



Qualex delivers gaming-specific BI, CRM and mobile solutions that define IT strategies, drive systems selections, target business processes and IT infrastructure reviews. Qualex's solutions include Enterprise Intelligence Platforms that integrate individual technology components into a single, unified system. This results in an information flow that transcends organizational silos, diverse computing platforms and niche tools, while also delivering new insights to drive increased value for any organization. With Qualex iQ-Gaming™ Data Model we provide consistent reporting and analytical platform for predictive analytics.

In addition, Qualex Enterprise Data Warehouse consolidation provides a unique solution used for reporting and data analysis that integrates data from or more disparate sources and create a central repository of data to generate valuable information about your customers and operations.

Qualex iQ-Patron™ Application:

Qualex Patron Application provides the fastest and most responsive form of communication with patrons ranging from casinos to hotels and restaurants. Enhance your customer's loyalty by letting your frequents know your care. QPA features automated targeted SMS campaigns that constantly keep your regulars updated on activities and events of their interest.

Qualex iQ-Patron™ also let your patrons know you remember them personally by sending them individual alerts such as birthday specials or anniversary offers. Furthermore, QPA schedules automated SMS, promotional SMS, email forwarding and database integration. QPA sets the trend for a patron SMS applications.

Qualex projects with Seminole HardRock Casino, Galaxy Entertainment, Las Vegas Sands:

- Implementing our Qualex iQ-Gaming™ data model
- Marketing Automation
- Slot & Table Game Tracking
- Slots & Table Floor Optimization
- Slot and Table game optimization
- Customer Retention

Some of our clients include



Qualex iQ-Support™ is an internet-driven solution for organizations that, after implementing software solutions, need additional support to maintain their system's operation. Qualex offers bundles of consulting hours from its specialized consultants in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis.



Casino Operations

Reporting & analysis that benefits Casino Operations:

- ✓ Slot Accounting Report
- ✓ Poker Data Reports
- ✓ Inactive Game Report
- ✓ Meters Report



Casino Marketing

Reporting & analysis that benefits Casino Marketing:

- ✓ Campaign Promotion/Offer Report
- ✓ Freeplay Report
- ✓ Monthly Gaming Analysis Report
- ✓ Room Report
- ✓ Player Card Use vs. Actual Play Report
- ✓ Daily Hotel Revenue Report
- ✓ Top 10 MSA Report



Player Development

Reporting & analysis that benefits Player Development:

- ✓ Dashboard(s)
- ✓ Patron Profit/Loss Report
- ✓ Patron Revenue Maximization Tracking Report
- ✓ Table & Slot Utilization Report
- ✓ Top Patrons Revenue Report
- ✓ Trips Report
- ✓ Hotel Stays Report
- ✓ Comp Report
- ✓ Theo vs. Actual Report
- ✓ Revenue Report by Geography / Demographics
- ✓ Inactive Players / Past Due Report
- ✓ Players Due Now Report
- ✓ Potential New Business Report
- ✓ Incliners/Decliners Report



Hotel and Hospitality

Reporting & analysis that benefits Hotel and Hospitality:

- ✓ Dashboard(s)
- ✓ Segment Value Report
- ✓ Total Property Value Report
- ✓ Bookings by Source Group
- ✓ Turn Down Tracking (web usage)
- ✓ Daily Report Package
- ✓ Daily Pickup Reports (by segment)
- ✓ Weekly Revenue Report Package
- ✓ In House Report
- ✓ Casino Utilization Report
- ✓ Pace Report
- ✓ Cash vs. Comp (by month and room type)
- ✓ Segmentation Analysis Reports
- ✓ Market Segment Pickup Report



Marketing

Reporting and analysis that would benefit Marketing:

- ✓ Dashboard(s)
- ✓ Additional Campaign Response reporting
- ✓ Marketing Response Result Reports
- ✓ Model Results for better future performance



Accounting

Reporting and analysis that would benefit Accounting:

- ✓ Daily Revenue Reports (showing Cash vs. Comp data)
- ✓ Comp Revenue Report
- ✓ Comparison of Events/Initiatives
- ✓ Comp Report per Person per Day
- ✓ Top 5 Names/Winners/Losers Report

To learn more about our Solution :

Contact:

CECILIA PEDRAZZOLI, VP of Sales

Cecilia.pedrazzoli@qlx.com

(786) 344-6250

11900 Biscayne Blvd. Ste 770, North Miami, Florida 33181

www.qlx.com