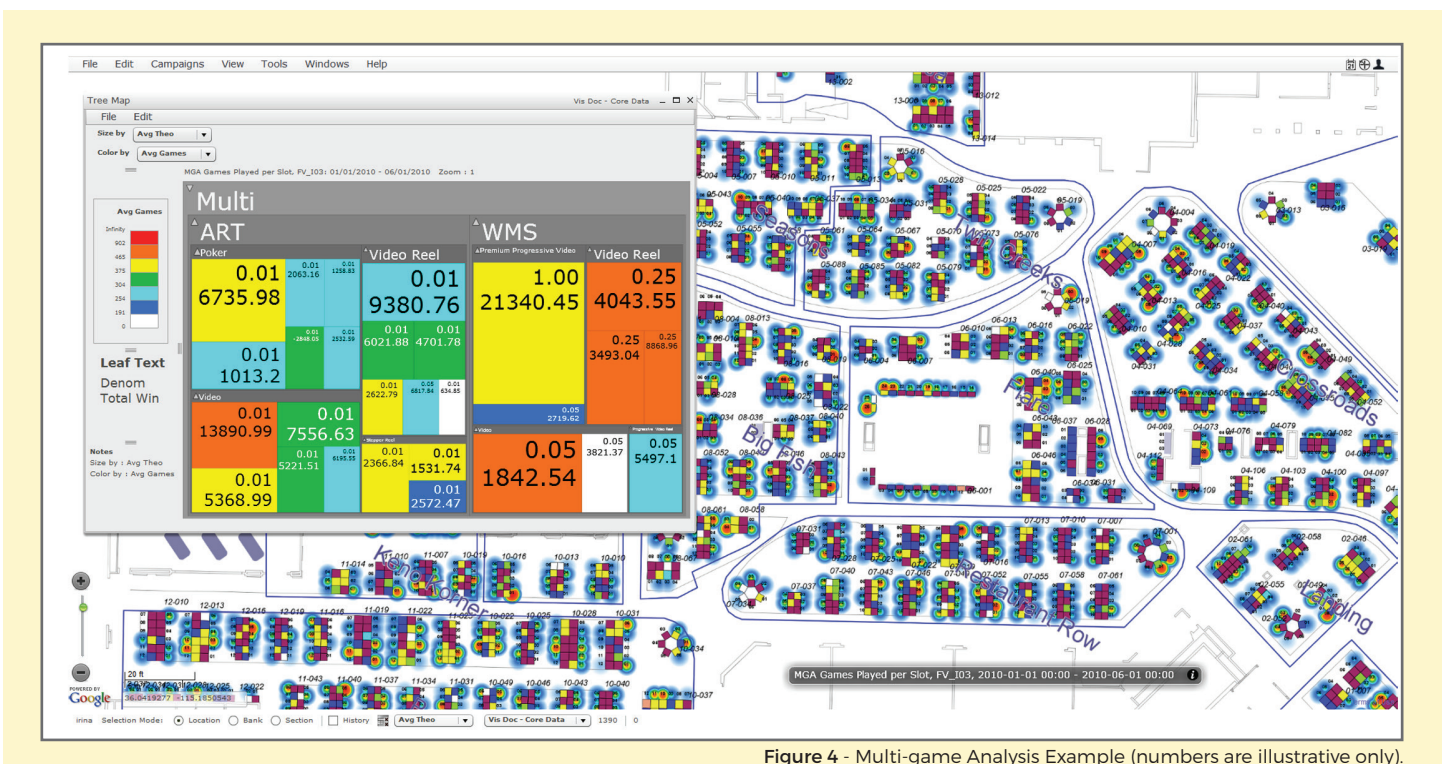


Figure 4 - Multi-game Analysis Example (numbers are illustrative only).

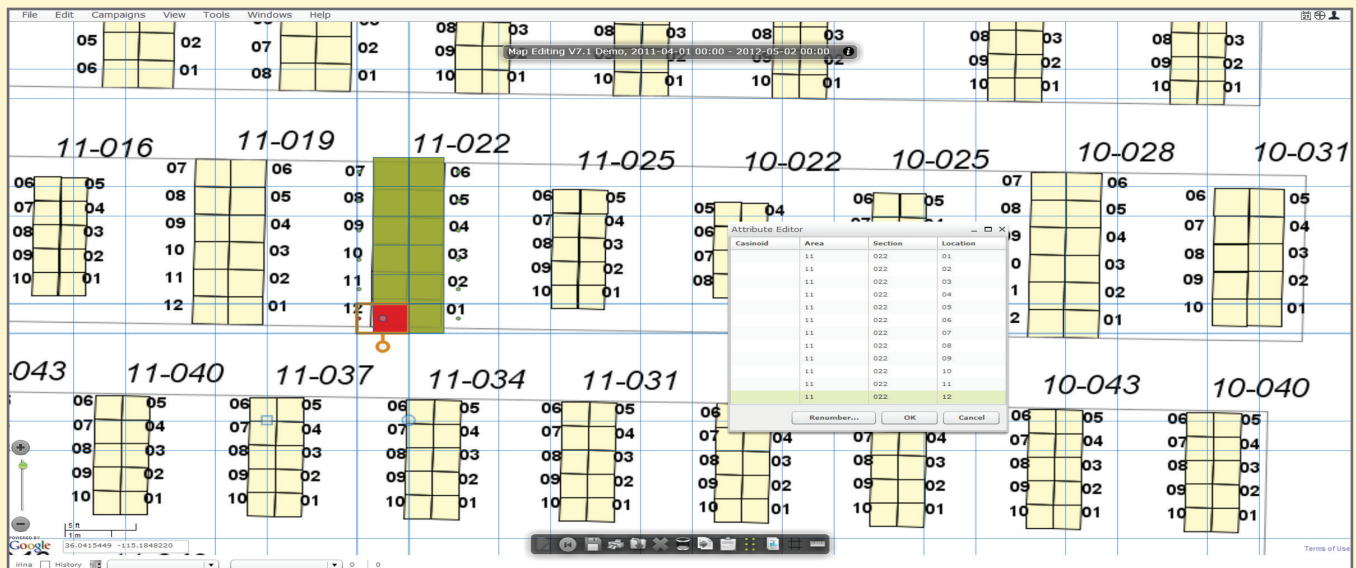


Figure 6 - vizMapEditor Screen Example.

vizMapEditor™

vizMapEditor allows users to make changes and updates to the casino floor map image within the floorViz^{PLUS} software to reflect actual changes on the gaming floor (Figure 6). This ensures that the analysis is correctly represented against the correct casino floor map. vizMapEditor is fully integrated into floorViz^{PLUS} and allows a user to change an existing map or create multiple designs for analysis purposes and for future use.

vizMapEditor is web based and not only does it manage the casino floor maps, it also manages the slowly changing dimensions that are associated with the casino floor map. The software makes the management of this data very straight forward. Furthermore, when the updates to the floor maps are made, they are automatically made in the database, so normal data management, such as backups and restores, can be managed by the data team.

The management of the slowly changing dimensions is very important for the analysis of changes on the gaming floor.

KEY POINTS SUMMARY

- floorViz^{PLUS} is the casino floor analytics module of VizExplorer's multi-award winning gameViz suite of products.
- floorViz^{PLUS} has been specifically designed for casino operators and combines customer data with slot floor analytics to allow casino operators to get an understanding of machine performance and player patterns.
- With floorViz^{PLUS} identify which machines players like to play, and when (market basket analysis). Identify over-or under-performing machines, pull lists of players who played on a machine and learn how location based analysis and Game Change Analysis can be applied.
- Traditional BI tools can lack the necessary power to handle the evergrowing volumes of gaming player and slot machine data. Gaming operators are now seeking out the new paradigm in visual analytics—Super Graphics—available within floorViz^{PLUS}.



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