

EILERS-FANTINI

Central Game Performance Database (GPD) Overview

2019

- 185 casinos
- 140,000 Slots
- 5,200 Game Themes

■ CENTRAL GAME PERFORMANCE DATABASE

The EILERS-FANTINI Central Game Performance Database (GPD) collects and tracks relative slot machine performance data provided by individual casinos on a monthly basis and then standardizes and aggregates the data. All data is held in a secure online database and no individual casino data is viewable. Database subscribers are able to look up game performance information on individual games as well as create custom performance reports tailored to their specific business needs and geographic location.

■ CASINO PARTICIPATION

- In return for supplying monthly game performance data, participating Casino Operators will receive a free monthly game performance report and cabinet level performance report, as well as free access to the online database for custom analysis and data extraction.
- The value proposition of the GPD is similar for Casino Operators who participate in the EILERS-FANTINI Slot Survey whereby participants receive a free copy of the summary results in exchange for participating.
- The GPD is an extension to the EILERS-FANTINI Slot Survey, which is the gaming industry's largest survey tracking purchasing trends on over 500,000 slot machines worldwide.

■ DATA COLLECTION MATRIX

Game Theme	Max Bet
Supplier	Days on Floor – Cabinet
Cabinet	Days on Floor – Theme
Game Category	Coin In Index vs House
Game Classification	Theo Net Win Index vs House
Denom	Coin In Index vs Zone
Game Lines	Theo Net Win Index vs Zone

■ PARTICIPATION BENEFITS

- Participating casino operators receive our monthly game performance report for free (\$8k annual value) along with a complimentary subscription to our broader Gaming Equipment & Technology research service with an annual list value of \$10,000.
- In addition, casino operators will have free access to the database to perform unlimited custom data queries and analysis (list value of \$25,000).
- Casinos have the ability to benchmark individual gaming operations against the broader gaming industry with the ability to sort and filter data by multiple game characteristics.
- Casinos have access to a Regional Competition Report where gaming operations can compare their individual casino against the appropriate regional market that the casino is located within, which includes recommendations for games not currently on your floor.
- Casinos can generate top ranking game and cabinet reports with advanced filters to identify games and cabinets newly introduced to the market, aiding in purchasing decisions and more efficient use of capital.
- Participation in the quarterly EILERS-FANTINI Slot Survey can be shortened to just a few minutes since all indexing and floor mix information is already being provided.

■ DATA SECURITY

- The EILERS-FANTINI partnership is a trusted brand within the Gaming industry and understands the need for strict data security.
- Participating casinos are not required to provide sensitive data like actual slot win, hold percentage, or customer data. Only relative game performance indexing is collected.
- Individual casino data will be transferred via a secure protocol and will be stored in a secure Oracle database.
- The online database is password protected and tied to a specific domain address for login purposes.
- No individual casino data metrics will be viewable by anyone who accesses the database. Only summary level data will be viewable.

■ PARTICIPATION DETAILS

This database service is free to qualified gaming operators who participate and provide monthly performance data. If you are not currently participating, but are interested, please contact Rick Eckert at reckert@ekgamingllc.com or call at (313) 883-9251.



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