

Teradata Solutions for Gaming

One of the gaming industry's biggest challenges is delivering differentiated patron experiences while managing operating costs and profitability. Organizations that do this gain a competitive advantage and customer loyalty. In addition, gaming leaders believe that the key to this success is quick access and response to detailed information.



But this isn't easy. Gaming organizations are known for multiple, disparate systems, data cleansing and migration challenges, and data standardization issues. Many gaming organizations lack some of the tools and skills needed to optimize revenues and efficiencies. As a result, the bottom line suffers.

Teradata Corporation has solutions that can help you integrate your data enterprise wide, easily access it and then use it to help you achieve greater operating efficiencies, customer loyalty and an

improved bottom line. In short, Teradata can help you put your data to work enabling you to grow and prosper.

Based on our experience delivering leading, innovative business analytics and next generation CRM solutions to the Gaming industry, Teradata can help you leverage patron experiences and operational information at the property and corporate levels. You'll make timely, fact-based decisions while you:

- > Build and sustain your competitive advantage.
- > Improve service to patrons.
- > Optimize revenue and reduce costs.
- > Improve operational efficiencies.
- > Achieve a greater return on promotions.
- > Comply with gaming/government regulations better.

Teradata® Solutions for Gaming help enhance your organization's growth and profitability while enhancing your competitive edge. In addition, your managers receive more strategic and operational intelligence than ever before.

Suite of Applications Delivers Results Enterprise Wide

Teradata Solutions for Gaming consists of a suite of applications that cover all aspects of gaming property management, delivering ongoing value and significant ROI. These applications run on the industry-leading Teradata solution.

The Teradata solution serves as a central repository for all of an organization's data from all of its operating systems. Data stored in a Teradata solution are readily available enterprise wide, delivering a single view of the business and helping users make better, faster decisions.

A Teradata solution combines Teradata's high-performance database technology, a full suite of gaming solutions, data access and management tools, robust data mining capabilities, and world-class scalable hardware. The Teradata Database's ease of use, combined with true query parallelism, delivers unmatched query performance and throughput levels, enabling near real-time responses to patron events at all touchpoints.

Teradata Solutions for Gaming applications include:

Customer Relationship Management for Gaming – a comprehensive, integrated analytics environment for increasing patron loyalty and improving marketing campaign response rates. You get the power to create and optimize customer communications across all channels.

Gaming Decisions – a suite of analytic solutions to help you make informed decisions regarding gaming revenue optimization, slot floor optimization, operational efficiencies, budgetary expectations, and price optimization. Financial management analysis is also part of this application.

Teradata Solutions for Gaming

Case Studies Show Results

Using Teradata Solutions for Gaming

A **leading casino** obtains clearer views of customer interests to create incentives that encourage customers to visit its properties nationwide.

This company can identify its most valuable customers when they arrive and treat them appropriately, increasing its wallet share among gamers from 35% to 43%.

An **online travel innovator** analyzes detailed customer behavior data on the web to identify interests and preferences. This information helps create targeted promotions to customers. Response rates from millions of personalized emails increased from 1%-2% to 7%.

One of the world's largest airlines consolidated data from 41 sources and uses it for real-time alerts and long-range strategic analysis, allowing differentiated treatment for its highest value customers. Financial forecasting applications help make daily decisions about flight schedules and aircraft. The airline has realized multiple millions in cost savings.

Advanced Gaming Analytics – provides advanced business modeling enabling in-depth financial, patron, product, and service analyses. It also supports proof of concept initiatives focused on real-world business scenarios.

In addition, Teradata provides professional and customer services to optimize your solutions for your business. Our consultants combine deep gaming industry knowledge with technological expertise. They install your data warehouse, provide

training and ongoing support and maintenance.

Value, ROI Drive Teradata Solutions

Teradata Solutions for Gaming drive significant value and ROI in several business areas, including:

Advanced Gaming Analytics – provides companies a better understanding of their data and enables them to find the valuable insights they contain. Users can address a wide range of subject areas, including

patron analysis, patron behavior profiling, and slot assortment optimization – all critical areas in gaming.

Web Analytics – helps you gain insight into patron booking behavior, the impact of the web on traditional channels and the effectiveness of promotions within the web. This insight helps you understand patron purchasing behavior to maximize future patron spending behavior, using the web to attract high-value customers.

Automated Patron Management – helps you create personalized, compelling, cross-channel value propositions delivered consistently so patrons feel personally recognized and remembered each time they interact with your business. Also helps determine the individual profitability of each patron, and delivers the right message to the right customer at the right time and through the right channel.

Increase Your Odds with Teradata Solutions for Gaming

With the integrated Teradata Solutions for Gaming, you get a single view of your business and action-oriented information at both the corporate and property level. This information, delivered in near real time, provides a competitive edge, increased patron loyalty, increased revenue flows, and improved operational efficiencies.

Teradata Solutions are the choice of many of the world's leading and best known Gaming organizations and Fortune 500 companies.

TERADATA
Raising Intelligence

Teradata Solutions for Gaming

Teradata.com

For More Information

To learn more about how Teradata Solutions for Gaming can help you increase operating efficiency, build customer loyalty and improve your bottom line, contact your Teradata representative or visit us at Teradata.com.

Teradata Solutions Deliver Foundation of Performance, Integration, Scalability

The foundation for Teradata Solutions for Gaming is the powerful data warehouse from Teradata. In addition to storing all of your operational and legacy data in an easily-accessible central repository, a Teradata solution:

- > Provides a fast time to market, a greater ROI and a lower TCO.
- > Combines data stored in disparate systems, enhancing customer service and operational efficiencies.
- > Standardizes and cleanses data, making them readily accessible to all users enterprise-wide.
- > Delivers a single view of your business and a complete view of patron activity and value.
- > Provides the proper tools to help you optimize revenues and efficiencies.
- > Helps raise marketing response rates while lowering promotional costs.

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