

A Sure Bet for Growth

Teradata Gaming Decisions

Keep Pace with Change

Fierce competition and a seemingly constant rush of new casino openings have given patrons more choices than ever. But among the many challenges you face everyday, two stand out: First, the need to provide your customers with a unique and memorable experience. And the ongoing struggle to cut operational costs while increasing profitability.

It's these two distinct – but often opposing – issues that all too often spell the difference between success and failure in this

rapidly changing industry. Successful gaming organizations already know that enterprise-wide access to critical data can help meet customer needs and increase revenue.

That may be a simple truth. But harnessing the power of collected data is never easy without the right solution. That challenge becomes even harder because the gaming industry is known for its use of disparate business systems and a lack of standardization.

That's where Teradata® Gaming Decisions can help you – and your business.



Teradata Gaming Decisions is a suite of integrated business intelligence analytics designed specifically for gaming

See Your Entire Business

Teradata Gaming Decisions helps business users answer key questions in these business areas:

Operational efficiency analysis

- > What products and services yield the greatest return on investment?
- > How can we ensure our services are cost efficient while consistently exceeding our patrons' expectations?

Slot analysis

- > Is our gaming product mix optimized to deliver maximum profitability and customer satisfaction?
- > Can we ensure lower overall costs and appropriate delivery schedules for the products and services of our suppliers?

Visit affinity analysis

- > Are our promotional offers designed to include multiple products or services that will entice patrons and increase our response rates?
- > Do our marketing messages resonate the underlying experience our market segments have shown a predisposition for in their behaviors?

Promotional analysis

- > Are our promotional offerings reaching our best customers in the most effective manner?
- > Are we using lifestyle analysis to tailor promotions that will keep customers in your casino?

Guest analysis

- > Do we have the right tools to identify, attract, entice, and retain high-value patron segments?

- > How effectively can we estimate the total number of hours of customer play for the casino or the hours of play at each game? How much is going to be wagered at each game per hour? And, ultimately, how much will the casino win?

Restaurant analysis

- > Are we optimizing our menu mix to fit existing and prospective patron preferences?
- > Are the tools available to allow us to increase F&B revenues and margin per cover?

Financial analysis

- > Do our financials reflect organizationally consistent data?
- > Can we drill within financial reports to any dimension focusing on "Critical To Quality" drivers?

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companies. It includes hundreds of report templates, metrics, and KPIs covering multiple facets of your business.

With Teradata Gaming Decisions, you'll get a clearer picture of your entire enterprise. This includes everything from which participation games are the most cost-effective to alternative coin handling issues that can increase your profitability. Whatever the challenge, whatever the issue, Teradata has the analytic reports you need to make better, faster business decisions.

Another Teradata Difference

Here are two more reasons why Teradata Gaming Decisions stands out from other solutions:

- > Teradata Gaming Decisions leverages standard business intelligence (BI) technology to provide analytical capabilities. That means you can use most standard BI tools.
- > The Gaming industry logical data model from Teradata is a time-tested solution for organizing data within your Teradata environment. Built

specifically for the gaming industry, it's a flexible blueprint for designing your data warehouse to support your unique business questions.

Get There Faster

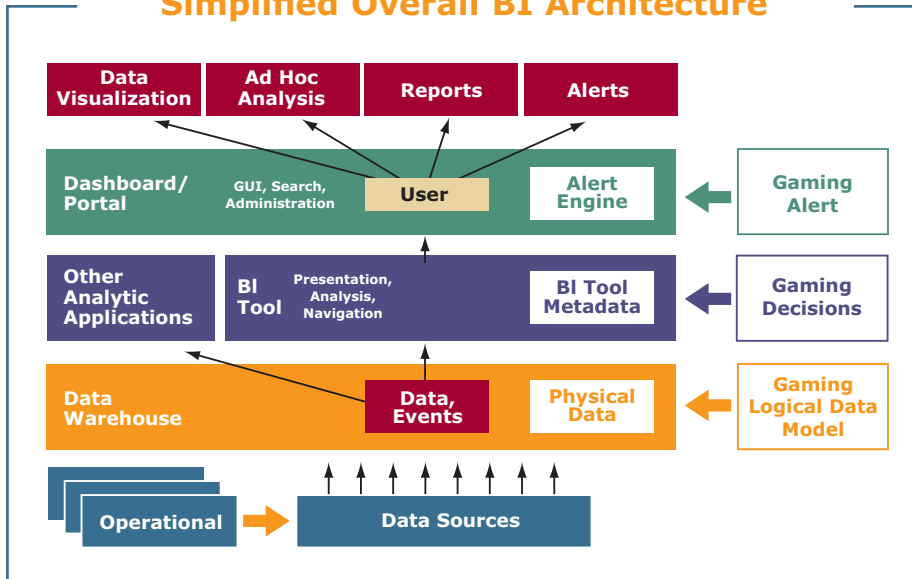
Teradata Gaming Decisions lets you deploy reports faster than other start-from-scratch solutions. We've eliminated the need for "blank page" development, so your business and IT personnel can spend time on other issues. And since we've reduced the time needed for customizing analytics, you'll be taking advantage of your Teradata solution faster, too.

Why Teradata?

Need more reasons to choose Teradata Corporation? Teradata:

- > Brings more than a decade of gaming, lodging, and data warehouse experience.
- > Has 25 years of retail data warehouse know how.
- > Has a successful track record of helping organizations just like yours leverage their business data for analysis and decision making.
- > Has a built-in foundation of industry knowledge, consulting expertise, global customer support services, and world-leading hardware technology – a combination of strengths unmatched in the industry.

Simplified Overall BI Architecture



This illustration depicts how Teradata Gaming Decisions fits within a business intelligence framework.

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Why Teradata Gaming Decisions?

- > Quicker time to enterprise reporting.
 - > Efficiently maps to the Teradata logical data model for Gaming leading to quick ROI.
 - > Semi-custom approach allows for flexible implementation.
 - > Base of several hundred metrics built on industry proven best practices.
 - > Ability to analyze the enterprise (or a subset).
- > Complex metrics are automatically mapped (e.g. TY versus LY)
 - > Information can be easily shared with other applications.
 - > Reduce the time from transaction capture to taking action, increasing the effectiveness of your decisions.
 - > Experienced business and technical consultants ensure success.
 - > Devote more time to improving your business versus gathering data to make decisions.

For More Information

To learn more about how Teradata Gaming Decisions can help you create a stronger customer experience and improve your bottom line, contact your Teradata representative or visit Teradata.com.

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