ADVANTAGE Analytics Core

Visualize your game performance data for improved business results

ADVANTAGE Analytics Core provides a full suite of floor maps, reports, and dashboards you can use to optimize your floor using your audited slot floor data. This powerful tool allows you make informed business decisions using its suite of flexible, easy to consume reporting formats.

Upgraded Floor Maps

We have upgraded the 2D and 3D mapping experience based on user input, including:

- Ease-of-use enhancements that make the map easier to interact with.

- A first-person view of the floor, so now you can walk the floor without leaving your office.

- Faster, easier updates to the map as your floor changes, eliminating the need for an additional mapping program.
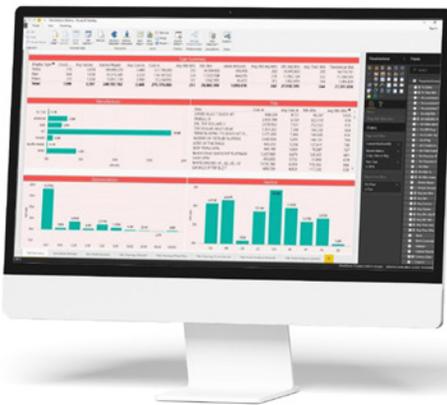
These changes make it easier to plan for new EGM or game theme placement to ensure maximum profitability. You can also determine if older game themes merit keeping and moving to a different location for increased player loyalty.
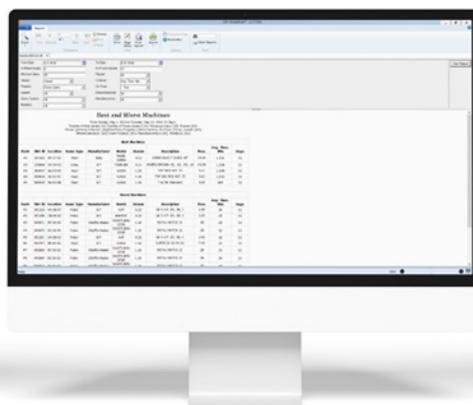
Reports and Dashboards

The system's click-and-drag interface makes it easy to analyze your audited IGT ADVANTAGE data, including time on device, occupancy, section comparisons against floor average, theoretical win, and more. You can also easily compare performance by EGM manufacturer, as well as top/bottom performing game themes to optimize the game mix on your floor.

Dashboards provide end users "on the fly" evaluations without leaving the screen. They bring analytical and operational insights to an array of user roles, like Performance Analyst, Games Management, General Manager, Marketing, and Audit.
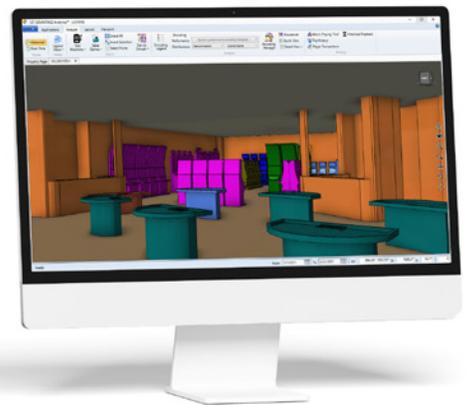
Reports can be customized during the installation process, including building unique reports for customer business verticals. You can also build your own reports to suit your business needs. The system's query editors give analysts complete control over ad-hoc and stored queries. The outputs can be flat files, pivot tables, or the 3D floor map. The queries can be stored as templates and reused repeatedly.

Visual your floor's performance quickly and easily.

Quickly generate reports with actionable data.

See how floor changes affect EGM placement and traffic flow before physically moving your machines.

Features

- Multi-site functionality brings all casinos under one common umbrella.
- Ribbon bar, checkboxes, drop-down lists, and other user interface features make creating reports and dashboards a simple process.

Floor Maps

- 3D Modeled Floor blends a realistic version of the floor with dynamic coloration and overlaid data, tables, and graphs.
- First person "walk the floor" view.
- Player data overlay onto floor visualization helps you analyze player preferences (requires additional product license).
- Table games data overlay onto floor visualization shows key table performance metrics as a time lapse (requires additional product license).

Reports and Dashboards

- SSRS and Power BI embedded tools provide ad-hoc or automated report delivery.
- Ad-hoc report builders.
- Easy export to Excel and other file formats.
- Some dashboards and deep-dive reports can be viewed on a mobile device.

Benefits

- Reduce or eliminate the need for separate floor mapping software.
- Save time planning game theme changes.
- Optimize product mix and utilization to improve business performance.
- Save time combining reports from separate applications.
- Uncover previously unseen revenue opportunities; locate and analyze weak performance.
- Gain key insights into player preferences and how they affect game play.
- Faster access to data and ability to easily change report configurations when needed.
- Access dashboards and reports from anywhere as needed.

Add-on Modules

- Player – overlays player data onto the floor map and provides reports and dashboards focused on player information.
- Tables – adds table games data to the floor map and provides reports and dashboards focused on table games information.

Player and Table Modules tie player information to gaming devices for interpretive dashboards, reports and floor view analysis.

Features Include:

- "Who's Playing This?" Point and click any game to see your best players.
- Player game preferences.
- Historical player transactions.
- Performance color encoding.

Product Dependencies

- IGT ADVANTAGE 8.2 or newer
- SQL Server 2012 R2 or newer

For more information, please contact your IGT Systems Account Manager today or visit **igt.com/systems** to learn more.

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