



Qualex Consulting Services

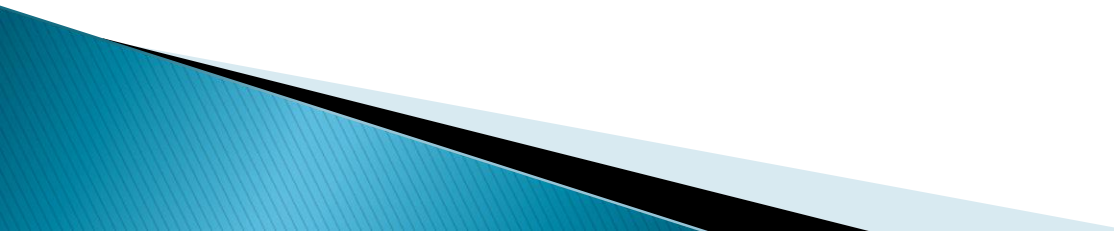
Qualex iQ Gaming Solution



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 - ▶ iQ-Gaming™ Solution on SAP
 - ▶ Solution Demo
 - ▶ Implementation Methodology
 - ▶ Key Benefits
- 

iQ-Gaming™ Solution

What does it offer?

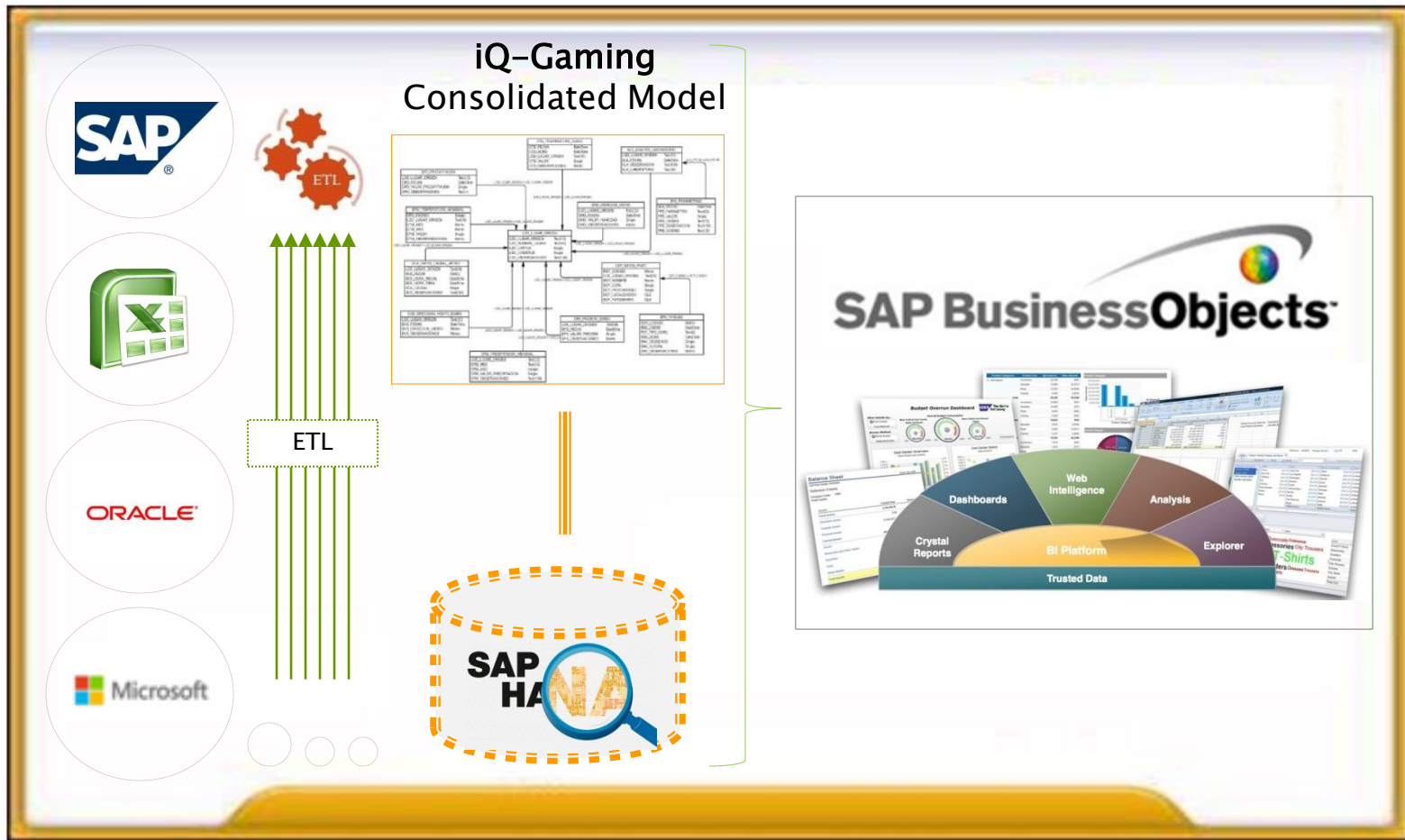
- ▶ The iQ-Gaming™ Solution consists of a **gaming industry specific model**, gathered from various **gaming project implementations** of Qualex across various countries and regions, aimed to establish a strong **best practice foundation** to support the business in **maximizing opportunities and revenue** from the Casino's wide range of activities and services offered to its guests.
- ▶ 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.

iQ-Gaming™ Solution

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.

Behind the iQ-Gaming™ Solution...



iQ-Gaming™ Solution



Mobile



Web Intelligence



Dashboard Design



Analysis



Business Explorer

INPATIENT - fact_inpatient

Raw Data | Distinct values | Analysis

Filter pattern

200 rows retrieved - 2 sec, 708 ms

	PROVST_ID	NETWORK_ID	totpd	totchg
12				
27	1	4283	4534	
25	1	1400	15859	
8				
25				
25				
25				
25				
25				
25				
23	1			
23	1	1705.3	4431.61	
25	1	4449	9624	
23	1	3330.8	6808.41	
23	1	1094.56	3224.75	
4	1	2835	15891.6	
25	1	33538	72595	
23	1			

Consolidated Model

SAP BO Solution Components



SAP Business Objects Business Explorer (Desktop Version)

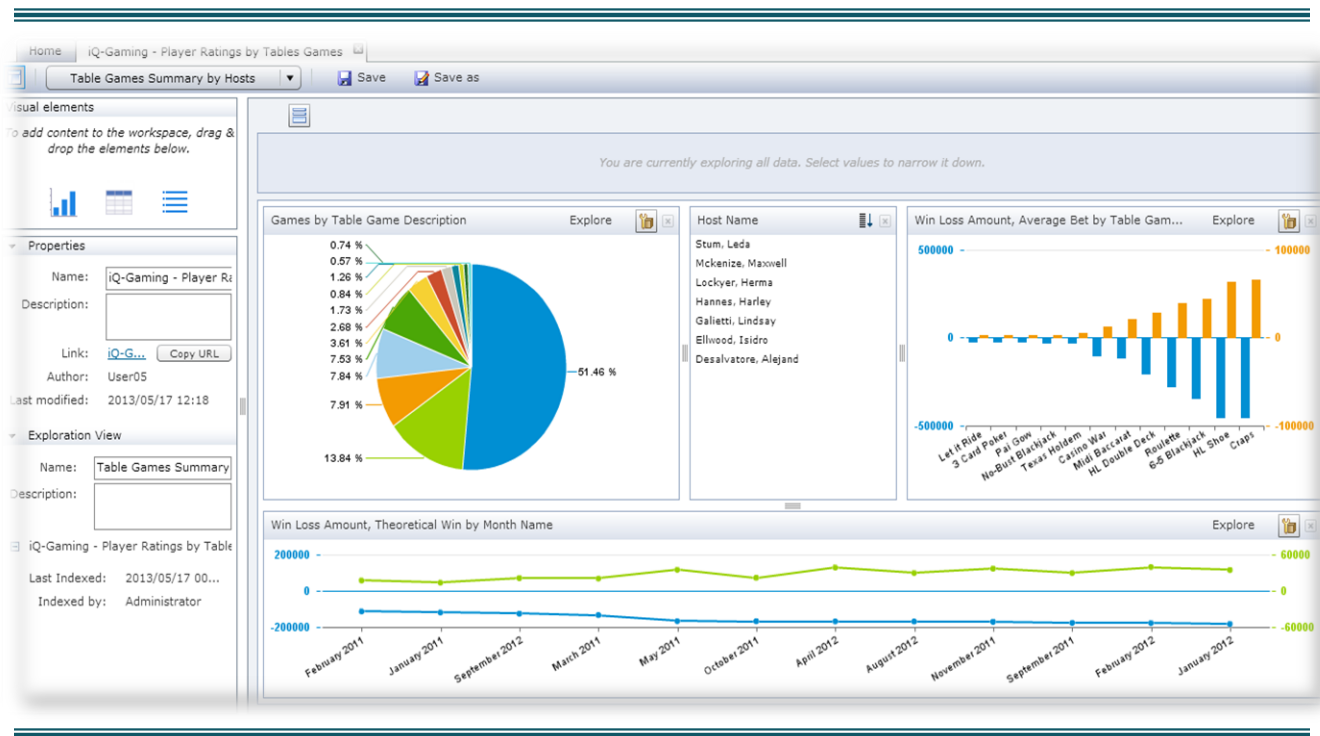
Strategic, Tactical & Operational Level: Business Users and Executives

Self serviced
information
exploration

Guided and
interactive data
discovery

Ad-hoc data analysis

Balanced access to
details and
visualizations



SAP BO Solution Components



SAP Business Objects Dashboard Designer (Desktop Version)

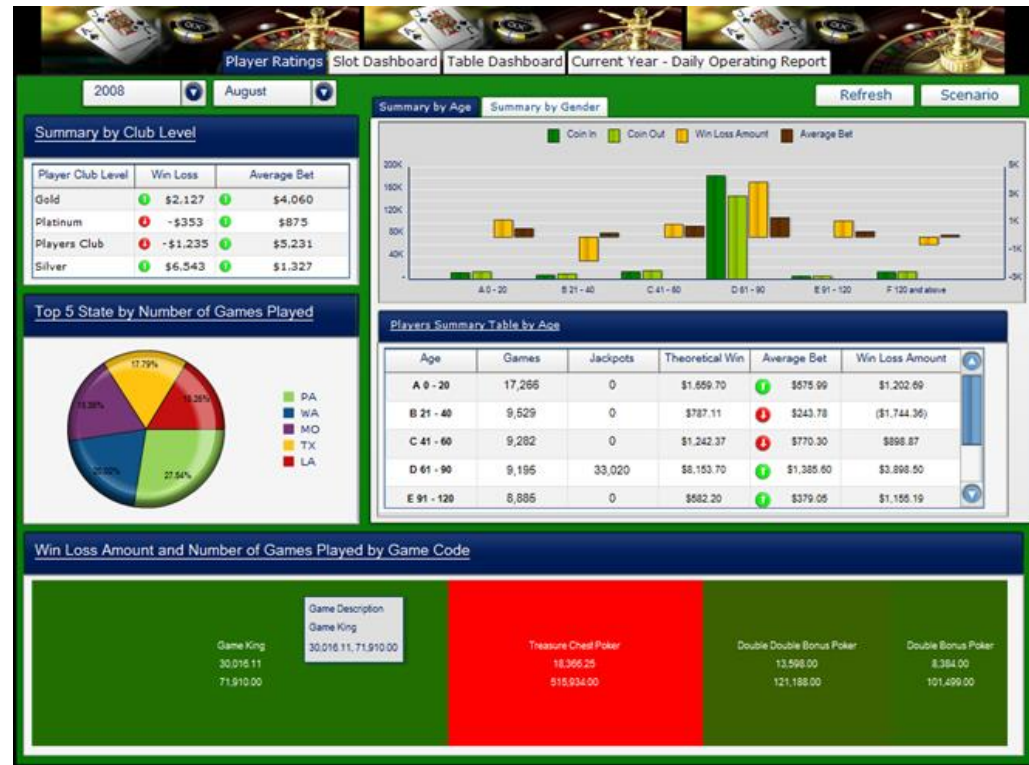
Strategic & Tactical Level: Business Users and Content Designers

Business health updates at one glance

Interactive and personalized dashboards

Easy and quick excel based navigation and content development

What-if scenario analysis



SAP BO Solution Components



SAP Business Objects Mobile

Strategic, Tactical and Operational Level: Business Users and Executives

Access to latest information anywhere anytime

No separate development required, access same web explorations via mobile

Power to change views and data items on mobile device

Sleek and intuitive visualizations



SAP BO Solution Components



SAP Business Objects Mobile

Strategic, Tactical and Operational Level: Business Users and Executives

Business health updates at one glance

Interactive and personalized dashboards

Easy and quick excel based navigation and content development

What-if scenario analysis



iQ-Gaming™ Solution Demo



Slot Machines Game Type Summary



Key Business Questions:

What are the best and worst performing slot machines?

Are there any specific slot machines with dwindling games or profit?

Is there any suspicious wins/losses that needs further investigation?

iQ-Gaming™ Solution Demo

Table Games Player Performance by Club Level



Key Business Questions:

What are the table games playing behaviour of each club level?

Are there any specific game gaining popularity to specific club levels?

How is the performance of specific games under each club level based on theoretical win, win loss amount and average bet?

iQ-Gaming™ Solution Demo

Table Games Summary by Hosts



Key Business Questions:

Who are the best and worst performing hosts?

Who are the key high value patrons of each host?

Are the hosts able to perform and meet their individual KPIs?

iQ-Gaming™ Solution Demo



Hotel Revenue Exploration



Key Business Questions:

What business segments contributes most to room revenue?
To non-room revenue?

What is the revenue distribution across various hotel departments?

What hotel revenue streams need more focus and push to the market?

iQ-Gaming™ Solution Demo



Hotel Guests Inventory



Key Business Questions:

What are the most in demand room types for the current season?

What are the current occupancy and cancellation rate by room type and property location?

Is the casino able to balance the upcoming expected arrivals and confirmed guests?

iQ-Gaming™ Solution Demo



Cancelled Rooms Inventory



Key Business Questions:

Is there any alarming peak on room cancellations that entails further investigation?

Is there any alarming peak on faulty or out of order rooms?

Are any specific room types gaining relatively higher cancellations?

iQ-Gaming™ Solution Demo

Guest Performance



Key Business Questions:

What is the demand trend from guests for each room type from each guest type?

What are the most preferred room types of each guest type?

What room types require marketing focus and who would be the good target?

iQ-Gaming™ Solution



ASAP Methodology:

- ▶ Provides 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:




iQ-Gaming™ Solution

ASAP Methodology:

		Nombre de tarea	Duración
1	<input checked="" type="checkbox"/>	<input type="checkbox"/> QLX iQGaming Model Solution	19.1 días
2	<input checked="" type="checkbox"/>	<input type="checkbox"/> Phase I - Initial Preparation	7 días
3	<input checked="" type="checkbox"/>	Project Plan Definition	1 día
4	<input checked="" type="checkbox"/>	Scope Definition	1 día
5	<input checked="" type="checkbox"/>	Technical Requirements Definition	1 día
6	<input checked="" type="checkbox"/>	Sample Data Definition	3 días
7	<input checked="" type="checkbox"/> 	Project Kickoff	1 día

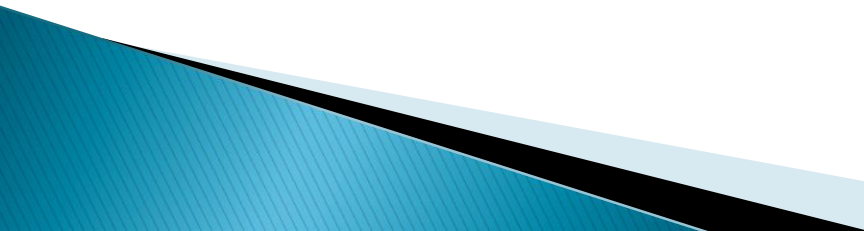
23	<input checked="" type="checkbox"/>	<input type="checkbox"/> Phase III - Realization	19.1 días
24	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Information Design Tool (IDT)	2 días
27	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Mobile	2 días
30	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Web Intelligence	0.5 días
32	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Business Explorer	0.5 días
34	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Dashboard Design	17.1 días
36	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Testing	17.1 días

8	<input checked="" type="checkbox"/>	<input type="checkbox"/> Phase II - Business Blue Print (BBP)	11.7 días
9	<input checked="" type="checkbox"/>	iQGaming Model Business Process Analysis	1 día
10	<input checked="" type="checkbox"/>	<input type="checkbox"/> SAP Business Objects	11.7 días
11	<input checked="" type="checkbox"/> 	SAP BO Architecture Definition	1 día
12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Information Design Tool (IDT)	1 día
15	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Mobile	0.5 días
17	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Web Intelligence	0.5 días
19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Business Explorer	0.5 días
21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SAP Dashboard Design	11.7 días

40	<input checked="" type="checkbox"/>	<input type="checkbox"/> Phase IV - Final Preparation	4 días
41	<input checked="" type="checkbox"/>	Solution Review	1 día
42	<input checked="" type="checkbox"/>	Further Releases Planning	0.5 días

iQ-Gaming™ Solution

Key benefits:

- ▶ Accurately measure and predict patron behavior and P&L.
 - ▶ Maximize patron profitability and overall revenue.
 - ▶ Report and analyze key performance metrics in one centralized location (slot utilization, total revenue per top patrons, trips, stays, comps, Theo and/or actual wins).
 - ▶ Report and analyze revenue for key geographic markets.
 - ▶ Automate and track customer communications (marketing campaigns).
 - ▶ Decrease employee turnover and predict staffing needs.
 - ▶ Detect fraud and other suspicious gaming floor activities.
- 

iQ-Gaming™ Solution

Do you need more information about our solution? Try the following tools:



▶ Find videos on YouTube that show some reports and dashboards examples and how to use them.



▶ Access to our mobile demo platform directly to play around with samples reports and dashboards that have been already created for you.

▶ Download the iQ-Gaming™ model and load your own data!!!



For more information, contact us at:

www.qlx.com

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