

# Gaming Hospitality Solutions, Inc.

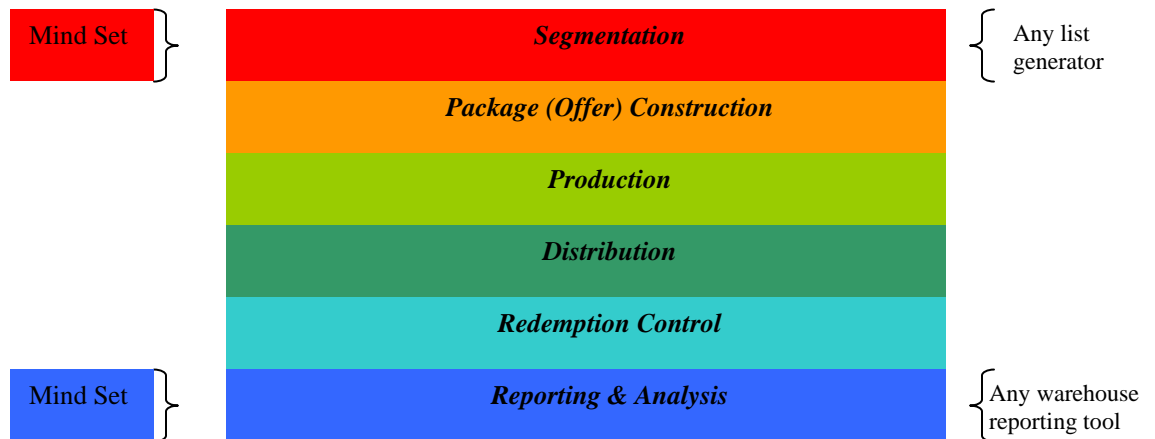
## *Database Marketing Pit Falls and Performance Enhancement*

All casino Customer Management Systems (CMS) provide some level of build in support for database marketing, generically referred to as DM regardless of delivery method; however, the actual effort can create numerous pit falls:

- Performance drag on production application servers.
- Long processing times based on nature of ad hoc queries used to establish segments.
- High probability of process error based on numerous manual steps.
- Limited flexibility in designing offer components.
- Limited ability to construct or enforce complex business rules and redemption.
- Limited support diverse redemption clients and locations.
- Limited support for redemption and offer performance analysis.

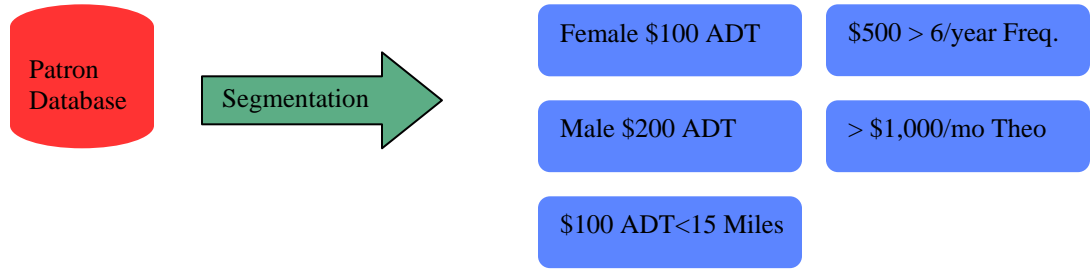
GHS has developed a suite of applications that target the performance bottlenecks and provide 100% tracking for offer issuance and redemption. The benefits are detailed in the process diagram shown below:

Components



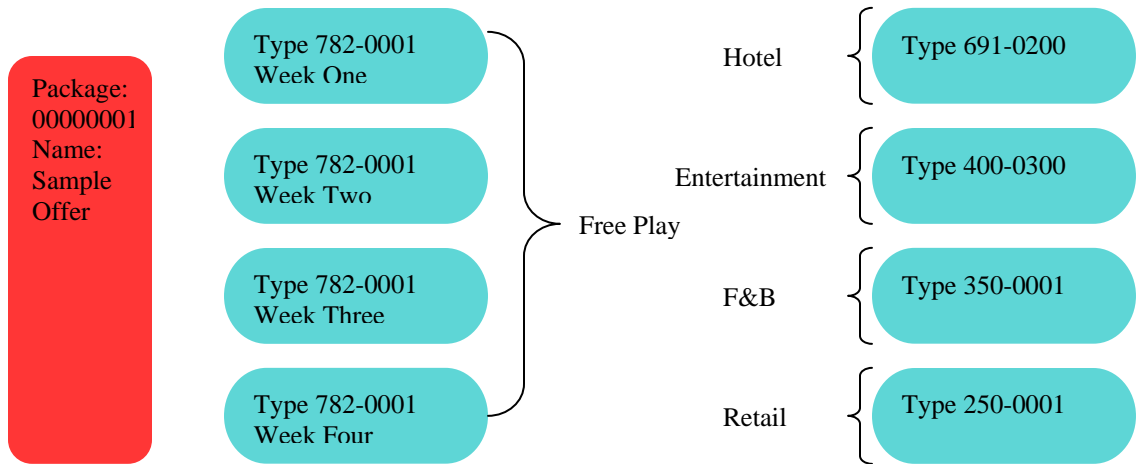
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Segmentation



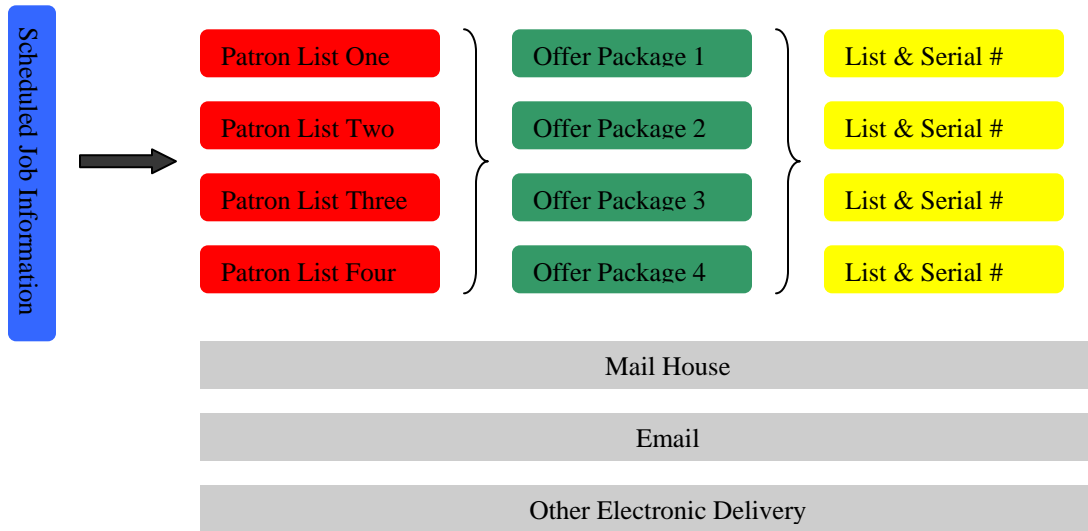
User defined automatically updated segments provide the ability to quickly “what-if” and eliminate the time to produce a target list. Users are free to create any number of segments. Segment membership is updated on a daily basis, typically overnight, from production data. Patrons may exist in multiple segments and are automatically de-duped when combined into a target list. Segments themselves become data elements and can be examined over time for change in membership or value. For example “Who are members of a segment defined as all patrons with more than 4 trips per month and an average daily theoretical of at least \$100? Compared to what is the average daily theoretical for all patrons with at least 4 trips per month for the last 3 months?”

Offer Management



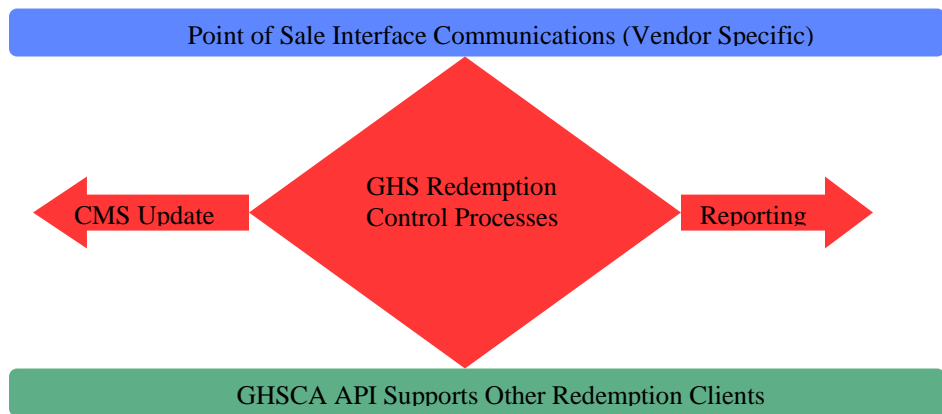
Packages can contain as many discreet components as desired. Once a package has been assembled it can be used once or again and again. It is a template. The actual production process allows the user to define the specific characteristics of that package for a specified group of patrons. Typically, the values associated with a “*coupon-type*” remain static and the issuance and expiration dates are updated. There is significance to the prefix-suffix shown in the offer detail. Many POS applications limit tender identification records to three numeric digits, i.e. tender number 100, to insure compatibility and allow for a significantly greater number of detail types the business rules associated with any given “*coupon*” are defined by the first three digits. That is the location, hour, value, location-override, day of the week, start and ending dates are the same. However, the four digit suffix can be used to identify a separate patron segment. Therefore, offer components may overlap multiple segments but still retain unique identify for analysis.

Production



The production process joins lists of patrons with offers and produces output files; typically delimited ASCII text, suitable for process by a traditional or electronic mail house. It is at this time that the patron level data records; both GHS application and CMS system are generated. Records may be generated as far in advance as required to support delivery requirements and are NOT eligible for redemption until the dates configured in each offer detail item.

Redemption Control



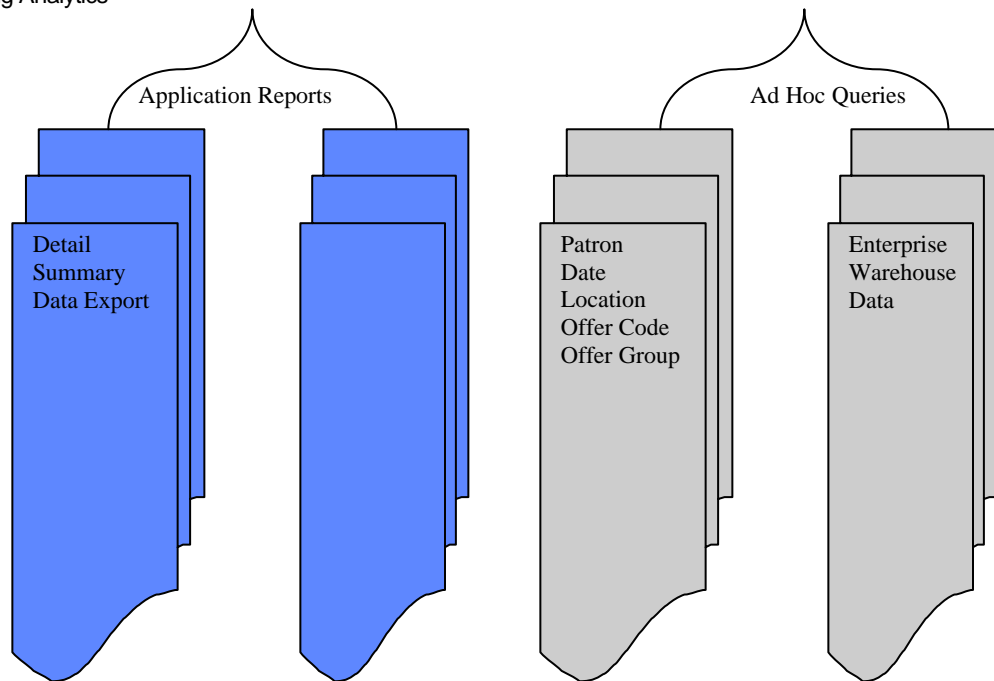
There is no common communications standard for POS vendors, therefore, the communications layer is separated from the processing layer, for example Micros supports TCP/IP sockets while the Infogenesis default is UDP. To extend redemption beyond traditional POS, GHS has developed a

light-weight XML based protocol (no definition document) intended to support other client types; web, kiosk, handheld, etc. Redemption activity results in real-time updates to GHS and CMS data. GHS provides structured reports for accounting functions and creates simple redemption “marker” records to support ad hoc query tools such as Cognos and Business Objects. Beyond redemption control and reporting GHS also provides a variety of application components desired to improve or eliminate customer service issues:

- POS and API client coupon inquiry allowing users to determine the status of a coupon prior to commencing a sale transactions and if require provide the patron with a detailed transactional history for a specific offer item.
- Patron Offer Inquiry and end-user interface program that display detail offer history, including redemption activity, for any patron. This program provides “query filters” for date range, coupon-types and status.
- Offer reprints, the ability to reproduce any unredeemed detail offer item.
- Offer issuance, the ability to provide patron with detailed offer items “on-the-fly”.

In addition to patron specific offers; unique serialized “coupons” associated with a specific patron, GHS also supports the ability to create, manage and report on non-patron specific coupons. This feature provides the ability to control coupons at events where a patron number may not be required. For example, food and beverage vouchers at an entertainment event or items offered to bus patrons that may not be registered players. The logical flow diagram provides a simplified overview of the processes associated with redemption value.

Reporting Analytics



Application reports provide structured information generally used for accounting and auditing purposes. Such as, daily redemption detail, summary redemption information by offer-type or location, summary redemption information by issuing department etc. Additionally all elements of redemption detail may be exported to MS-Excel or MS-Access to support ad hoc user analysis. To provide an additional level of report functionality GHS also provides the ability to create “**redemption marker records**” consisting of patron account number, location, date, time, amount, offer code and offer group. These records may be generated in MS-SQL, OS400 DB2 or Progress RDBMS. This data also seamlessly integrates into the Analytics provided by Mind Set.

Summary

GHS Offer Management provides a robust solution that addresses the complex logistics surrounding today’s DM requirements. Our product fits interchangeably between segmentation and reporting tools and supports the industry leading CMS applications. It is scalable with no imposed limits on the number of offers, segments, redemption locations, or redemption clients. Our overall application architecture provides deployment flexibility and managed growth. Our products have a proven track-record in high-volume properties with nil unplanned downtime. Quality products combined with exceptional customer support and deep understanding of industry make GHS an excellent business partner.