

INDUSTRY INSIGHTS

Members Only Monthly Report

Point of Sale (POS) Systems

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

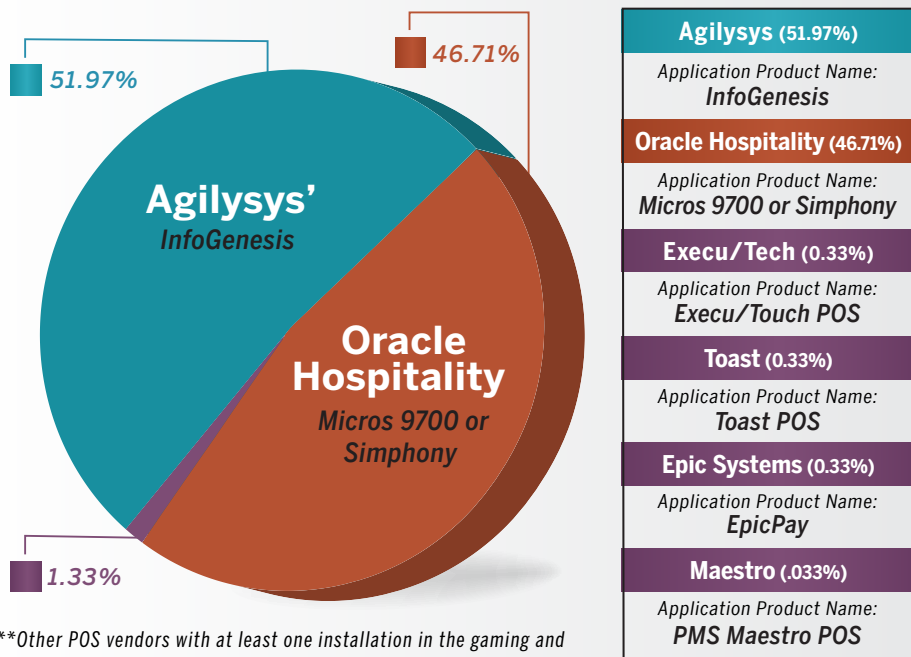


Point of Sale (POS) systems have long been a challenging decision and support problem for gaming and hospitality environments. POS is customer facing technology located at some of the busiest hubs across the organization. Bars, restaurants, buffets, retail shops, entertainment venues, and many other outlets are completely dependent on the POS system to operate. Downtime is unacceptable, payment processing must be convenient yet 100% secure and PCI compliant, and real-time integrations to a long list of connected gaming and hospitality systems is a necessary requirement for customer service and is a competitive advantage. These stringent requirements have created the environment where two POS providers have long dominated the gaming and hospitality POS system market (as you can see in the chart below).

Coincidentally, I purchased and installed the very first instance of InfoGenesis in the gaming industry in the early 90's at a tribal casino in the upper peninsula of Michigan. At that time, I was the tribes CIO and seeking a company that wanted access to the G&H industry, had an existing solid POS product and that was interested in quickly developing the variety of unique gaming and hospitality system interfaces that I required. Back in those days, InfoGenesis was a small private company located in an old church building in Santa Barbara, and I was working with their small sales team and directly with the owner, Karl Willig. Needless to say, the initial partnership was a launch-pad for InfoGenesis in the industry.

Today, there are new considerations with POS systems. The three primary POS requirements of dependability, security, and integrations remain, but new requirements have been added. The cost of POS hardware has been reduced drastically by new companies in recent years. Mobility and tablets have become common and expected. New e-payment methods are more common. Self-service functions are a new reality. POS as a cloud service is becoming the norm. Meanwhile, many new and nimble POS companies are fighting to gain a share of the industry, and they are beginning to have some success with installs in small and medium-sized casino resorts. (as shown in the chart below)

Gaming Point of Sale (POS) Systems in use by tribes across the lower 48 states



**Other POS vendors with at least one installation in the gaming and hospitality industry include Infor, Skywire, NCR, Squirrel, Omnico and Bepez.

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

Clearly, there are two main companies and products that dominate the point-of-sale systems in tribal casinos and resorts. The availability of existing interfaces to unique gaming, loyalty and hospitality systems is the single largest reason for that domination and a barrier to entry for competitors. System redundancy capabilities is another reason. However, as technology continues to quickly evolve and more open interfaces become available, the evaluation and selection process will continually grow more complicated, difficult and competitive.

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2. **TribalHub members now have access to our Policy & Procedures Index** which offers you downloadable Policy and Procedure templates for your entire IT department! 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. (Located in the Library section of the TribalHub Industry Information Portal)

HEAR FROM STEVEN NINO, CHIEF INFORMATION OFFICER AT THE SOBOBA CASINO RESORT on how their organization is utilizing their POS system throughout the Soboba Casino Resort.



1. Mobility has become a big part of POS systems and new installs - are you using any mobile POS devices and how successful has it been?

Yes, mobile POS terminals have become a regular demand at the new Soboba Resort. We have utilized them successfully in setting up satellite bars in our Ball Room pre-function spaces for significant events such as Grand Openings and concerts. Additionally, we have found the improved business operations at our pool location and service to our guest in private cabanas. The overall Agilysys Mobile technology has proven to be reliable and effective in managing our service times to guests.

2. POS and secure payments go hand-in-hand. What are you using to make your payments secure and PCI compliant?

Throughout the resort, which includes the Casino, Hotel, and Golf Course we have implemented Agilysys VisualOne as our property management system. Within that solution, we are using rGuest Pay to collect payment at all our outlets. rGuest Pay leverages P2PE technology that is formally PCI-Certified.

3. Are you using a cloud-based POS system? Why or why not?

We are not using cloud-based POS system; we are a single property that has all tribal owned enterprises interconnected with our internal fiber backbone. Additionally, we have redundant, robust VMware hosted data centers on the reservation that are more than equipped to maintain our POS system in-house to ensure optimal up time at the highest level. In comparison to depending on an ISP for continued connection to our cloud-based POS system, which based on our experience at our location has not hit the optimal uptime.

4. Can you share one or two things that you would like to see different, better or easier regarding your POS system?

The overall system is very robust and is equipped to handle resort requirements. However, the player point interface between the POS and say Aristocrat Oasis 360 gaming system could be improved to allow for comps to be issued out each player card and redeemed at an outlet instead of only allowing a point conversion to occur for each transaction. Additionally, the Sales and Catering module could incorporate their diagram solution instead of leaving that as a need provided by a different provider such as Amadeus Hospitality Diagramming. Along with the overall ease of use and detail provided in the banquet event order process.

5. Have you installed any new product, feature or integration in the last several years to your POS that has been extremely successful?

We transitioned from Micros over to Agilysys last June before the move to the new resort. We found the overall Mobile POS solutions with the improved property management features that integrate our Hotel housekeeping, TV SONIFI experience, and room order, to have made the most significant impact at the new resort. The overall holistic guest experience of having all services at your fingertips has come one step closer at our resort with the implementation of Agilysys VisualOne and InfoGenesis.

HEAR FROM JOHN FILIPPE, EXECUTIVE DIRECTOR OF MIS AT QUINALT BEACH RESORT & CASINO as he provides a brief look at the POS system in use at the Quinalt Beach Resort & Casino.



1. Mobility has become a big part of POS systems and new installs - are you using any mobile POS devices and how successful has it been?

We are not using any mobile POS systems at my current property.

2. POS and secure payments go hand-in-hand. What are you using to make your payments secure and PCI compliant?

We are using RGuest and Ingenico EMV devices.

3. Are you using a cloud-based POS system? Why or why not?

Yes, it reduces our need for deep administration staff on the POS side of our ecosystem.

4. Can you share one or two things that you would like to see different, better or easier regarding your POS system?

We still have issues from time to time when it comes to communicating changes, but that is the largest weakness or strength of any cloud-based system. Two-way communication with your vendors is paramount to making cloud solutions work.

5. Have you installed any new product, feature or integration in the last several years to your POS that has been extremely successful?

Nothing beyond the EMV card readers, barcode scanners for check recall, and the vanilla POS installation.