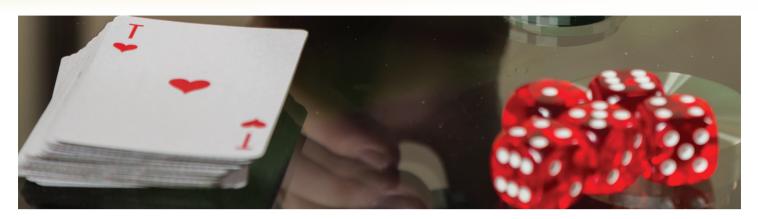# QLX.COM
Qualex Consulting Services, Inc.

GAMING & HOSPITALITY

Qualex delivers gaming-specific BI, CRM and mobile solutions that define IT strategies, drive systems selections, target business processes and IT infrastructure reviews. Qualex 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 insides to drive increased value for any organization. With QLX **iQ-Gaming™** Data Model we provide consistent reporting and an analytical platform for predictive analytics.

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

QLX iQ-Gaming™ Solution:

The **iQ-Gaming™** Solution provides casinos, hotels and restaurants the fastest way and most responsive form of communication with their patrons. Enhance your customer´s loyalty by letting your frecuents know you care. **iQ-Gaming™** features automated targeted SMS and e-mail campaigns that constantly keep your regulars updated on activities and events of their interest.

The **iQ-Gaming™** Solution also let your patrons know you remember them personally by sending them individual alerts such as birthday specials or anniversary offers. Furthermore, the **iQ-Gaming™** schedules automated promotional content; email fowarding and database integration. The **iQ-Gaming™** sets the trends for patron mobile applications.

QLX iQ-Gaming™ provides:

- ◉ Data integration and analysis
- ◉ Marketing Automation
- ◉ Slot & Table Game Tracking
- ◉ Slot & Table Game and Floor Optimization
- ◉ Customer Retention

Some of our clients include

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Casino Operations Reports:

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

Casino Marketing Reports:

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

Player Development Reports:

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

Hotel and Hospitality Reports:

- ✓ Segment Value
- ✓ Total Property Value
- ✓ Booking by Source Group
- ✓ Turn Down Tracking (web usage)
- ✓ Daily Package
- ✓ Daily Pickup (by segment)
- ✓ Weekly Revenue Package
- ✓ Casino Utilization
- ✓ Cash vs. Comp (by month and room type)
- ✓ Segmentation Analysis
- ✓ Market Segment Pickup

Marketing Reports:

- ✓ Marketing Response Results
- ✓ Additional Campaign Response
- ✓ Model Results for better future performance

Accounting Reports:

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

Contact us to learn more:

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