



# A Case Study for the Value of GSA protocol implementation

**The Canadian Experience**



# Gaming Technology Modernization

A long term transformational initiative intended to evolve a gaming SOA through system enhancement, acquisition, integration and development.

# Technology Priorities

- **Technology enables business needs across gaming streams**
  - Improve product analytics
  - Gaming channel convergence
- **Improve operational effectiveness**
  - Increase business agility
  - Reduce time to market
- **Understand players and actively manage player relationships**
  - Single view of the player across all gaming channels
  - Enhance the player experience

# Legacy Environment

- **The Canadian gaming jurisdictions operate large gaming enterprises across multiple channels. This creates a complex operating model due to factors such as:**
  - Different retail operating agreements/models
  - Best of Breed solutions that are fit for purpose to the gaming channel are inherently multi-vendor
  - Siloed transactional data created in each gaming channel
- **Business Environment and consumer expectations of play experience require a sophisticated approach to integration**

# Legacy Environment

- **Technical Barriers**
  - Solutions were tied to vendor proprietary protocols
  - SAS protocol is no longer supported
  - Integration capabilities were limited and complex
  - Long time to market for new features & games
  - Technology obsolescence

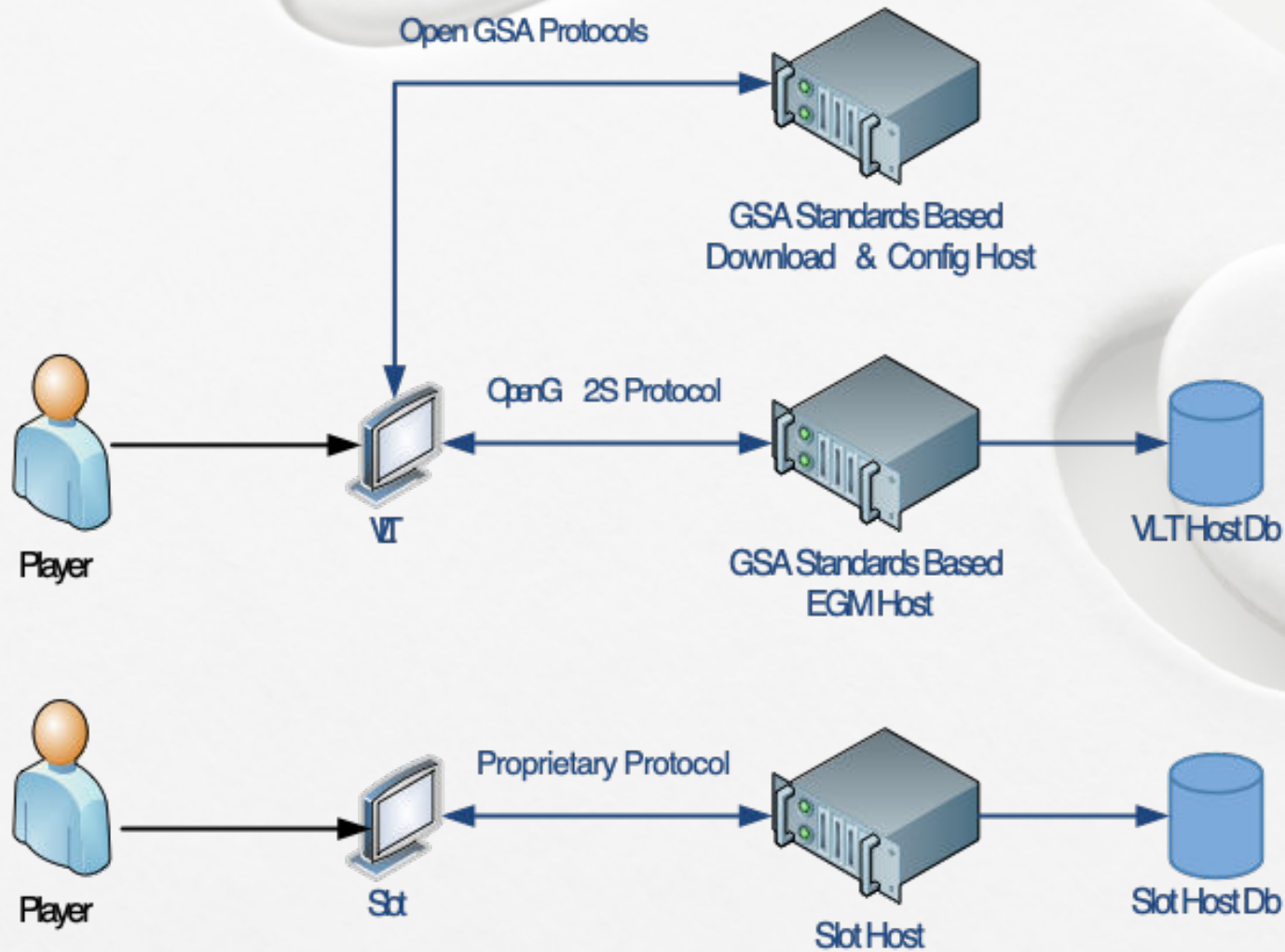
# Architectural Requirements

- Maintain ownership and control over Enterprise integration decisions as the Solution Integrator
- Maintain ownership and control over key data
- Ensure a single view of the player
- Analyze and make business decisions from an Enterprise perspective
- Improve time to market and operational processes
- Minimize the effects of Vendor Lock-in
- Minimize the effects of Operator Lock-in

# Current Environment

- **VLT channel was the first to convert to GSA open protocols.**
- **Immediate benefits:**
  - Rich, detailed data captured for analysis
  - Data available is not dependent on the needs of the host system.
  - Download & Config from a central platform to change game sets, operating systems, and peripherals
  - Single, industry standard security implementation
  - Improved time to market for new EGMs due to simplified integration
  - Able to deploy an increased variety of platforms and products
  - GSA protocols are extensible and can be easily evolved to meet business and player needs
- **Casino & Lottery channels are still using proprietary protocols.**

# Current Environment



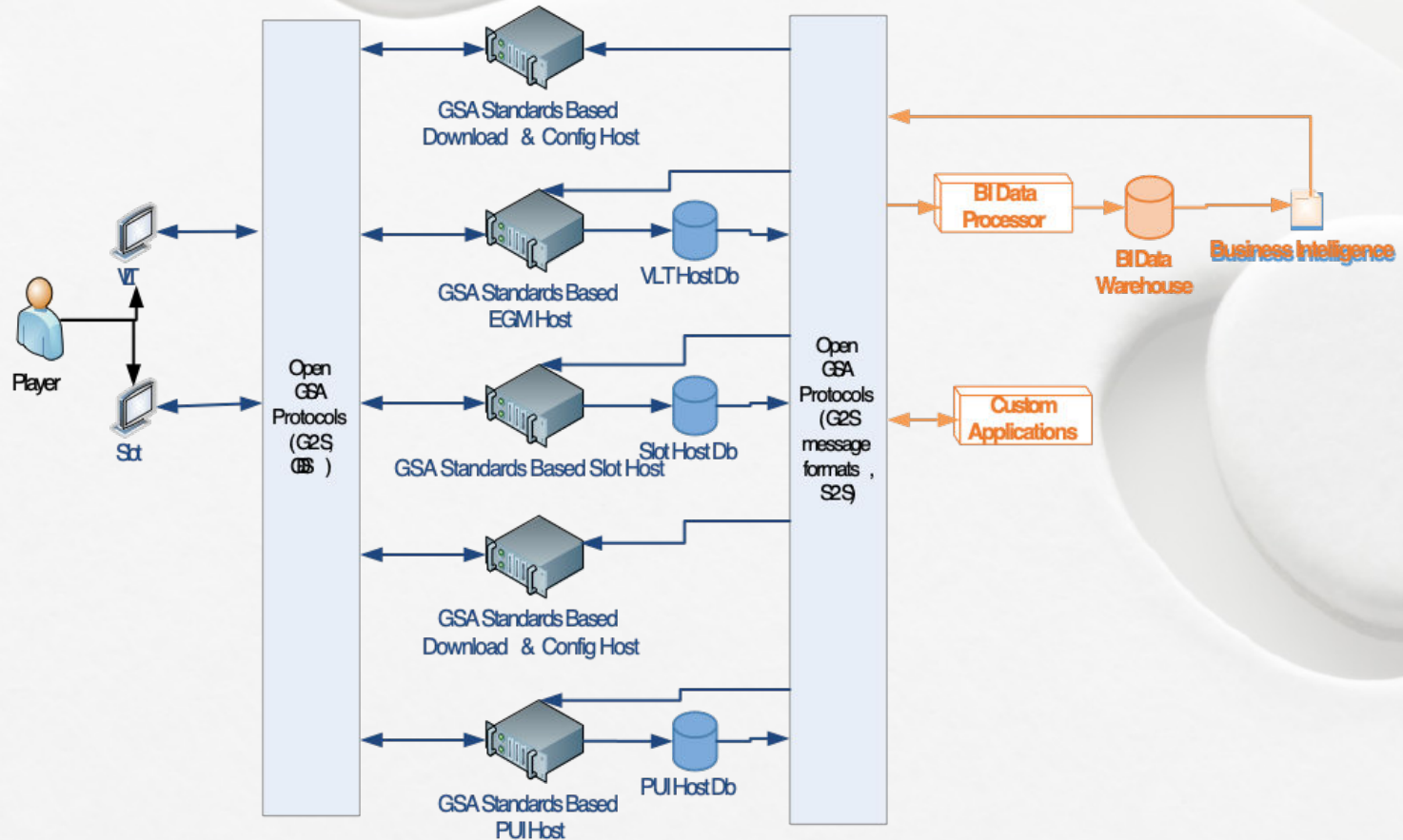


# Building on the Foundation

Delivering the right game in the right place at the right time.

- **Positioning our enterprises for the future:**
  - Integration of systems facilitates the single view of the player and convergence of the gaming channels
  - Increased agility to respond to changes and market demands
- **Improved product analytics across gaming streams provides:**
  - The ability to make informed product purchasing and placement decisions
  - Better understanding of the financial performance of the network
  - The ability to make comparisons across gaming channels
- **Single view of the player provides:**
  - Players a seamless & consistent customer experience
  - Consistent implementation of Social Responsibility programs
  - Comprehensive view of player behavior across channels
  - The ability to cross promote & deliver product to the player where they wish to play it

# Building on the Foundation

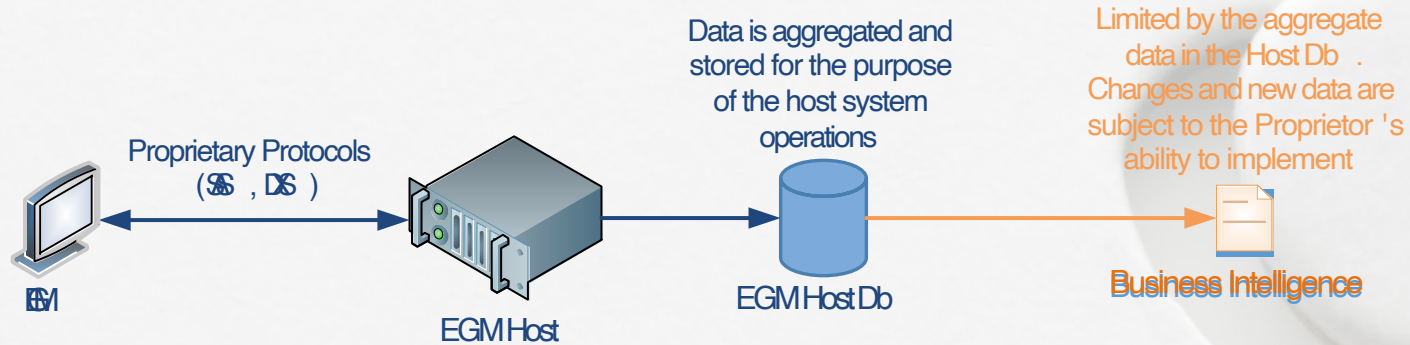


# Business Intelligence Case Study

# Where we were...

	Where we were
Gaming Floor	Serial connections leveraging a vendor proprietary legacy protocol
Interoperability	High risk, high cost, high time to market.
Responsiveness to Change	Limited
Player Engagement	None
Business Intelligence	Aggregate data designed to meet the EGM Host's needs
Security	Vendor proprietary security solution
Gaming Channel Convergence	Monolithic, siloed gaming channels

# Previous State - Business Intelligence



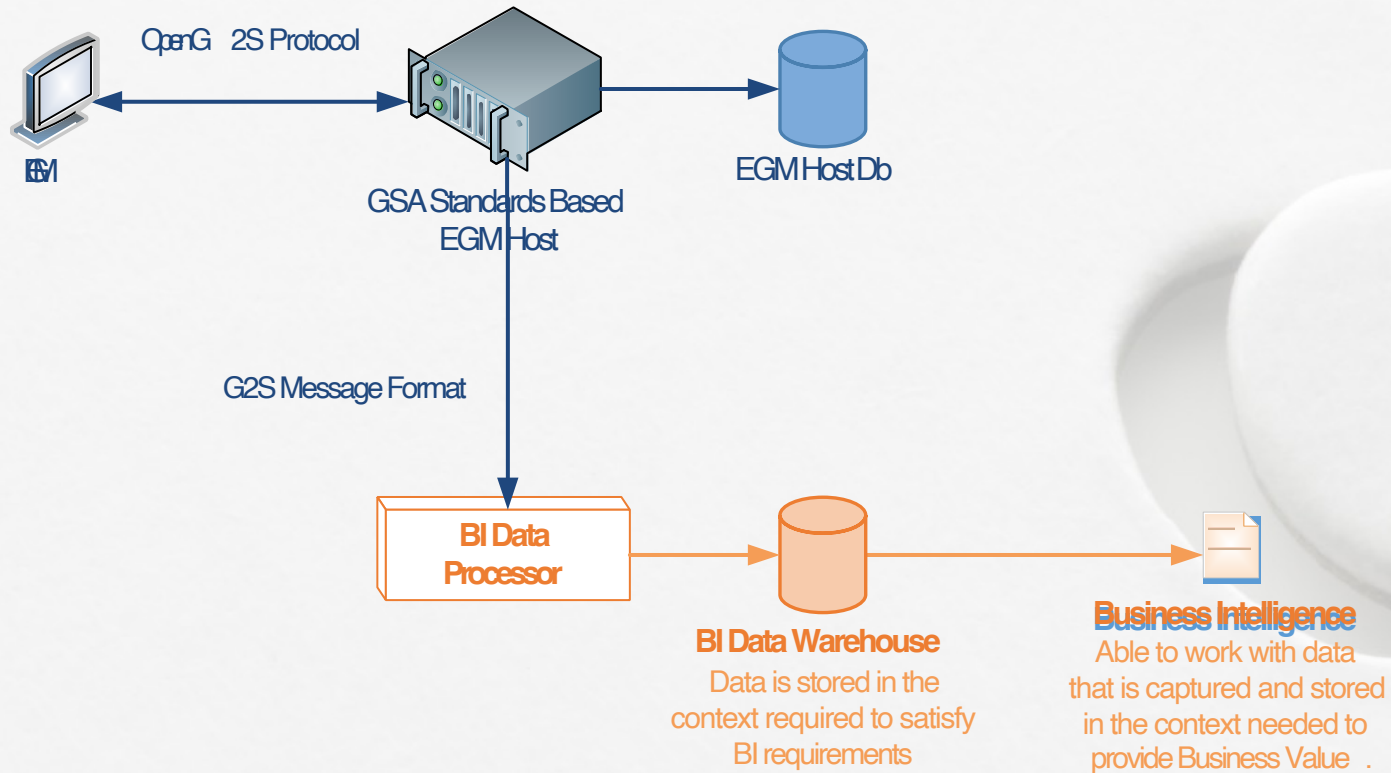
# Business Intelligence Challenges

- **Data is aggregated and filtered based on the System Provider's needs.**
- **Operator's ability to respond to change is dependent on the System Provider's ability to deliver data.**
- **Each gaming channel may have data in different formats or aggregates.**
- **Significant effort is needed to attempt to create a single view of the Enterprise.**

# Where we are...

	Where we are
Gaming Floor	Migrating to an open standard protocol, high speed enabled floor
Interoperability	Decreased risk & cost and faster time to market. Increased ability to deploy a variety of platforms
Responsiveness to Change	Download and configuration to EGMs from a single central system
Player Engagement	Developing standards for PUI
Business Intelligence	Collecting detailed play data
Security	Industry standard security model
Gaming Channel Convergence	Groundwork in place for convergence

# Current State – Business Intelligence





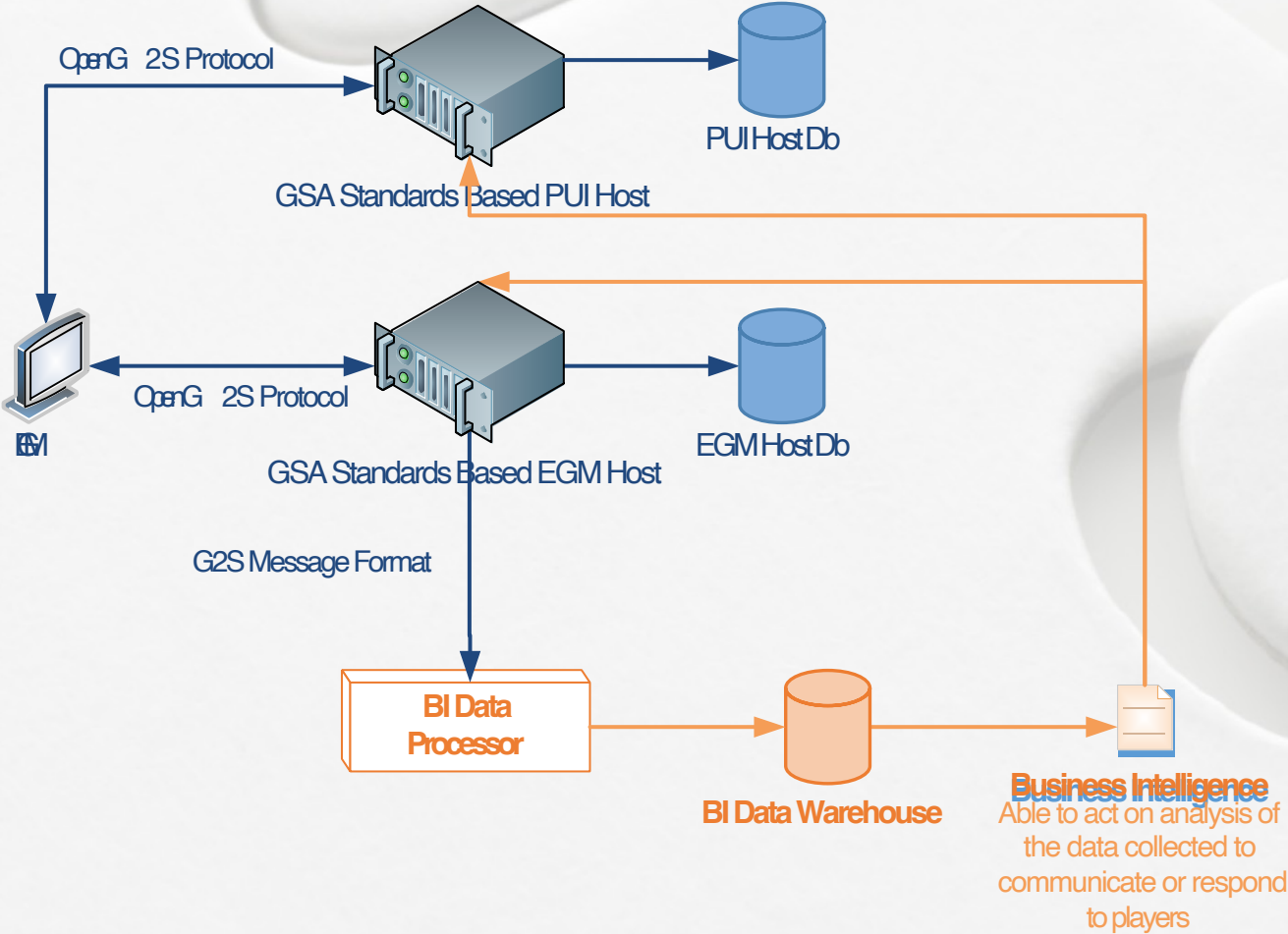
# Business Intelligence - Immediate Benefits

- **G2S has provided easier access to rich and unfiltered information.**
- **This volume of rich information can paint a very compelling picture of the true activity on the gaming floor, such as player behaviour and machine activity.**
- **Changes to BI requirements are simple to implement and do not require a complete regression test of the regulated EGM host system.**
- **The BI data processor is portable between any G2S enabled gaming channel.**

# Where we are going...

	Where we are going
Gaming Floor	Open standard extensible protocol, high speed floor
Interoperability	Certified platforms can be deployed with minimal risk & cost
Responsiveness to Change	Player initiated download and configuration to their EGM from the single central system
Player Engagement	Bi-directional communication with players
Business Intelligence	Predictive analytics, real-time dashboards
Security	Single deployment of industry standard security model across channels
Gaming Channel Convergence	Single deployment of shared components, single view of the player.

# Future State – Business Intelligence



# Business Intelligence – Future Benefits

- **Convergence of the gaming channels will provide a single view of the player and an Enterprise view of key data.**
- **Operators will have a better understanding of the player and can be more responsive to player needs.**
- **Rich, detailed data will enable Operators to deliver personalized messaging to players and make informed purchasing and placement decisions.**
- **An Enterprise view of key data, inclusive of unstructured data, will enable Operators to identify trends and analyze how factors, such as weather or a promotion at a single channel, impact the entire network.**

	Where we were	Where we are	Where we are going
Gaming Floor	Serial connections leveraging a vendor proprietary legacy protocol	Migrating to an open standard protocol, high speed enabled floor	Open standard extensible protocol, high speed floor
Interoperability	High risk, high cost, high time to market.	Decreased risk & cost, and faster time to market. Increased ability to deploy a variety of platforms	Certified platforms can be deployed with minimal risk & cost
Responsiveness to Change	Limited	Download and configuration to EGMs from a single central system	Player initiated download and configuration to their EGM from the single central system
Player Engagement	None	Developing standards for PUI	Bi-directional communication with players
Business Intelligence	Aggregate data designed to meet the EGM Host's needs	Collecting detailed play data	Predictive analytics, real-time dashboards
Security	Vendor proprietary security solution	Industry standard security model	Single deployment of industry standard security model across channels
Gaming Channel Convergence	Monolithic, siloed gaming channels	Groundwork in place for convergence	Single deployment of shared components, single view of the player.

# Questions?