



MICROSTRATEGY SOLUTIONS FOR GAMING

CASINOS AND GAMING COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO IDENTIFY PLAYER POTENTIAL, ENHANCE GUEST EXPERIENCE, AND IMPLEMENT BETTER PROMOTIONS.

Leading companies in the Gaming sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

CASINO OPERATIONS ANALYSIS

- Optimize table and slot machine profitability through the analysis of revenue generation, machine placement, total usage, and total down-time
- Easily analyze results of server-based games and study player behavior to identify players' patterns of game selection, total play, and usage time

FINANCIAL ANALYSIS

- Use predictive analytics to determine "theoretical loss" and maximize "theoretical value" of individual customers
- Track performance of supplementary services, such as dining, entertainment, and room bookings, and investigate percentage contribution to total revenue

CUSTOMER ANALYSIS

- Create products and services that match customer preferences and push different cross-sells and up-sells to "good" customers identified from past visit data
- Determine reinvestment levels and offer comps according to customer value by analyzing customer demographics that uncover purchasing patterns, buyer behavior, and total customer profit

SERVICE ANALYSIS

- Ensure customer delight by providing enhanced services, such as in-room technology, dining, and entertainment options, that match customer preferences
- Track service performance by analyzing customer wait times, the results of customer satisfaction surveys, and productivity of employees in order to adjust and improve labor scheduling and training

MARKETING AND BRAND ANALYSIS

- Increase the most profitable marketing campaigns by reviewing promotion ROI, monitoring campaign performance, and investigating effectiveness through the amount of revenue generated and customers created
- Reduce market cannibalization and ensure unique brand messaging by creating a distinct brand identity alongside the continuous evaluation of marketing campaigns

CUSTOMER SUCCESSES

SILVERTON HOTEL AND CASINO

- MicroStrategy's integrated BI platform, easy-to-use Web interface, and Dynamic Enterprise Dashboards enable Silverton employees to view large volumes of data in a highly interactive way to help them make timely, data-driven decisions.
- Using MicroStrategy's expressive dashboards, Silverton business analysts are able to quickly analyze multiple areas of the business, including marketing promotions and casino operations.



CODERE

- Applications built on the MicroStrategy platform are used by Codere to identify traffic on the Web, develop client relationships, manage supply chain, control inventory, analyze risk, finance, and billing, as well as assess market share and calculate sales.
- MicroStrategy has contributed in increasing quality and reliability of information and drastically reducing the time taken to make valuable decisions. This has helped Codere to significantly improve client relations, productivity, and operational efficiency.



The MicroStrategy platform supports the technical needs of Gaming customers:

- Companies in the Gaming industry, in order to best service their customers, are often searching for customer purchasing trends, or links between other related or unrelated data, requiring the need for sophisticated drilling to any set of data in the warehouse from any reports
- Due to continued growth, data in the Gaming industry is quite often greatly distributed across many transactional systems and requires a BI solution that can report on and analyze information from multiple sources on a single dashboard or document
- MicroStrategy's centralized administration and development of all BI applications allows for more resources to focus on building revenue and improving service delivery than building reports

"We evaluated several different BI products and found that MicroStrategy was the best fit for our existing infrastructure and our BI requirement. Teradata is our enterprise data warehouse, and one of the reasons we selected MicroStrategy was because of its integration with Teradata. Our industry produces a large amount of data and with MicroStrategy dashboards, we plan to use the data to help us maintain our competitive advantage."

— KIRK GOLDING, VP OF IT, SILVERTON

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

<http://www.microstrategy.com/BISurvey>

For a list of customers by industry, including Gaming, visit:

<http://www.microstrategy.com/CustomerList>

MicroStrategy®