

INDUSTRY INSIGHTS

Members Only Monthly Report

Gaming/Slot Accounting & Management Systems

INSIDER'S INSIGHT from TribalHub's Executive Officer, Mike Day



The Gaming/Slot Accounting and Management System is at the center of every casino property. It is the system that connects to every slot machine and most often all of the cage/cashier terminals, table games and the loyalty/player program as well. It is the most critical and yet most lamented system in just about every casino. The industry is dominated by four vendor system products, and it should come as no surprise that those same four companies are also the largest providers of slot machines. The tight integration of the system into slot product is one big reason for this. The second is the high cost of licensing, product testing/approval and compliance in each state or for each tribe and jurisdiction that creates a nearly impossible barrier to entry for new competitors.

The products have changed and improved from the early 1990's when I was purchasing and implementing these systems for multiple casino properties. Back then we were most concerned with back-of-house basics like accounting (did the numbers add up correctly?), reporting (what type of reports are available?), integration (what third-party systems can I integrate and can this handle multi-property?) and as always stability and dependability (which were all less than they are today). Today, we still demand dependability and 100% up-time, but we expect to have easier integration and no worries about back-of-house functionality and reporting. Our time is now spent comparing features of the product that are customer facing, marketing related and revenue generating.

In my career I have spoken to hundreds of tribes about their gaming/slot accounting and management system. That includes CIO's, CFO's, GMs and everyone in between. The consensus is that nobody has ever told me that they absolutely love their current system. Everyone would love to see more dependability, lower cost, easier integration, more and faster innovation and so on. That said, it's very costly to invest in one of these systems and comes with the understanding that you may be no better off with another product - this in turn makes the decision to switch companies/products unlikely and hard to find a meaningful return on the time and cost of that investment.

My advice to you is to always create and maintain a very close partnership with your chosen system provider through regular communication and interaction. If your provider has a system user group, make certain you are represented on it. Let's face it, communicating with your system provider only when you have an issue or new request is not going to create much of a true partnership. Each of the system providers are competing for the same business, in a highly regulated industry and with customers demanding 24x7x365 dependability, more functionality and lower costs. They have their own challenges to deal with. Maintaining a true interactive partnership between your organization and your system provider will put you and your organization in the best position.

As technology continues to change and pressure every industry, these providers and their products will be challenged and potentially disrupted by mobility, cloud, security, online gaming, cashless and other quickly evolving technologies and demands.

HEAR FROM KRISTINE WALKER, DIRECTOR OF SLOT OPERATIONS AT THE PEARL RIVER RESORT

(Pearl River Resort has 3 Gaming Properties: Silver Star, Golden Moon, & Bok Homa)



1. What is the most difficult challenge you face with your Casino Management & Slot Accounting system?

One of the biggest challenges we face today is finding a reliable Progressive Accounting tool. As you know, the amount of progressive machines on casino floors have increased abundantly over the years, and the growth does not appear to be slowing down anytime soon. Players love to play progressive machines! With this increase, we have discovered a need to acquire an advanced progressive accounting tool. In past years we would physically write down the amounts on each meter and manually key each entry into a spreadsheet; this practice is nearly impossible now. The need for a system generated pole of meter readings each day is essential.

2. What has improved the most in the last several years as it relates to your Casino Management & Slot Accounting system?

I feel one of the biggest improvements is the ease of reporting of machine data to a granular level; we are seeing more detailed reporting than we have in the past. Another remarkable improvement, in general, is the ability to interact with the guests through the system. Tournaments on demand, the ability for the guests to order drinks or make dinner reservations and the added convenience for the guests to check their accounts at the machines are just some of the features that have opened up a whole new level of guest service.

3. Are you currently or planning to use "service window" technology at the gaming device with this system?

We currently do not but that's not to say we won't in the future.

4. What are you using for your player loyalty/card system and/or CRM system?

We use Synkros from Konami at our two larger properties.

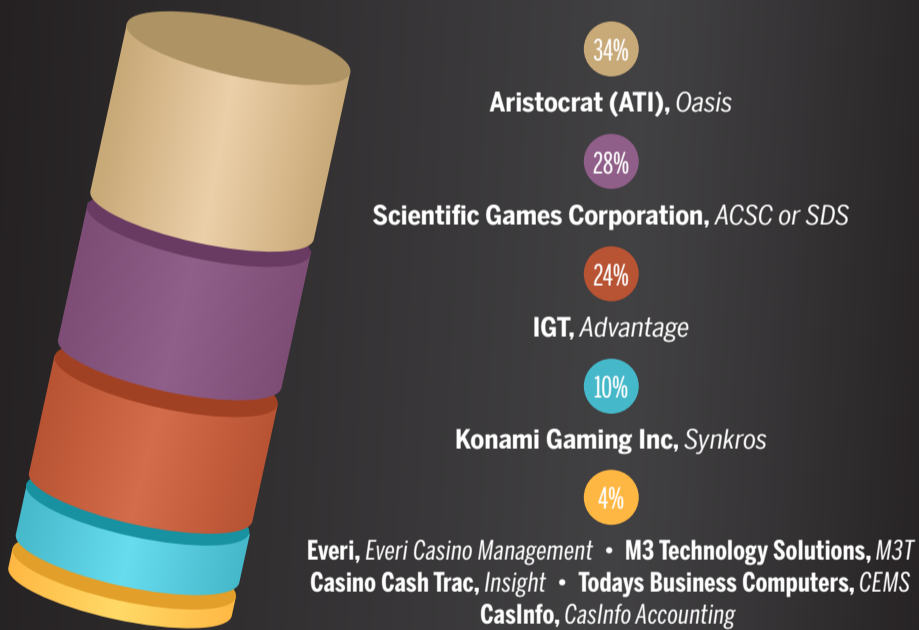
5. How do you rate vendor support & product development of your system?

From a slot perspective, we have seen good support from Konami. They are very quick to respond to our concerns.

6. How long have you been using this system at your property(s)?

We installed Synkros at our Silver Star property in late 2014. We have used Synkros at Golden Moon since we reopened in January of 2015.

Gaming/Slot Accounting & Management Systems in use by tribes across the lower 48 states



{ Results are available in the TribalHub Information Portal and are based on tribes who have responded to our outreach inquiries. }

Four companies dominate this segment of the industry. A few providers have found some success in smaller casinos and niche properties, but many barriers to entry into this market have made it difficult for anyone to challenge the larger providers.

HEAR FROM TAMMY CASSIDAY, SLOT OPERATIONS AT KGI, SOUTHWIND CASINOS



1. What is the most difficult challenge you face with your Casino Management & Slot Accounting system?

Overall, I would say the most challenging aspect is depth of use. We have a system capable of so much but finding the time and resources needed to push it to its full potential in our market can be a challenge.

2. What has improved the most in the last several years as it relates to your Casino Management & Slot Accounting system?

One of my favorite improvements currently is the training aspect. When I began in gaming it was more about the systems holding the knowledge key rather than the sites. The systems teams would charge to come in and correct problems and leave the site in the dark so that when the issues arose again later the circle repeated. Now there are so many trainings and opportunities to have ownership of our own within the system, it is wonderful.

3. Are you currently or planning to use "service window" technology at the gaming device with this system?

I think that it can be a useful tool for some. Currently, we operate smaller properties so I have no plans to utilize the "service window" technology. However, I believe that in the future it will become a vital tool to our guest service regimen.

4. What are you using for your player loyalty/card system and/or CRM system? IGT Advantage

5. How do you rate vendor support & product development of your system? 8.5 out of 10

6. How long have you been using this system at your property(s)? 4 years

KEEPING YOUR TRIBE SAFE

Face recognition technology has a proven track record to support physical security measures by alerting staff in real time about banned persons entering the premises. Cognitec has supported various large-scale design and implementation efforts at casino sites worldwide that now successfully prevent losses and criminal activities. In addition, the technology alerts casino staff about self-enrolled problem gamblers and very important customers.

But the software alone won't produce optimal results. Venues are looking for a cohesive, integrated system that combines hardware, software, and services, and that integrates seamlessly into their existing operations, supported by a specialist face recognition company with a proven track record in the industry.

Security may be the top concern for tribal venues when selecting a face recognition system, but a safe environment for all customers and employees, a profitable business, and support from the community will provide true rewards for investing in this leading-edge technology.



To learn more about Cognitec check out their website at cognitec.com

HOW SHOULD YOU BE MAXIMIZING YOUR MEMBERSHIP THIS MONTH?

Login to the TribalHub Searchable database today & begin:

- Connecting with your peers- decision makers at tribal casinos, governments & health centers
- Learning more about what technology products & solutions are in use at other tribal properties
- Searching for specific vendor or product information
- Finding out more information on which organizations are serving or representing tribes

ARE YOU TAKING FULL ADVANTAGE OF YOUR TRIBALHUB MEMBERSHIP?

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