



Qualex Casino Case Study

Challenge:

One of Qualex's many casino gaming clients includes a large casino resort located on the Las Vegas Strip that primarily targets Las Vegas locals & recurring tourists from Southern California. The property struggled with accessing the huge amounts of data collected from their transaction-based, operational systems to build marketing campaigns. The data was there, it was just difficult to get to the data.

Implemented Solution

- Patron Value Optimization for Gaming

Operational Systems

- Player tracking - Bally Technologies ACSC/CMS
- Slot accounting – Bally Technologies ACSC/SMS
- Point of Sale - Agilysis InfoGenesis

Solution:

Leveraging our knowledge of casino gaming operational systems, data warehousing and database marketing, Qualex implemented a solution that provided the resort's database marketing team with quick & easy access to their data. Prior to Qualex, building marketing campaigns and the analysis of those campaigns was a manual process and often took several days. Following implementation of the Qualex solution, these tasks were reduced to minutes.

Benefits:

Time that had been traditionally been used by the property to manually build and analyze marketing campaigns is now used to evaluate & modify existing marketing strategies; thus, giving the property the ability to allow their data to drive strategic marketing solutions.

Qualex Contact:

Jim Parker, Project Manager, jim.parker@qlx.com, (702) 595 – 7771