

Looking Beyond the Slots & Cards for Data



MGM Grand at Foxwoods



Foxwoods Resort Casino



Lake of Isles
Golf Course

INNOVATION

Agenda

- **Business Requests**
- **IT Objectives**
- **Why we need to look beyond just gaming**
- **The Team**
- **Solutions & Challenges**
- **Questions**

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Requests

- Finance – Player & Non Player account data
- Marketing – Player & Non Player account data
- Executives – Collect e-mails & cell phone numbers
- Business – Patron Profiles

IT Objectives

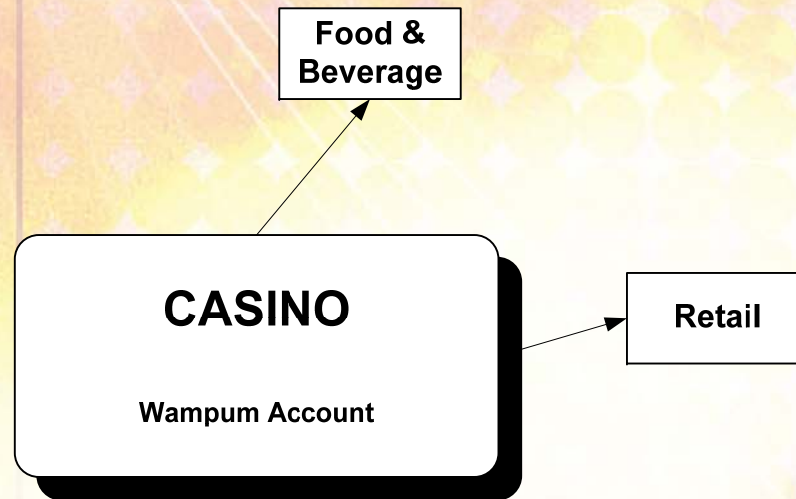
■ Create an environment that would:

- Improve our understanding of patrons and their behavior (both gaming and non gaming)
- Facilitate more effective targeting and personalization of patron communications
- Automate reporting and measurement of patron communication activities
- Act as a platform for business information like profiles
- Create the 360 degree view and total value of a customer

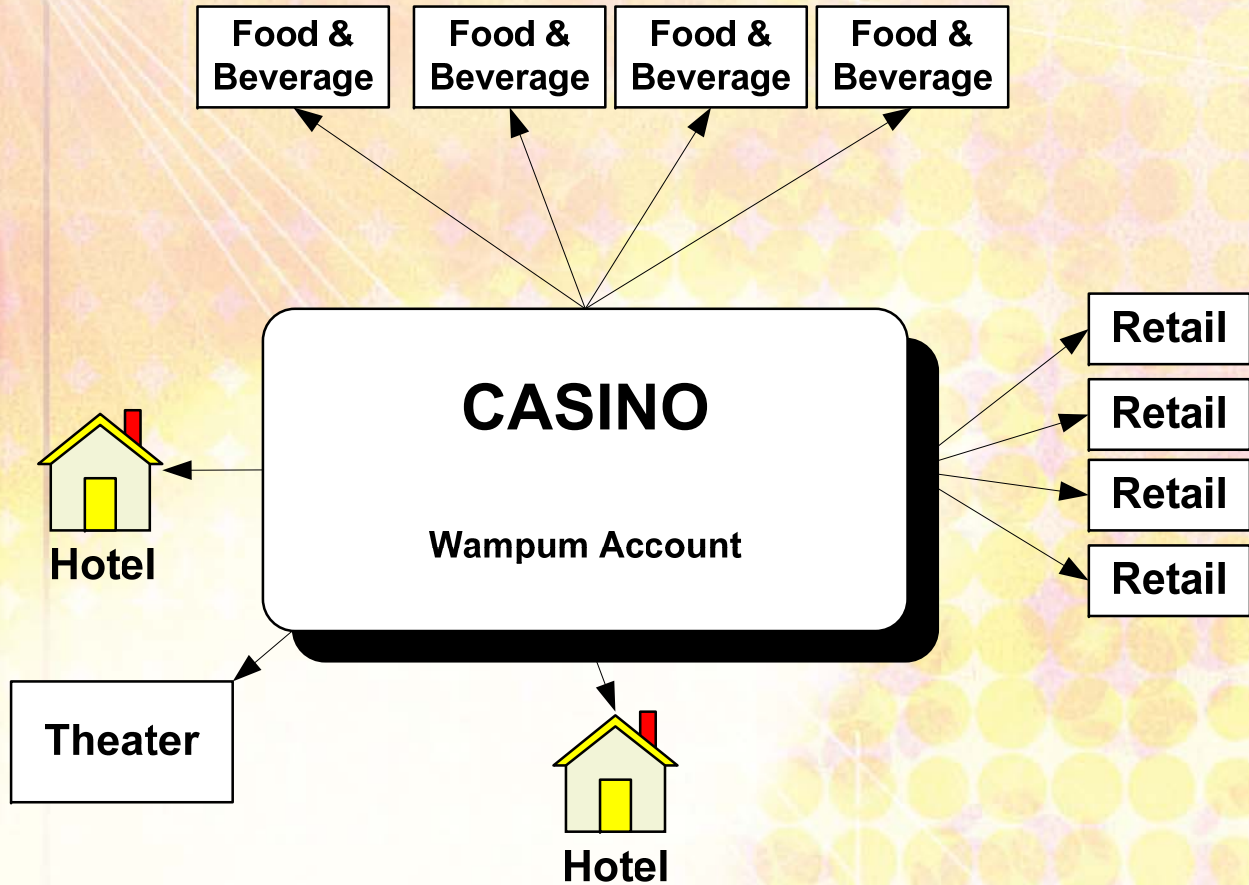
■ Use this environment to:

- Stimulate desired patron behavior
- Optimize direct marketing spend
- Educate staff on patron preferences

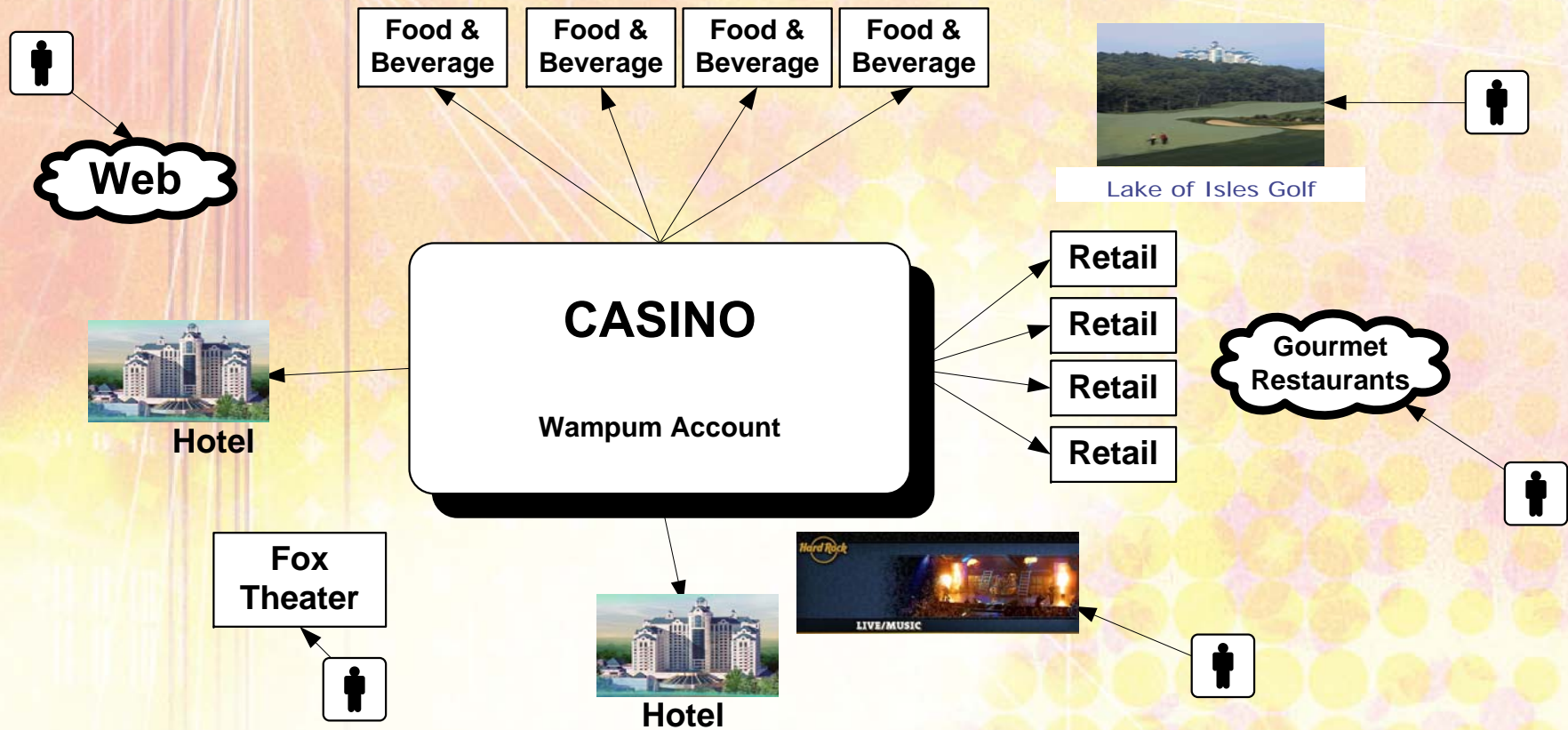
Foxwoods – The Beginning



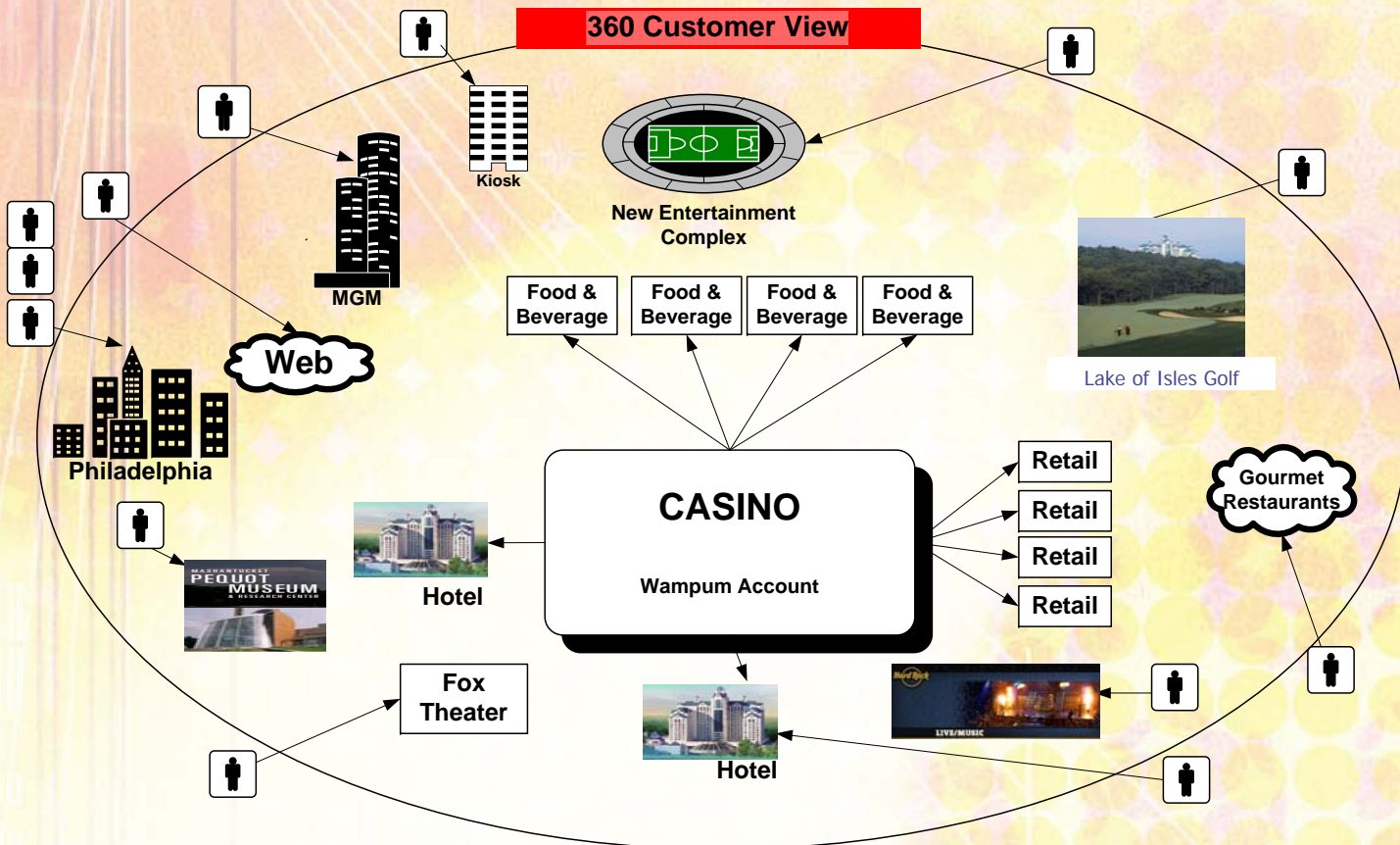
Foxwoods – Expansion



Foxwoods – Other Venues and Customer Touch Points



Foxwoods - Not Just a Casino



Challenges

- Create a unique identifier for non-players
- All data sources must utilize this identifier
- Limit duplicate records
- Create a CRF file for patron profile data
- All applications must search CRF for correct profile

Present Patron Accounts

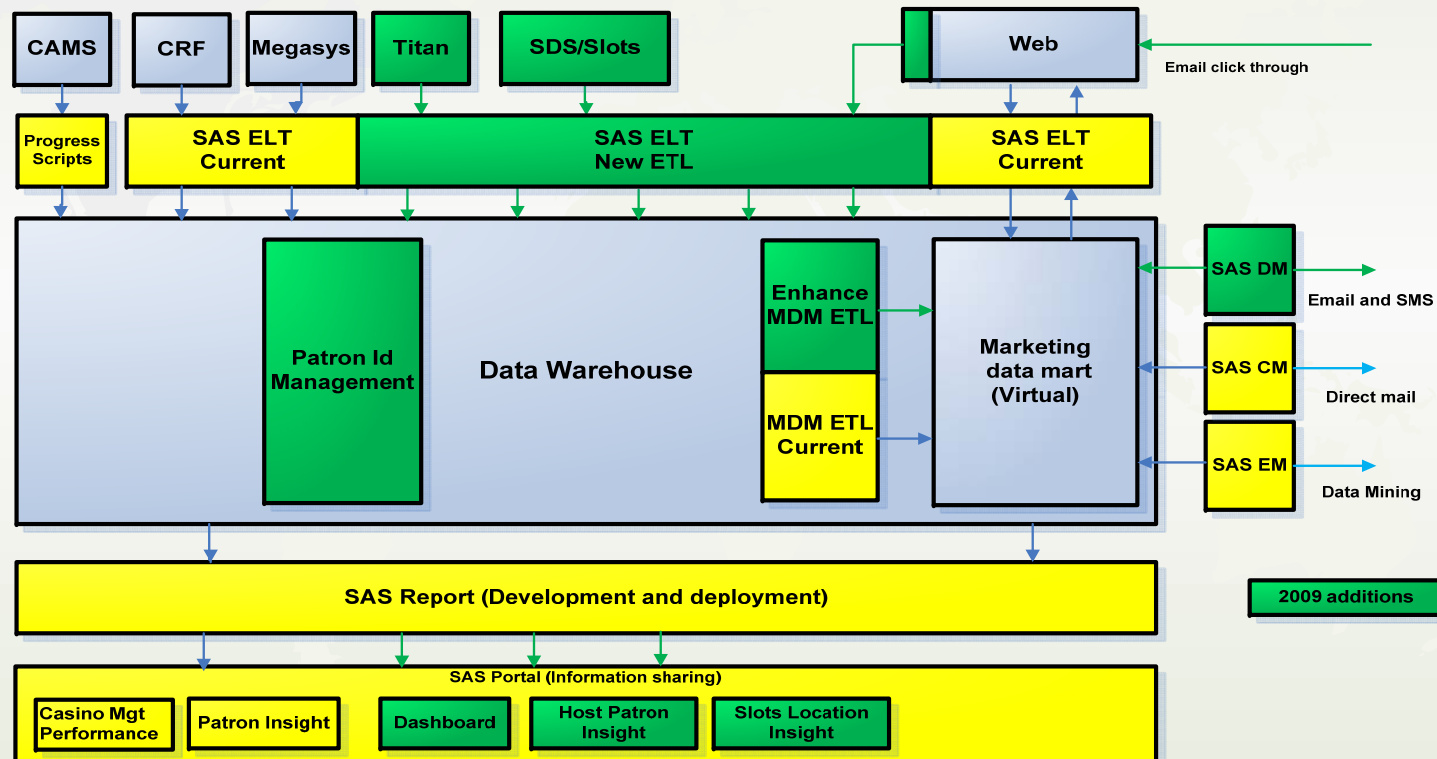
Venue	Application	Patron Account	Financial Analysis	Marketing Analysis	Patron Knows #
Casino	CAMS	Yes	Yes	Yes	Yes
Hotel	Megasys	Yes	No	No	No
Salon/Spa	Envisions	Yes	No	No	No
Restaurant	Megasys	Yes	No	No	No
Fox Theater	Titan	Yes	No	No	No
Call Center	Comet	Yes	No	No	No
MIS Data Base	CRM	Yes	No	Minimal	No
Lake of Isles	Jonas	Yes	No	No	No
Foxwoods.com	Web	No	No	No	No

Key Players

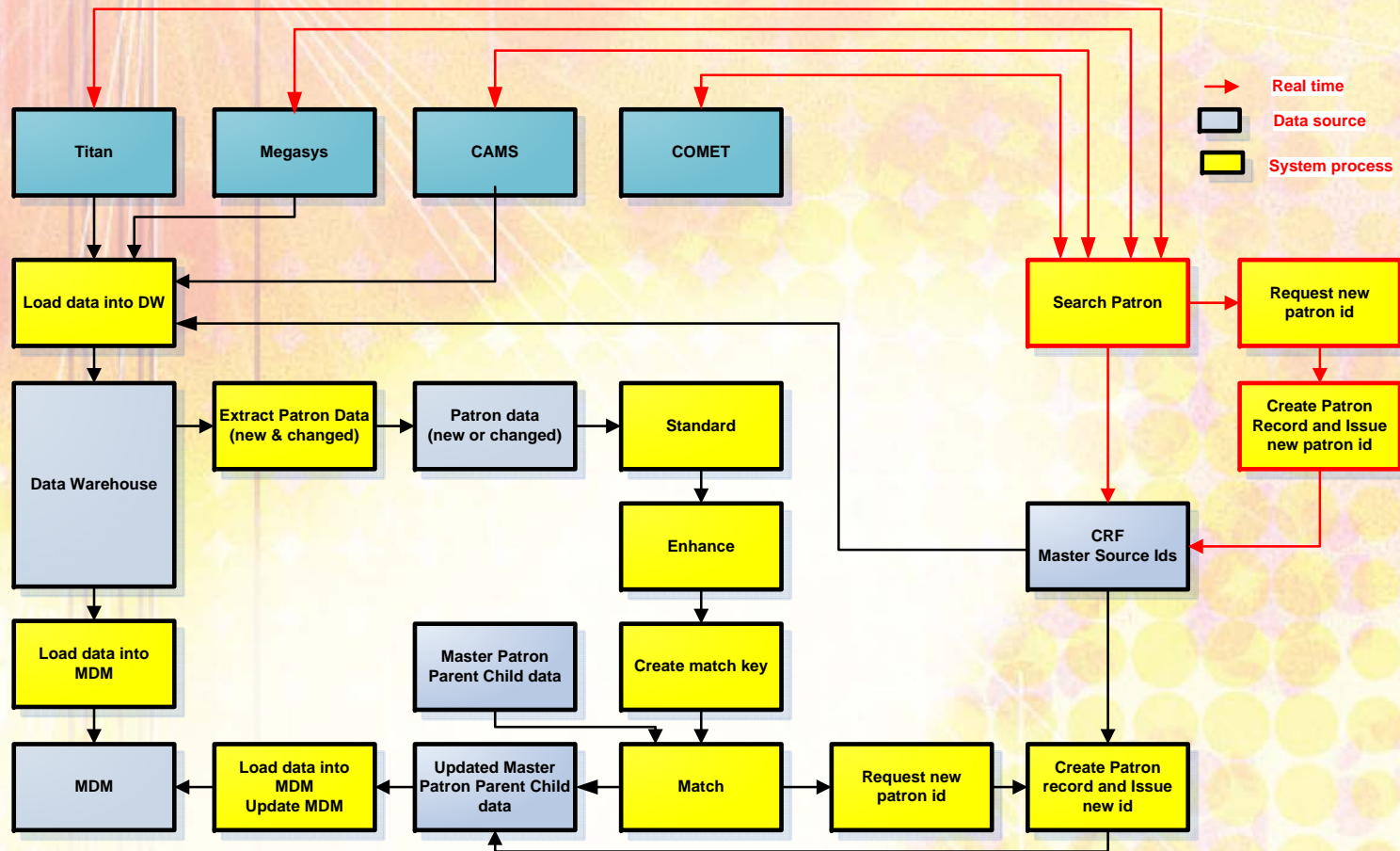
- Netezza - Provides the data warehouse appliance and platform
- SAS - Provides the software, BI platform and consulting support
- Qualex - Provides domain expertise in the Gaming industry
- IISI - Provides domain expertise in using Netezza

Present Environment

Conceptual model – Phase 3 plans (2009)



Patron ID Management



The background features a complex pattern of overlapping circles and lines in shades of orange, yellow, and pink. A large, semi-transparent orange circle is positioned in the upper left quadrant. The word "INNOVATION" is written in a bold, red, sans-serif font with a white outline, positioned in the upper left area. The word "Questions" is written in a large, black, sans-serif font with a white outline, positioned in the lower right area. Two horizontal orange lines separate the top and bottom sections of the slide.

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Questions