

IGT Patron Management Systems

Your business depends on it.

THE BEST PATRON MANAGEMENT SYSTEM.

The ability to properly service, develop and market to new and existing players is the most critical challenge for casino marketing professionals. The IGT Patron Management system provides you with the most powerful player account management tools in the industry.

Numerous loyalty currency options, multi-site capabilities, highly streamlined transaction processes and an unmatched ability to provide in-depth historical and current player account information combine to help you achieve all of your marketing and service goals.

BENEFITS

- Increase revenue by using built-in marketing capabilities to create and deliver targeted offers to your players
- Recognize the true enterprise value of your players and increase crossover play and amenity utilization with comprehensive multi-site player management tools
- Manage your property's reinvestment strategy and increase customer loyalty with numerous loyalty currency options, including *Gift Points*[®]
- Reduce operational costs and improve the player experience with streamlined transaction handling

FEATURES

- Configure player rankings based on points earned or theoretical value
- Reward players for their non-gaming spend by configuring ratings based on a money or integer value
- View a player's demographic, gaming and rating activity on one comprehensive screen
- Target your most valuable customers using a real-time view of top winners and players by site or enterprise for the current day or for a past date range
- Integration with ID scanning technology for quick enrollment of players into your club and improved data quality
- Patented color-coded card bezel alerts players and floor staff of a player's status
- Award new club members random amounts of *Xtra Credit*[®] non-cashable rewards upon enrollment
- Use the National Change of Address (NCOA) to confirm contact information via easy export and import of data
- View player names and addresses in multiple languages
- Integrate interfaces to your point-of-sale and hotel system for a total property solution
- Incorporate interfaces to Bingo, Poker, and Keno systems to capture play and offer more rewards to players
- Add an advanced marketing interface for real-time access to your data for creation of players club web sites, kiosks and more
- More than 200 reports to help you meet regulatory and audit requirements
- Powerful *Microsoft*[®] *SQL Server*[®] 2008 infrastructure for optimal performance
- *Microsoft*[®] *SQL Server*[®] Reporting Services for robust, drill-down reports and export capability

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Player - DAVE MATTHEWS (001024...) Start Page

Players: DAVE MATTHEWS Average: 10246 DAVE MATTHEWS/S
 Sites: <All Sites> DOB: 03/25/1960
 Start Date: 11/23/2010 Weighted ADT: 258.10
 End Date: 11/23/2010 Days/Trips: 1 Trips/ 1 Days
 Evaluation Period: This Trip Last Period: Date Range: 11/23/2010 - 11/23/2010

Demographic Info

Player Balances

Comp Dollars	\$30.93
Gift Points	0
Xtra Credit	\$8.50
Points	139,375

Credit Info

Rating Info

Comps

Co	Issued Date	Description	Status	Covers	Points	Comp
8	12/07/2010	Coffee Mug	Issued	1	125	\$0.00

View everything about a player from one comprehensive screen.

Update Custom Rating Config Information - Retail Purchase

Rating Information To Track

Rating Description: Retail Purchase Rating XRef:
 Location: Retail Outlets Spend Type: Non-Gaming Spend

Info To Track Points

Should Earn Points
 Point Accumulation: Amount Spent
 Point Count: 1 Dollar Amount: 5
 Available To Floor Include In Ranking
 Multiply Points
 Point Bucket: Points
 Delay Point Availability
 Delay By: Gaming Days
 Delay Value:
 Auto Expire Points
 Expire By: Gaming Days
 Expire Value: 90

Info To Track Comps

Should Earn Comps
 Comp Accumulation:
 Comp Bucket:
 Delay Comp Availability
 Delay By: Gaming Days
 Delay Value:
 Comp XRef:
 End Time:
 Time Spent (Min): 15
 Amount Spent

Reward players for their non-gaming spend.

An almost limitless number of player rankings for better targeting of customer segments.

For more information, contact your IGT Account Manager or visit www.IGT.com/PatronManagement.



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