

Qualex Consulting Services, Inc.

iQ-Gaming™ for Patron Value Optimization



startup.focus.



Powered by
SAP HANA®

- It offers a real time in-memory computing platform than can help you dramatically accelerate analytics, business processes, sentiment data processing, and predictive capabilities.
- It aims to consolidate **gaming** and **non-gaming** information assets to gain a **comprehensive patron view** across the entire property to further **enhance patron interaction strategies, products and services**, improving **patron satisfaction** and in turn **increasing revenue**.
- Further than that, it's also geolocating the patron and marketing to him so that he stays on your property. It's understanding his influence in the social media realm as well as marketing to him by attractive and consistent messages.

Our **QLX iQ-Gaming™** solution helps you increase your **ROI** at a **lower cost**

Current Business Situation

- **Lack of an overall vision** across multiple properties, reporting and campaign management.
- **Data Inconsistency:** duplicate records, non-standard data representations, unknown data types and general data quality issues.
- **Performance issues** when executing reports from transaction-based, operational and analytical systems: “The data was there, it was just difficult to get to it”.

Qualex Solution

- Qualex implement its **iQ-Gaming™** solution that assists in the reports building and/or builds a solid framework for customer and marketing analytics needs.
- Qualex **Data Governance tool**, which contains stored procedures that will alert a single report showing where the data issues are will ensure the development for end-user consumption.
- Qualex’s solution provides the client with **quick and easy** access to its data through a robust platform to evaluate and modify marketing strategies.

Current Business Situation

- *How can we get marketing and revenue management together?*
By consolidating this information into a single Data Warehouse based on a specific model that fits the information needed.
- *How can our direct marketing efforts create more profitable patrons?*
By implementing iQ-Gaming's real-time engine into a casino executive's and host's dashboards, player performance can be tracked instantly and marketing campaigns can be created on-the-fly on the player's preferred platform.
- *How can we better understand our customer's value, demographics, preferences, buying patterns, etc.?*
By utilizing our iQ-Gaming solution, which provides a data warehouse structure that captures data from gaming and non-gaming source systems and loads it into one single file source.
- *How to maintain current hotel occupancy rates while increasing overall annual revenue?*
By targeting higher-end clientele, looking at a customer's past stays, activity on the casino floor and purchases in other parts of the hotel, Qualex creates a forecast of what the customer is likely to spend on their next visit.

iQ-Gaming™ deployed in SAP HANA



Characteristics:

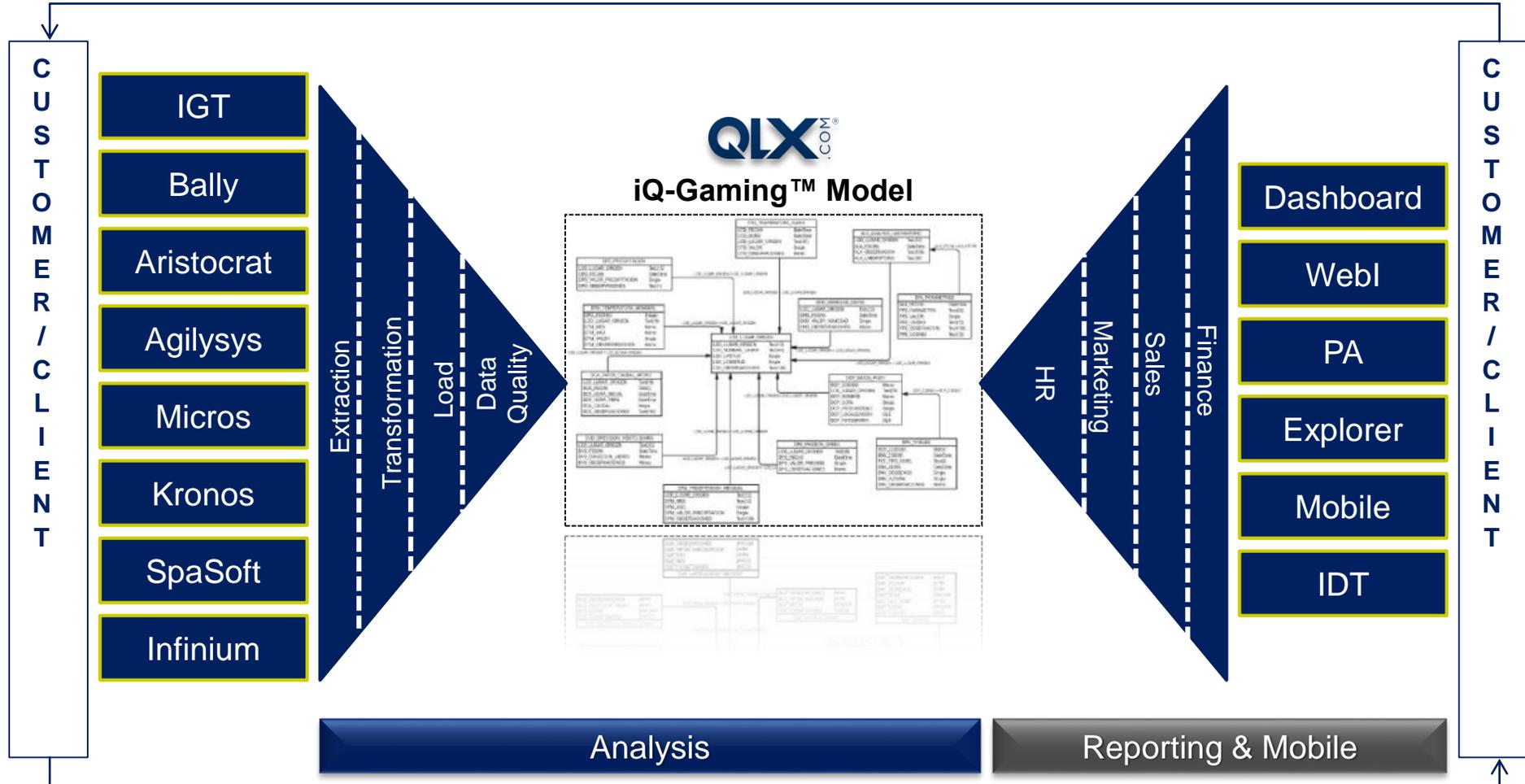
- Real time data.
- Live, interactive and intuitive.
- Easy to implement, access and use.
- Fast consolidation of information.
- Quick and fast deployment.
- Hosted solution available.
- Mobility

In a perfect world....This solution...

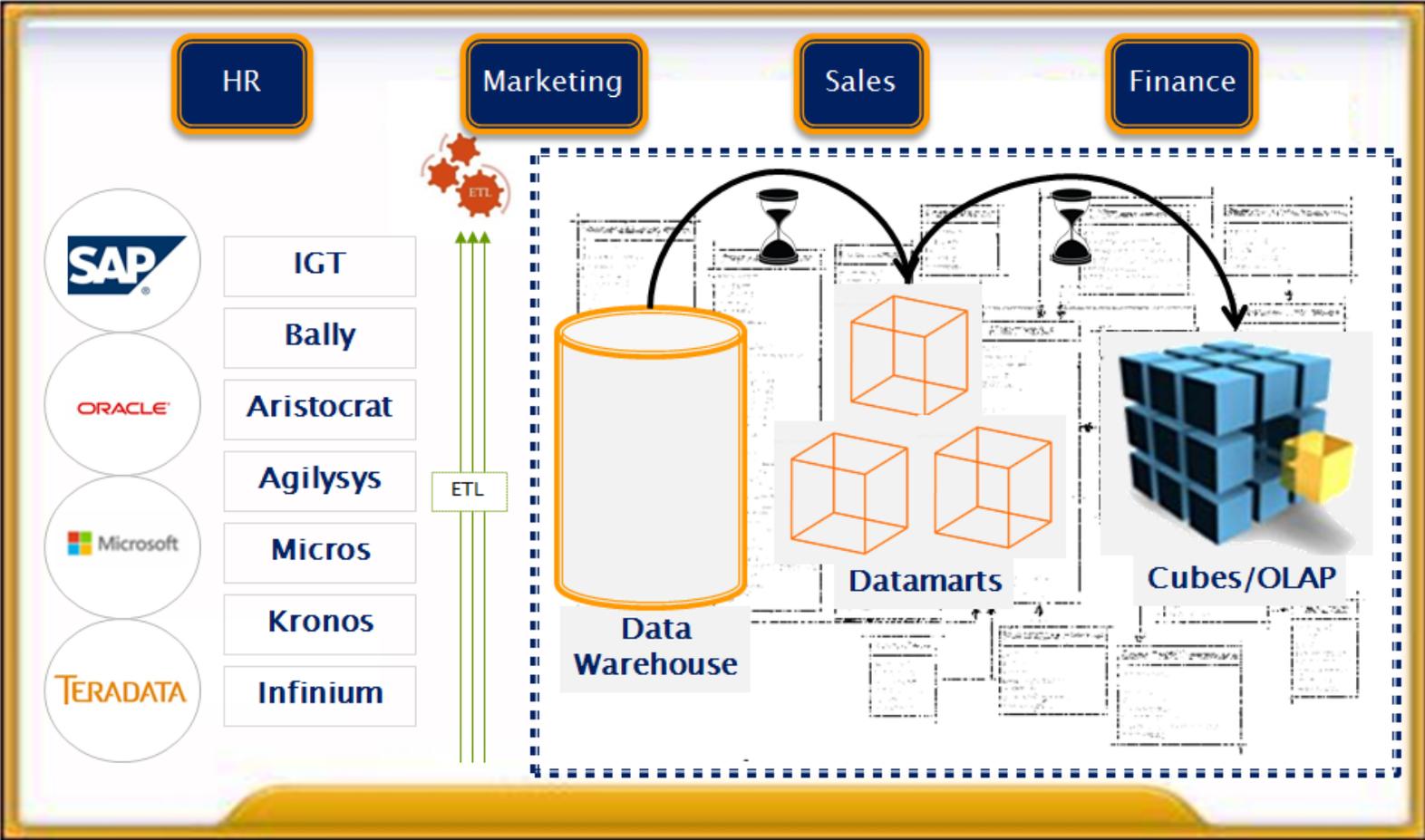


- *Accurately measures and predicts patron behavior to build better customer experience, increasing profits and ROI*
Qualex uses Predictive Models based on historical Data to help anticipate Patron behavior. Managing 'big & fast data' with the SAP HANA appliance, real-time insights are successfully delivered.
- *Maximizes patron profitability and overall revenue to get a better view of the patron and their spending habits*
Qualex identifies key metrics to build effective marketing campaigns centered around loyalty to increase retention and cross sell. All the right information business users need to approach this, must be without the delay of typical enterprise data warehouse. SAP HANA assures the fact of using data as a competitive differentiator.
- *Reports and analyzes key performance metrics (KPI's) in one centralized location*
Qualex takes the information from patron to cross market the customers expenditures and habits across all venues and consolidates in one single tool. It reduces complexity to lower cost and accelerates value delivery from IT, improving new hardware technologies performance dramatically.
- *Automates and tracks customer communications*
Qualex creates personalized and customized reports to help operations make better business decisions. SAP HANA satisfies the business requirements demand that business analysts require to define their view of information and applications, since any reporting tool would collaborate significantly in terms of performance.

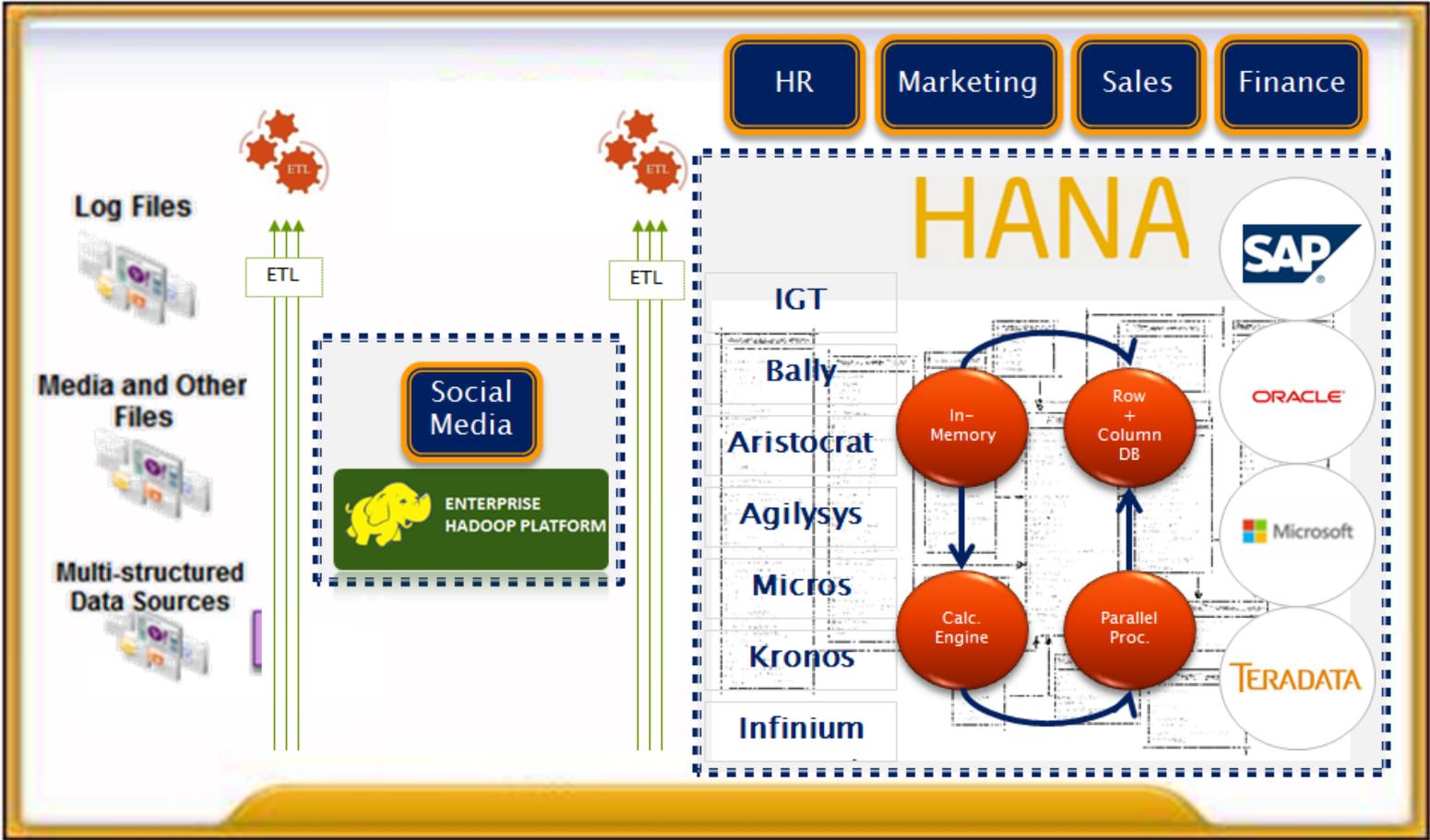
Multivendor Architecture



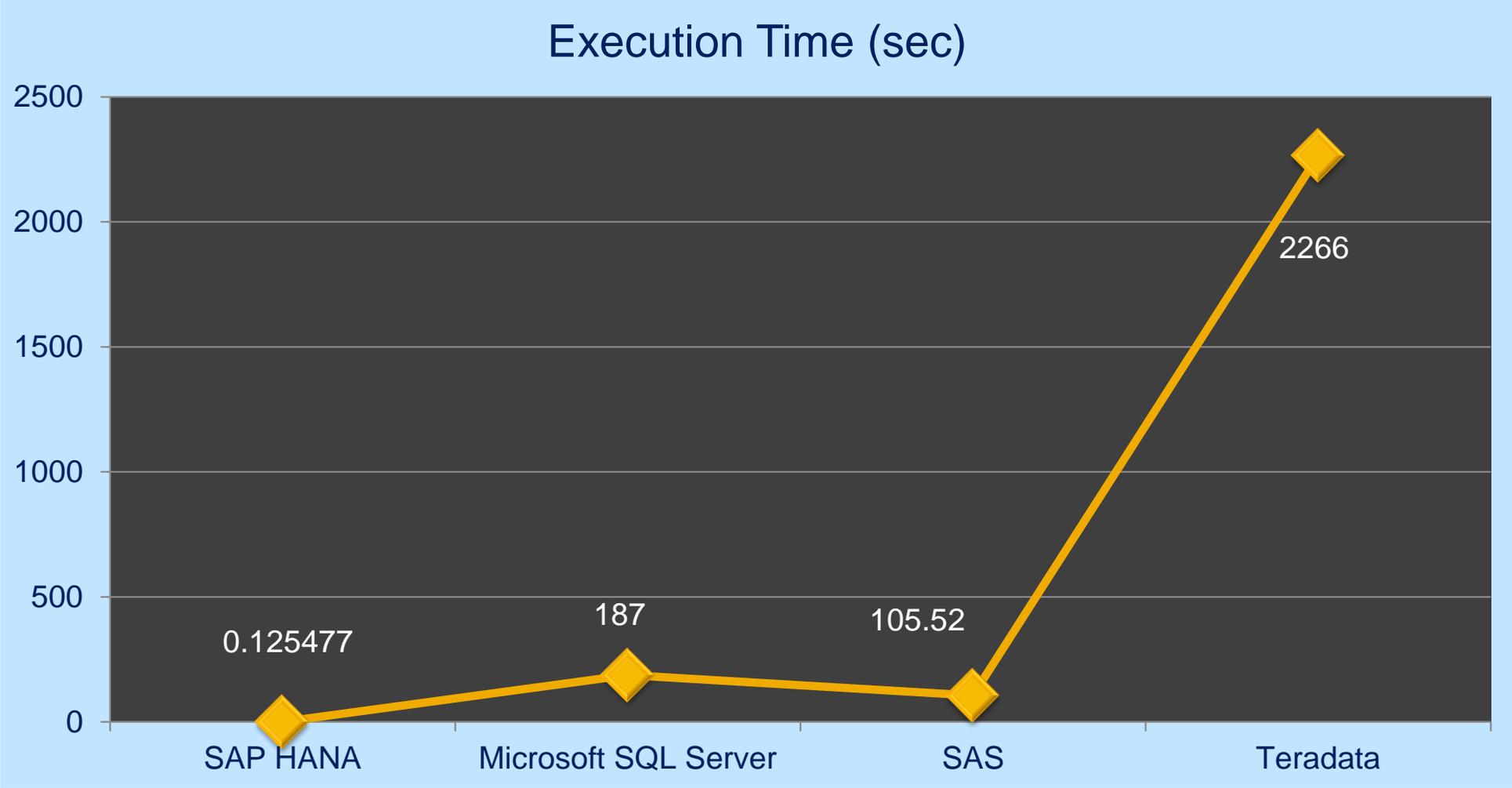
iQ-Gaming™ Standard Deployment



iQ-Gaming™ HANA Deployment



SAP HANA vs SQL, SAS, Teradata



Strategic, Tactical & Operational Level: Quick Real-Time Data

Self served information exploration

Guided and interactive data discovery

Ad-hoc data analysis

Balanced access to details and visualizations



Desktop

Mobile

Strategic & Tactical Level: Quick Real-Time Data

- Business health updates at one glance
- Interactive and personalized dashboards
- Easy and quick excel based navigation and content development
- What-if scenario analysis



Desktop



Mobile



Table Games Player Performance by Club Level

Table Games Summary by Host





Hotel Revenue Exploration

Hotel Guest Inventory



ASAP Methodology

- Ensures the analysis and definition of strategic and operational indicators as well as the data sources involved in the extraction, transformation and loading process.
- This methodology provides accelerators for improving efficiency and quality in the Business Blueprint and Realization phase deliverables, through the following roadmap:



Create target audience on Social Networks

Qualex gathers information from Social Networks to place promotional ads on their pages (Python Technology)

Location:

Age: -

Gender: All
 Men
 Women

Interests: [Suggestions](#) [Browse](#)

Connections: All

Advanced connection targeting

Include people who are connected to

Exclude people who are connected to

Include people whose friends are connected to

Interested In All
 Men
 Women

Relationship Status All
 Single
 In a Relationship
 Married
 Engaged
 Not specified

Languages

Education Anyone
 In High School
 In College
 College Grad

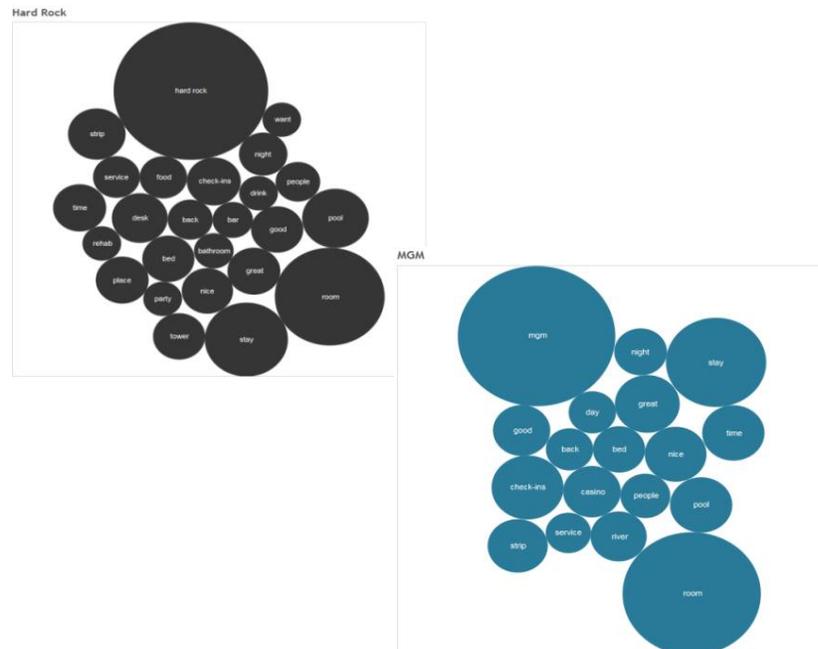
Workplaces

More Categories

- ▶ Custom Categories
- ▶ Events
- ▶ Family Status
- ▶ Games
- ▶ Job Status
- ▶ Market
- ▶ Mobile Device Owners
- ▶ Parents

Online Reviews

This is a complete customer review analysis for all eight hotels and casinos. It gives a list of categorized topics that customers posted online. Also, it gives an idea of what is good or bad about the hotel and casino, as well as what matters to customers

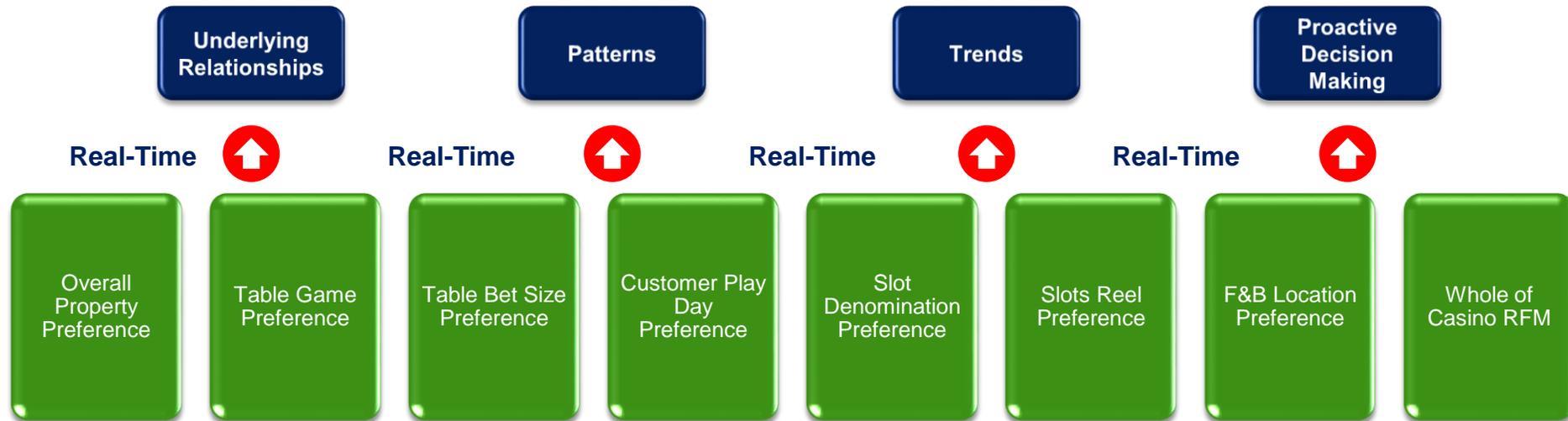


Online Review Topics

Hotel	clus_desc	
Fox Woods	+foxwoods +playing city first games good long money played players tables wait +game +table hour better casino place mohegan great room poker casinos end hour +table +game	64%
Hard Rock	front +desk check know shower first +bathroom lower back people night hrh want service staff great restaurants fun casino place rooms pool strip music +rock good cool hard rehab beds	43%
Hyatt	+desk front spacious food helpful +area clean able located pretty place quiet travel friend street big day floor people easy know little weekend good parking clean convenient down find located charge funny owner card cool friend casino travel back best check eggs flat group staff coming places down eggs group +planet hollywood looking casino love free check-ins first airport right living +bed beds space bathroom small tv first find floor time +area +sofa business coming mile walk friendly location quiet staff +wifi best check strip service looking pool easy experience	23%
MGM	+river lazy pool best huge food area thing great strip restaurants grand walk nice clean resort desk check line fee bathroom staff floor +room better night service first +stay +check-ins	45%
Pearl River	bathroom river bar well business location pearl clean restaurant friendly nice great check distance look family breakfast +bed work comfortable area distance lobby free friendly hour small clean food rooms guests best wedding beds reception beautiful cocktail hour small stay bathroom check few lobby nice little night +check-ins experience bar good business restaurant check service food hilton dinner location pearl star +weddings place time fact few cocktail dinner service hour small food good +check-ins experience	30%
Seminole Hard Rock	bed room bathroom shower tv water comfortable amazing pool staff nice hotel stay service best fort lauderdale tatu check-ins show fl looking fun friend comedy love hollywood thing great check hang slot bar machines clean gamble little place night beach lots music area definitely looking plenty find venue 'a bit' check-ins pretty smoke elite slots times miami outside money show tables poker tables dealers bad blackjack card want vegas play room machines gambling games slot people rooms things lots great awesome best casino drinks pool rock stay looking hotel service time spot town game far crowd club comedy definitely always miami blackjack parking 'a bit' beach music	24%
South Point	airport told fee desk business front shuttle pay resort money service things pool people stay hotels far shuttle strip clean hotel rooms kids great stayed stay theater staff room vegas husband stayed friendly price staff spacious check room business night parking hotel fee bed stay kids family desk bed front free pool clean area service told rooms room back spacious review check-ins nv friend las point south drinks few elite vegas casino bar good area service buffet check price bad want time food good bed theater things large shuttle hotel steak shake tables cheap restaurants best money bar food huge large nv elite ally movie	14%
Venetian	desk service friend back review stay night staying pool day good room bathroom bed time love favorite casino restaurants huge suites hotel elite strip vegas beautiful las place palazzo rooms	15%

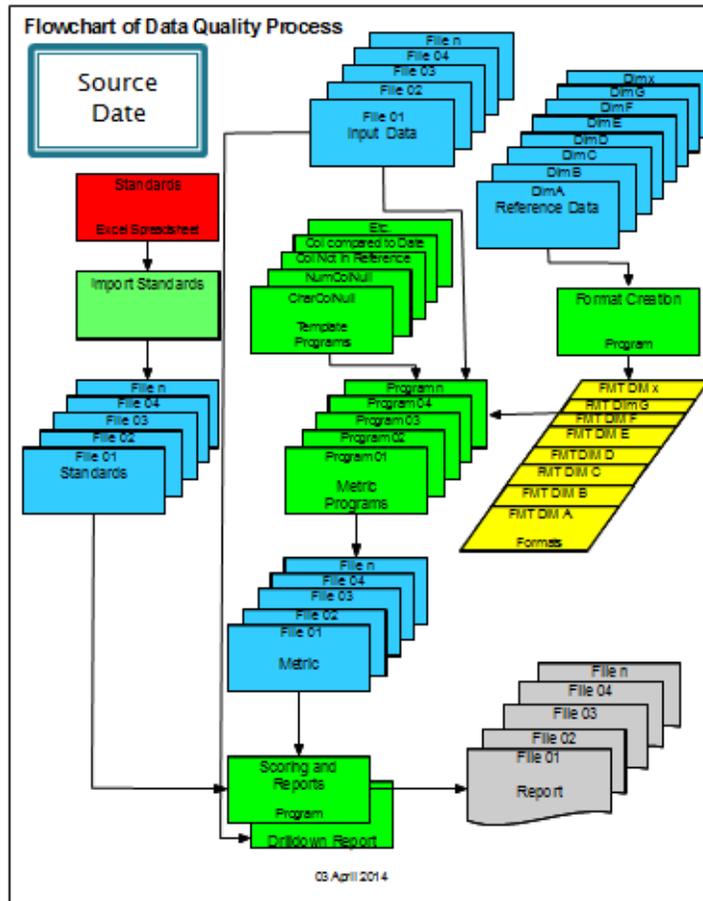
Predictive Analysis Component

The key is unlocking data to move **decision making** from **Sense & Respond** to **Predict & Act**



Data Governance Component

- The Qualex process includes the standard Extraction, Transformation, and Load processes, but adds a process for Data Quality (Check). This is an integral step in the overall Data Governance discipline:



- Is the column value blank?
- Is the date column value (e.g., birthdate) after today?
- Is the value in the column found in a reference table? (e.g., is postal code valid? Is this code in the dimension table?)
- Is the column value blank but other column is not blank? (e.g., a customer ID is present but customer name is blank)
- Is column A greater than Column B? (any column with any comparison to any other column)

Qualex Clients





“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.”

Deanna Thompson, Data Base Marketing Manager



“Qualex contributed insights regarding the choice of data that should be extracted from the various back-end systems and how that data should be structured and mapped to different fields, as it was saved to the data warehouse and into the marketing data mart from which campaigns are run.”

Todd Williams, Hospitality Systems Manager



“The New York Mets are excited to have partnered with Qualex to provide fan analytics starting with the 2015 season. We look forward to the immense value they will provide in analyzing our data to better reach our fans and increase customer loyalty as they do with many other teams.”

John Morris, Business Intelligence



“We have been working with the SportVizion team since December 2013 and are very impressed with the commitment and knowledge they provide MLS for the implementation of our new data warehouse. We look forward to finalizing this effort and utilizing the findings to get a better view and understanding of our fans and their engagement across all 22 clubs.”

Charlie Shin, Senior Director, CRM & Analytics

Why Work with Qualex?



- 20 years of Predictive and Statistical experience
- Skilled and Certified Consultants
- 200+ Global Customers
- National and International presence
- Rapid Deployment and Stellar Implementations
- Industry specific IQ solutions



Thank you

11900 Biscayne Blvd. Suite
801. North Miami, FL 33181
1.877.887.4727
info@qlx.com

