

INDUSTRY INSIGHTS

Members Only Monthly Report (page 1 of 2)

Gaming - Title 31 & Compliance Systems

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



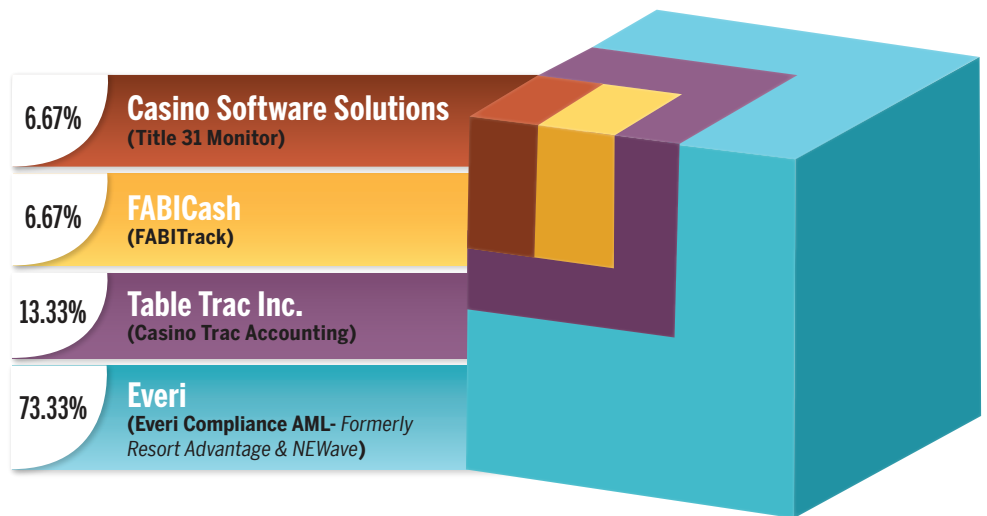
Title 31 and compliance systems are not exactly the most exciting topic to discuss, but it is critical to the operation of every gaming and hospitality enterprise. Regulations pertaining to anti-money laundering have hefty monetary fines for organizations that fail to follow compliance requirements such as Title 31 and the Bank Secrecy Act (BSA) guidelines. The companies listed in this month's Industry Insights Report provide the products to help your organization remain compliant in reporting as required by regulation/law.

Similar to other gaming systems, the industry is dominated by a few companies. From our graphic below it is clear that Everi is the dominant solution provider in the industry, having acquired other competitive solutions in the past few years. These compliance systems interface with other core gaming and hospitality systems to help organizations aggregate and report on cash transactions across the organization. With this required level of access and interfacing to core gaming systems and data, it is not a surprise that competitive solutions are few. This is due to application specialty, interface requirements and the high cost of product licensing and approval in a tightly regulated industry.

These systems are an important part of protecting your own organization and the industry as a whole. They can often be the difference between a successful audit and a non-compliance fine. They also provide some new data that can become an important part of understanding your customer(s) and their habits.

When it comes to compliance systems, the companies in this month's graphic are the go-to solutions for the industry. Compliance can be complicated, but it is a necessity in every gaming and hospitality enterprise to follow regulations and law. These solutions help integrate data across disparate systems to make compliance achievable.

GAMING- Title 31 & Compliance Systems



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

KEEPING YOUR TRIBE SAFE Cybersecurity



Cyberattacks are increasing and cyber thieves are becoming more sophisticated in their attacks. Is your tribe struggling to keep security measures up to date?

- Does your tribe have strong security controls implemented and most importantly have they been tested?
- Do your systems hold sensitive data such as Personal Identifiable Information?
- Do you know where your sensitive data is stored and how it is protected?
- Do you know where your weaknesses and vulnerabilities exist?

Knowing these data points can help you understand your tribe's unique risk exposures, which can help your tribe mitigate losses and put preventative steps in place to ensure data is secure.

Link Technologies would be interested in becoming your tribe's cybersecurity partner. This would allow Link Technologies to help your tribe examine their networks, internal risk controls to help close gaps and prevent data security breaches, train employees, perform testing and remediate issues prior to incidents occurring.

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HEAR FROM KEITH YOUNG, Director of Marketing, Choctaw Pines



1. Integrating data from multiple separate gaming systems has always been a challenge. What gaming systems have you been able to integrate into a single customer data record?

At present, all of our gaming systems are under one vendor: IGT Advantage. Integration to single data records has not

been a problem. We are a Class II facility, with a variety of vendors for our gaming machines. Each of those vendors, of course, has their own servers on-site. However, those have integrated well into the IGT Advantage system.

2. Are you currently offering mobile or online gaming to your customers in either social or real money forms?

We do not, at present. Our facility is small — approximately 700 machines and a poker room. It is also fairly new. We celebrate our seven year anniversary next February. While it would seem natural to assume that a facility this new would have the latest and greatest technology built in, that is not the case. Unfortunately, technology fell victim to the “value engineering” that was implemented to meet the approved construction budget. Our IT group has done an excellent job playing “patch up and catch up” since opening. While we would like to make online offerings of some kind, our current technology doesn’t allow it.

3. What is the single biggest challenge or need as it relates to your core gaming systems? Is it stability, training, functionality, security, access to data, cost or something else?

There are two challenges I want to discuss here. Cost is always a factor. We have been shown many creative options regarding gaming technology, information gathering, target marketing, electronic messaging and social media integration. Cost always plays a big role regarding implementation. The second factor is security. Attacks on systems everywhere are getting more and more sophisticated and numerous. That’s a never ending battle.

4. Have you introduced any new gaming technology in the past year that has made a marked improvement in the customer experience or your bottom-line revenues?

While this may not fall into the definition of gaming technology, we did introduce the use of kiosks on the floor last year. We are aware that this is not considered new by many larger operators. However, for us, this was a wonderful addition to players’ experiences. The ability to conduct electronic drawings and kiosk driven promotions and to allow customers quick access to accounts to check their point and free play balances have been well received by the guests. The kiosks have also contributed to our bottom line revenue by providing guests additional reasons to visit us.

5. Do you have any gaming system upgrade or purchase plans in the next year, and if so, what technology are you investing in?

Yes! I mentioned we use the IGT Advantage platform for our floor. I also mentioned the value engineering that was conducted to meet budget constraints. As a result, we implement the bare bones of the IGT Advantage System Version 9.1. We plan to upgrade this system to Version 9.7 early next year. This may also open the door to additional options for us and we are in the process of developing budgets for additional technology.

PHIL CAMP, Director of IT • pcamp@choctawpines.com
KEITH YOUNG, Director of Marketing • kyoung@choctawpines.com

HOW SHOULD YOU BE MAXIMIZING YOUR MEMBERSHIP THIS MONTH?

Login to the TribalHub Industry Information Portal and check out the library of data that is available exclusively to our TribalHub members.

Here you will find:

- **Benchmarking comparisons-**
Be sure to check out the latest deep-dive analysis from the 2019 Tribal IT Spending & Staffing Assessment completed in partnership with Gartner Inc.
- **IT Policy and Procedures Index-**
Save yourself the hassle and headache of preparing these documents from scratch. We’ve provided you with ready-made Policy & Procedure templates available right now at your fingertips! We’ve made the process of building your Policy & Procedure Manual easy, simply download the samples and adjust to meet your own tribe’s needs.
- **TribalHub’s Industry Insights Reports-**
Find a library of all previous reports offering of-the-moment tips, hot industry topic discussion points, and snip-its of industry data.

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