



George J. Levine

*Executive Director, Sales and Marketing
Casino Data Imaging*

These are exciting times for Casino Data Imaging (CDI), and we look forward to 2012. The CDI GlobalSuite™ data visualization and report analysis program rollout has begun and is already receiving very positive reviews. Eleven years ago, we launched the first gaming data visualization analysis program and took the industry by storm. Transitioning to the Windows Presentation Foundation has provided our engineering the perfect palette to bring to market a new reasonably priced data visualization program that truly delivers answers to questions casino management must address daily concerning the bottom line (profitability). Eleven years of experience goes a long way, and as our early adopters are finding out, the wait was well worth it. Here's why.

First, embracing powerful Microsoft® applications has provided our development team the right tools to meet current and future industry needs at a fraction of the cost found in competing programs. When it comes to data visualization development, casino industry expertise and passion for what they do, CDI's development team would be hard to beat.

Paramount to data visualization is the ability to spot anomalies, trends, attributes, performance, utilization and more in a simple eye-catching method. CDI moved away from a CAD environment to 100 percent graphical in displaying analysis objects which translates to a very user-friendly environment, including map maintenance. Selecting the GlobalSuite 3-D option opens up definable multi-point financial color coding and text information views providing, literally, an extra dimension of analysis. These features plus the

ability to launch pivot tables and reports from within the graphical environment deliver more versatility to the end user.

Whether selecting dynamic standard reports from the GlobalSuite report library or building your own, GlobalSuite analysis embraces Data Mart and OLAP cube technology (for both the reporting and graphical environments), enabling the end user to interactively analyze multi-dimensional data from multiple perspectives. This translates to more actionable analysis that can also incorporate an assortment of visuals including stoplight flags, data bars, 3-D charts and more. With many customizable features, drill down capabilities and CDI GlobalSuite updates, end users will have the necessary information to monitor their business and make sound strategic decisions to foster growth. In working closely with our clients, CDI's mantra is to better understand the role of each user, identify the questions they must address regarding casino performance, and strive to provide the information necessary to answer those questions.

During the development of the CDI GlobalSuite, we discussed with our clients how they would best approach a dashboard control center. The results pretty much boiled down to a home base (similar to Microsoft Outlook) where the user can, from the "get go," view actionable information charts, compare and contrast this information, and navigate to any other aspect of the program. The dashboard was also designed to accept third party information that may be useful when analyzing the KPIs normally brought over.

CDI continues to focus on making the analysis of complex data easy for all types of user levels at a very affordable price point. Our launch of the GlobalSuite product line is just the beginning of great things to come.



Jonathan Seigle

*Vice President, Casinos and Resorts
MICROS Systems Inc.*

You've been planning your trip to Vegas for months. The day finally arrives. After a long flight and an even longer cab line at the Las Vegas airport, you're dropped off at the hotel. As you head to the lobby, you're excited and ready to hit the casino—you just want to check in to your room first to change. And then it hits you: The front desk line looks about a mile long.

Your excitement deflates as you head toward the back of the line.

Casinos are focused on using technology to enhance the guest experience, maximize revenue and reduce cost. The last thing they want is the scenario described above, where valuable guests are stuck standing in line instead of on the casino floor or enjoying one of the resort amenities. MICROS has introduced several new technologies that can help casinos better service their guests, like "virtual room keys" that allow the guest to bypass the front desk altogether; tablet-based check-in/check-