



The Leading Source of Independent Casino Market Data



“Increase operating efficiency, profitability & accountability”

More Information?

EMAIL US ON....

info@industrydataonline.com

and a company representative will make contact with you.

VISIT OUR WEBSITE...

www.casinodataonline.com

CONTACT:

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What is Casino Data Online?

Casino Data Online is a secure online gaming and market data tool designed for the Gaming Industry. Every month Casino Data Online electronically captures slot machine performance information from subscriber casino properties. The data is standardized, reconciled and quality assured before the benchmarked results and gaming market data are released online to subscriber properties. This allows your casino property to securely compare its product and gaming revenue performance against the greater industry.

Casino Data Online – A Proven Product

Casino Data Online (known as Club Data Online in Australia) has been overwhelmingly embraced by the Australian Gaming Industry since 2001 and now proudly maintains a customer base of over 400 gaming properties representing over 50,000 slot machines and link jackpot products. Casino Data Online is an online application built on the latest asp.net platform delivering a leading edge and proven online market data solution to the Gaming Industry.

What market data is reported in Casino Data Online?

Slot machine performance data and statistics collected include:

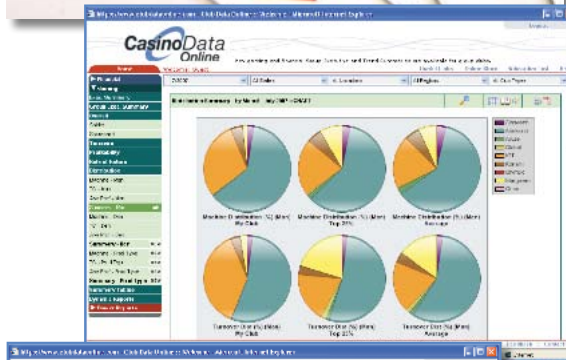
- Average investment per slot per day
- Average hold per slot per day
- Link jackpot system performance
- Manufacturer performance
- Denominational performance
- Product performance – standard slots versus linked slots
- Product distribution – market share by manufacturer
- Product distribution – market share by denomination

Reporting Features

- Executive summary reports
- Multi-casino property reporting
- Scorecards, dashboards, tables and charts
- 13- month performance trends
- Powerful dynamic databases enabling customers to drill-down and develop their own reports by specific product and manufacturer
- Monthly slot machine ranking reports
- Monthly new release slot machine performance reports
- Monthly link performance ranking reports
- Regular industry commentary and e-newsletters.

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The Leading Source of Independent Casino Market Data



Benefits for Your Casino

- Allows for better informed decision making using compelling and independent gaming market data.
- Be equipped with independent, current, accurate & comparative gaming market data.
- Increase operating efficiency & profitability.
- No manual data entry required as all information is captured electronically from internal slot management systems.
- Assists with strategic, budgetary and general business planning.
- Quickly identifies performance gaps within the slot installation allowing fast & effective management action.

How is Performance Measured?

Your casino property and other participating casinos are ranked by operating efficiency (Top 25%, Mid 50%, Low 25% and Average) which is determined through the application of a proven efficiency measurement formulae.

The data collected across all Clubs is also comparable by:

- Reporting Period
- Property Location
- State
- Number of Slots
- Property Type
- Revenue

Additional Reporting Suite of Reports

- Hotel operations
- Beverage operations
- Food operations
- Entertainment operations

Data Security & Confidentiality

- Your data is fully protected at all times and cannot be viewed by any other party
- Your data is treated with absolute confidentiality
- Only aggregated data is reported with strict data rules applicable

Four (4) types of security protect your data:

- Communications – data encryption
- Logical Access – Data Authentication Filter (DAF)
- Physical – server security / backup and recovery
- Confidentiality – access to your data is controlled by a strictly enforced password protocol and confidentiality agreements.

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decision-making using
independent market data”***