Gaming & Hospitality Solution
Patron Value Optimization (PVO)

QLX.com ®

Qualex Consulting Services, Inc.

QLX and the Gaming Industry

Qualex Consulting Services, Inc. (QLX) is an award - winning predictive software consulting company that puts the latest Big Data and real time technology solutions at your fingertips.

We take pride of a combined application we have developed to allow casinos to accurately identify and target their customers in real time, while increasing their revenue – by first recognizing, the understanding and ultimately retaining their valuable patrons.

Some of our clients:

Forget about problems.
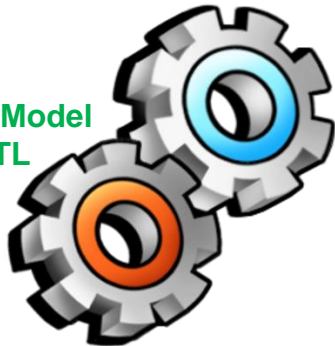# Focus on solutions

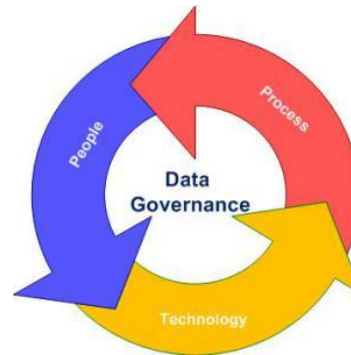| The data is there, it is just difficult to get it	Duplicated or Inconsistent Data	Lack of overall vision across multiples properties, reporting and campaign management

iQ - Gaming™

Data Model ETL

Data Governance
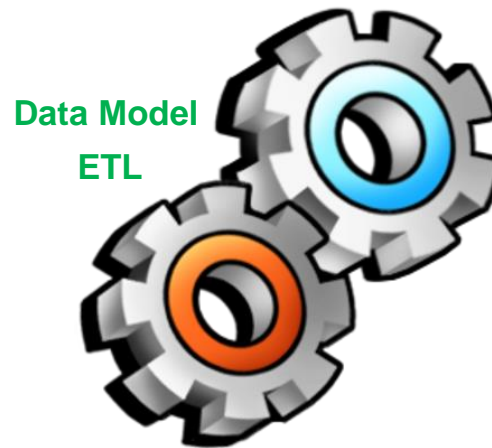

Information available on
Data Warehouse

CLEAN DATA

Consolidated Reports in
Real Time = **HIGHER ROI**

Data Model & ETL

Extract, Transform and Load all records from core sources systems and vendors into a Data Warehouse quickly and easily
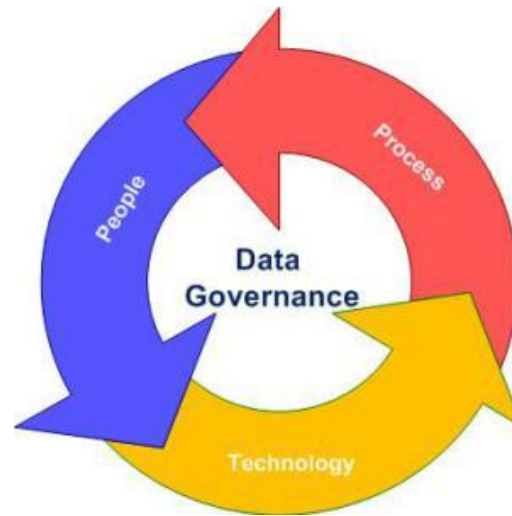
Data Model

ETL

✓ Eliminate inadequate rooms, bad resource forecasting and yield management problems

✓ Transform massive data into new revenue opportunities

✓ Drive sales with real-time information

Data Governance = Clean Data

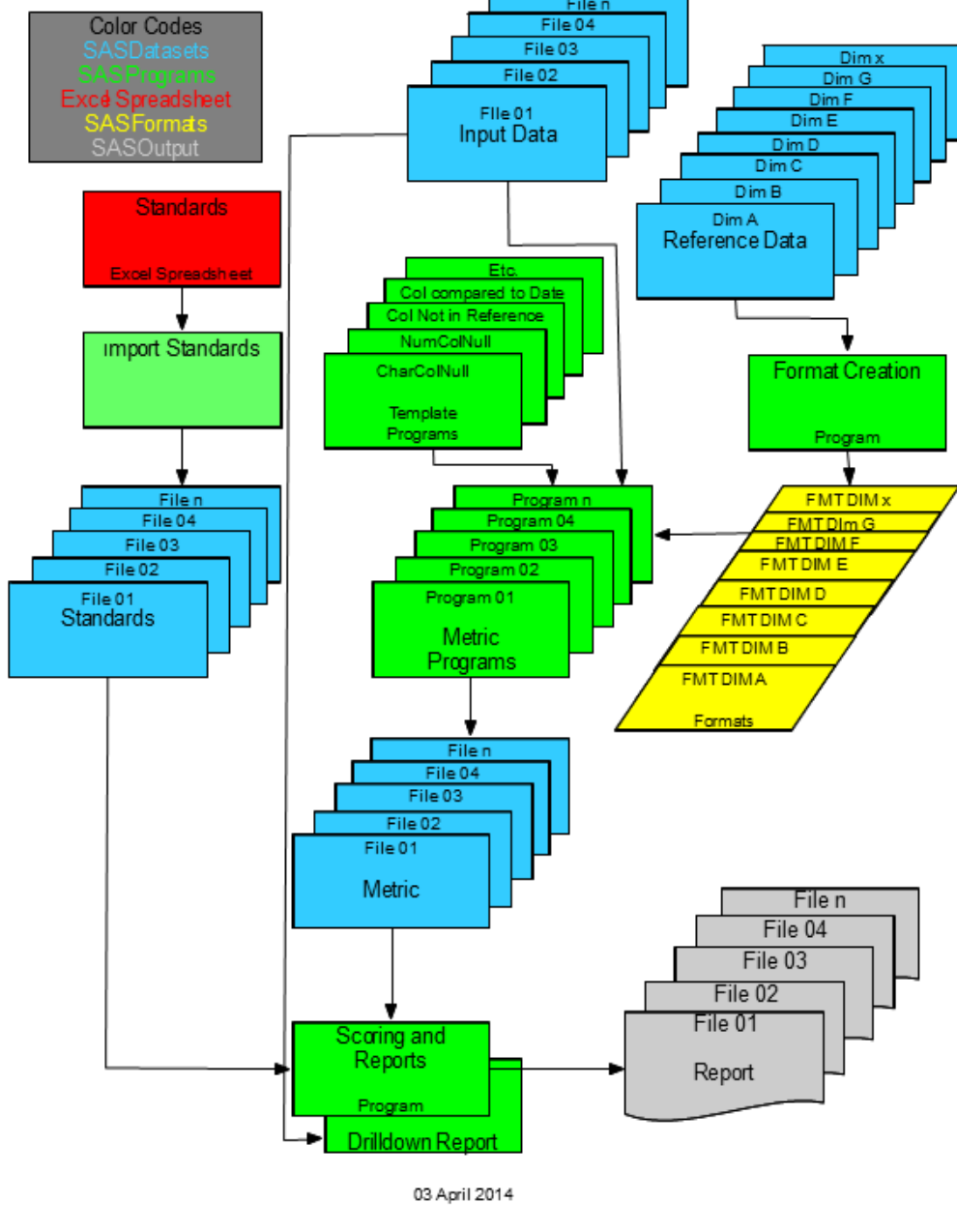A Data Quality Check that ensures your data is tuned with the standards

✓ Minimize information cost reduction and data cleansing costs

✓ Improve control efforts across business functions and a uniform analytical environment for compliance monitoring

✓ Eliminate communication problems from poor quality source data

Customizable Data Checklist

✓ 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)

Consolidated Reports in Real Time

Live, interactive and intuitive merged information. Have a comprehensive view of Patron spend (P&L for gaming and non-gaming)

✓ Holistic view of key performance metrics: Slot Accounting, Property Management, Player Tracking, Point of Sales, Table Games Management, Spa, etc.

✓ Maximize revenues by gaining a comprehensive *Patron View* and putting the most profitable clients in the property.

✓ Improve patron satisfaction by effectively combining marketing & management in a timely manner.
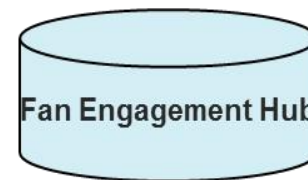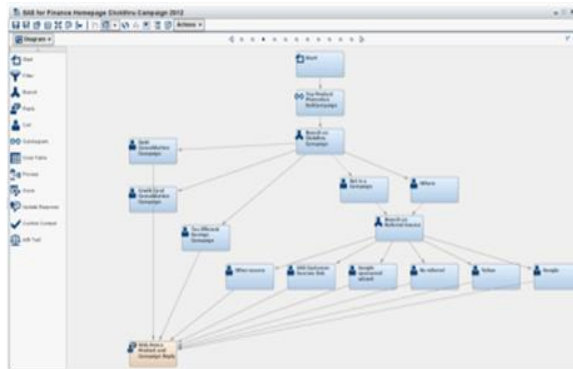
Smart Data Analytics

Get patron insights and accelerate business processes and predictive capabilities

✓ Maintain current casino/hotel occupancy rates while increasing overall annual revenue by targeting higher-end clientele successfully.

✓ Improve sales forecast accuracy by leveraging looking at customer's past purchases and activities on the casino/hotel floor.

✓ Implement effective marketing strategies by better understanding customer's value, demographics, preferences, buying patters, etc.

Instant connection with your fans

Live interaction with patrons & improved guest experience – **HIGHER ROI**

Fan Engagement Hub

- ✓ **Record Marketing Database**
- ✓ **Match Against Fan Record**
- ✓ **Append to existing customer Record**
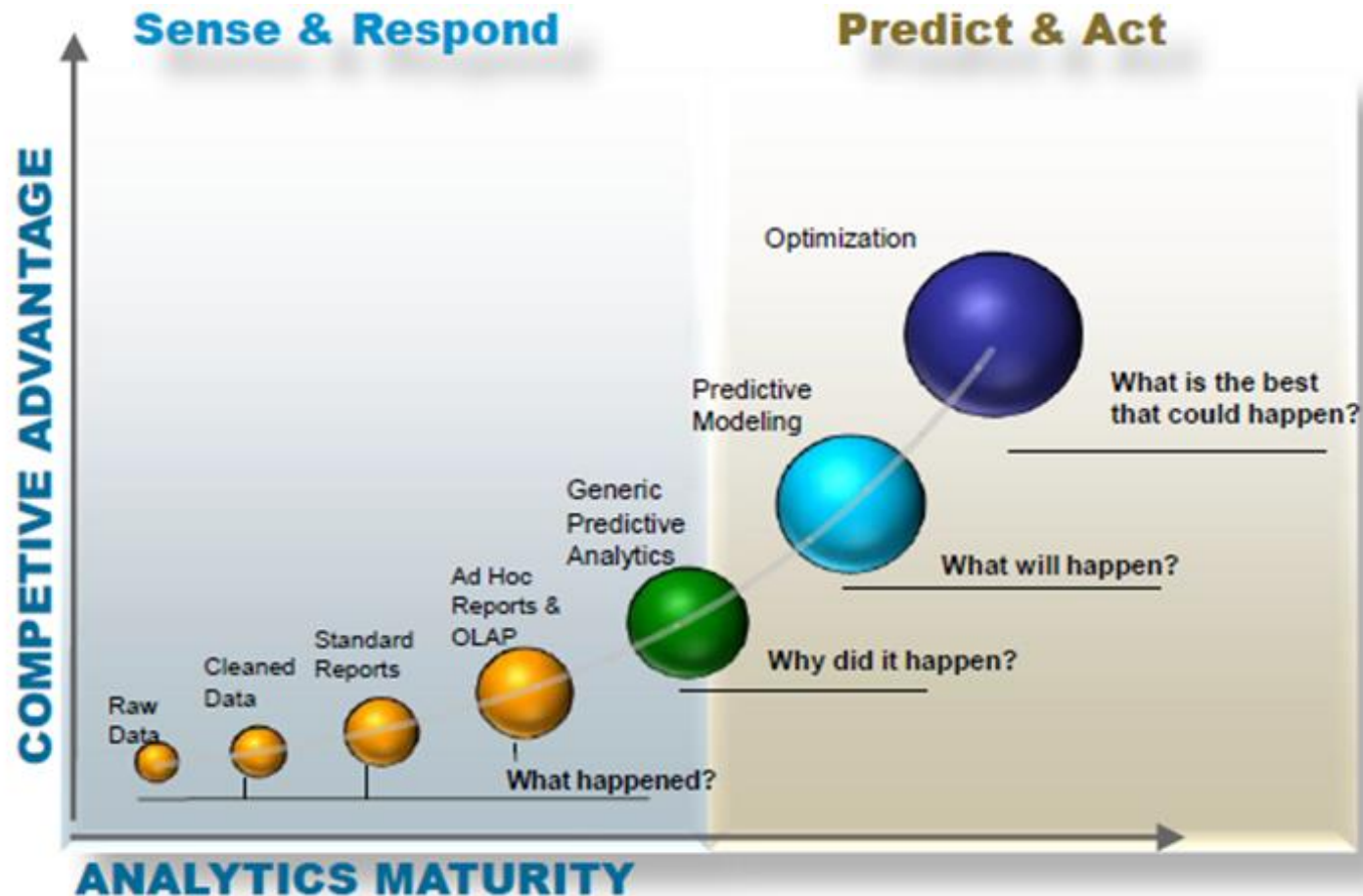- ✓ **Implement Effective Campaigns**

Social Media

SMS Marketing   Mobile App

Geo-Location Offers   Digital Content

Unlocking data for better decision making

iQ-Gaming™ - Sample Dashboard

Desktop

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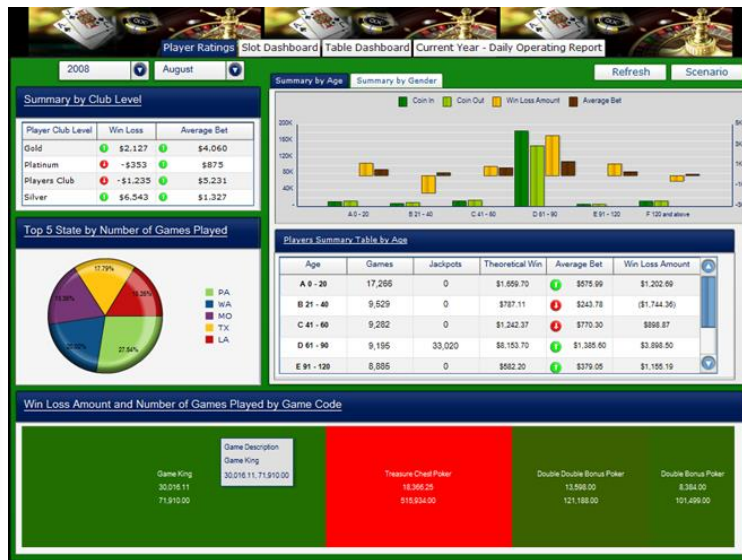
- Business health updates at one glance
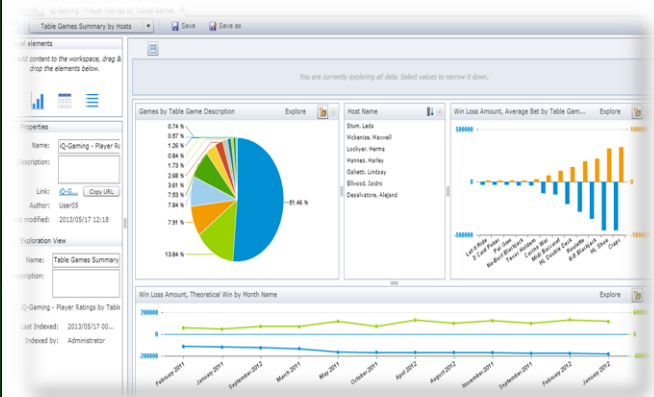- Interactive and personalized dashboards
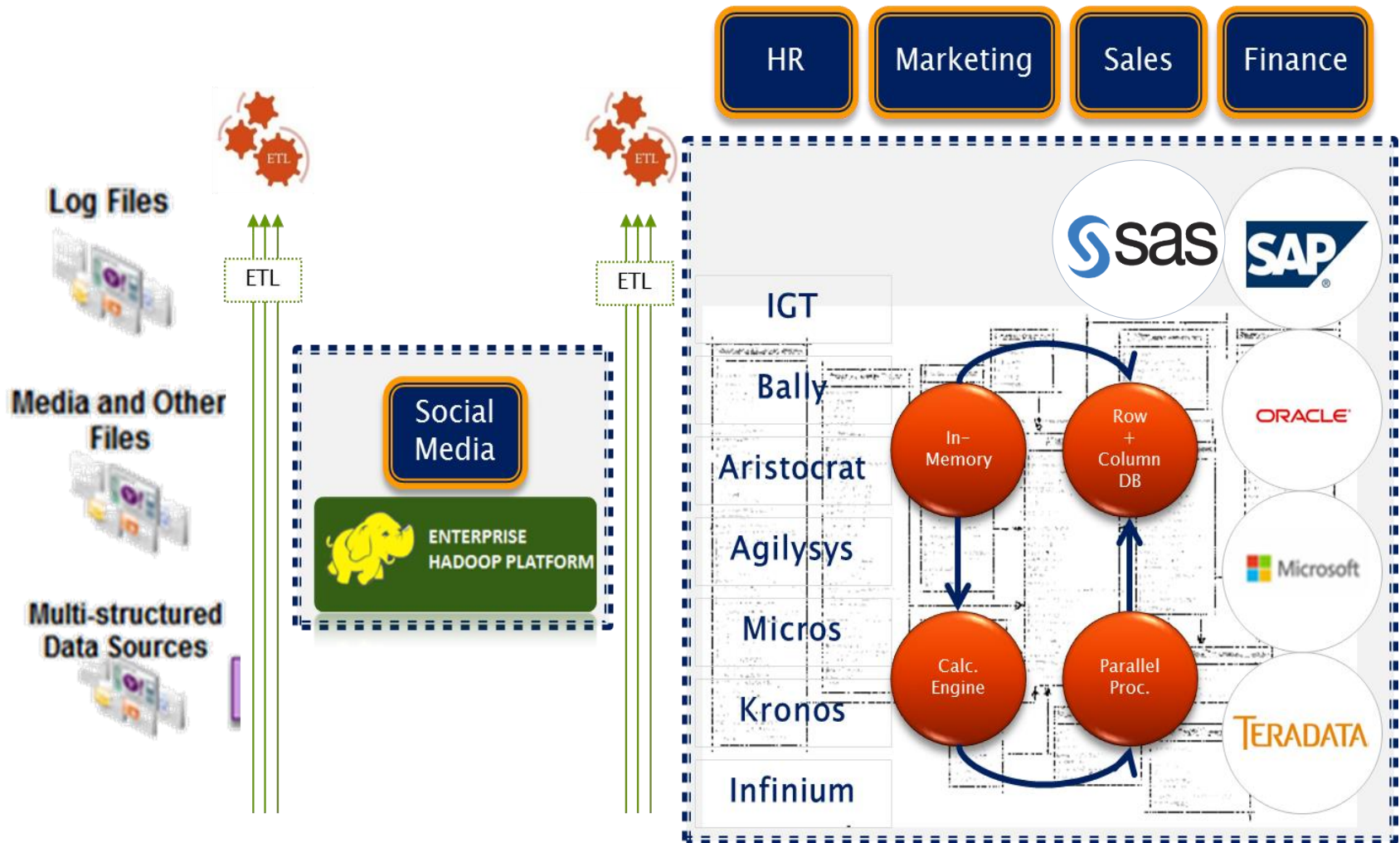- Easy and quick excel based navigation and content development
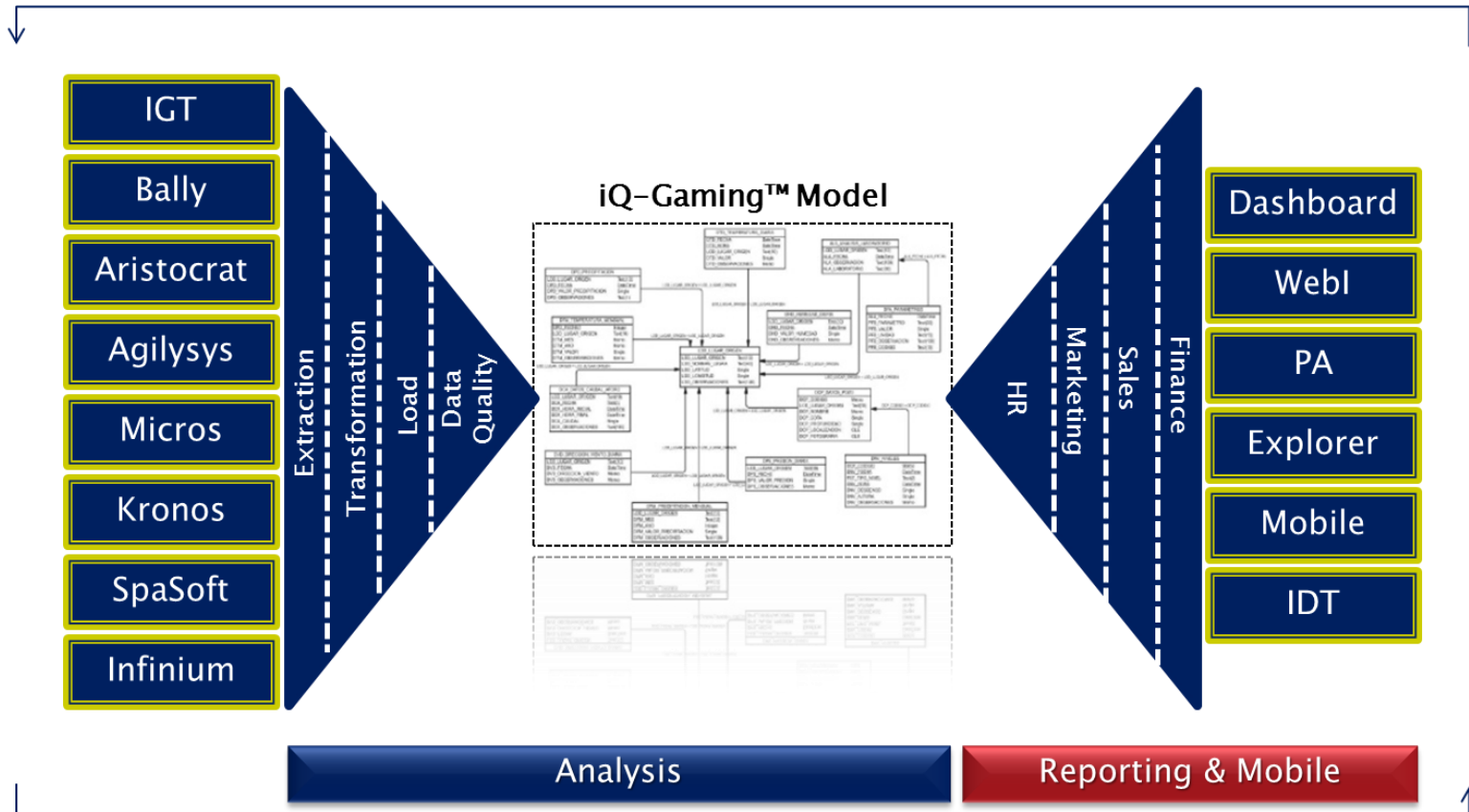- What-if scenario analysis

iQ-Gaming™ - Behind the scenes

Integrate your Multivendor Architecture

iQ–Gaming™ Model

Left inputs: IGT, Bally, Aristocrat, Agilysys, Micros, Kronos, SpaSoft, Infinium

Process: Extraction, Transformation, Load, Data Quality

Output functions: HR, Marketing, Sales, Finance

Right outputs: Dashboard, WebI, PA, Explorer, Mobile, IDT

Analysis | Reporting & Mobile

Benefiting each organizational side of the business:
Management, Technology, Marketing, Sales, Customer Service & Finance

TESTIMONIALS

" 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

" We didn't know how to make the most out of all the tools we had on hands and Qualex helped us to discover that and get very useful reports with information that allow us to identify significant data, such as loyal customers, and so create more direct and effective marketing campaigns. "

Ruben Tineo
IT, SAP & Communications Manager

" Qualex created a data warehouse environment that focused on providing Delaware Park's management team with quick and easy access to information on their players. "

Scott Dixey
Director of Audit & Analysis1

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