GPD Casino Dashboard

Overview

EILERS-FANTINI
Central Game Performance Database (GPD)

Contents

Authors

Rick Eckert
Managing Director, Eilers & Krejcik Gaming, LLC
reckert@ekgamingllc.com

Todd Eilers
Principal, Eilers & Krejcik Gaming, LLC
teilers@ekgamingllc.com

Frank Fantini
CEO, Fantini Research
ffantini@fantiniresearch.com

GPD Dashboard Services Powered by Tableau Online

- As a participating Casino Operator you will have access to not only the Casino Dashboard, but also the Supplier Dashboard and the Mobile Dashboard for use on mobile devices.

Casino Dashboard
EILERS-FANTINI
Central Game Performance Database (GPD)

Supplier Dashboard
EILERS-FANTINI
Central Game Performance Database (GPD)

Mobile Dashboard
EILERS-FANTINI
Central Game Performance Database (GPD)

Overview – Background

Description

This user guide is designed to provide a detailed overview of the premium add-on service we provide utilizing Tableau Online.

Methodology

The Dashboards are connected to the EILERS-FANTINI Central Game Performance Database (GPD).

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 can look up game performance information on individual games as well as create custom performance reports tailored to their specific business needs and geographic location. The GPD is an extension to the existing EILERS-FANTINI Slot Survey which is the gaming industry's largest survey tracking purchasing and performance trends across over 500,000 slot machines worldwide.

Participation Details

This database service is an add-on option for gaming operators who participate and provide monthly performance data. If you are currently participating and are interested in this service, please contact Rick Eckert at reckert@ekgamingllc.com or call at 702-530-1377.

Overview – Tableau Online

Home Page:

When logging in to Tableau Online you will have access to all three Dashboard folders: Casino, Mobile, & Supplier. This guide will cover the Casino Dashboard.

Casino Dashboard Views:
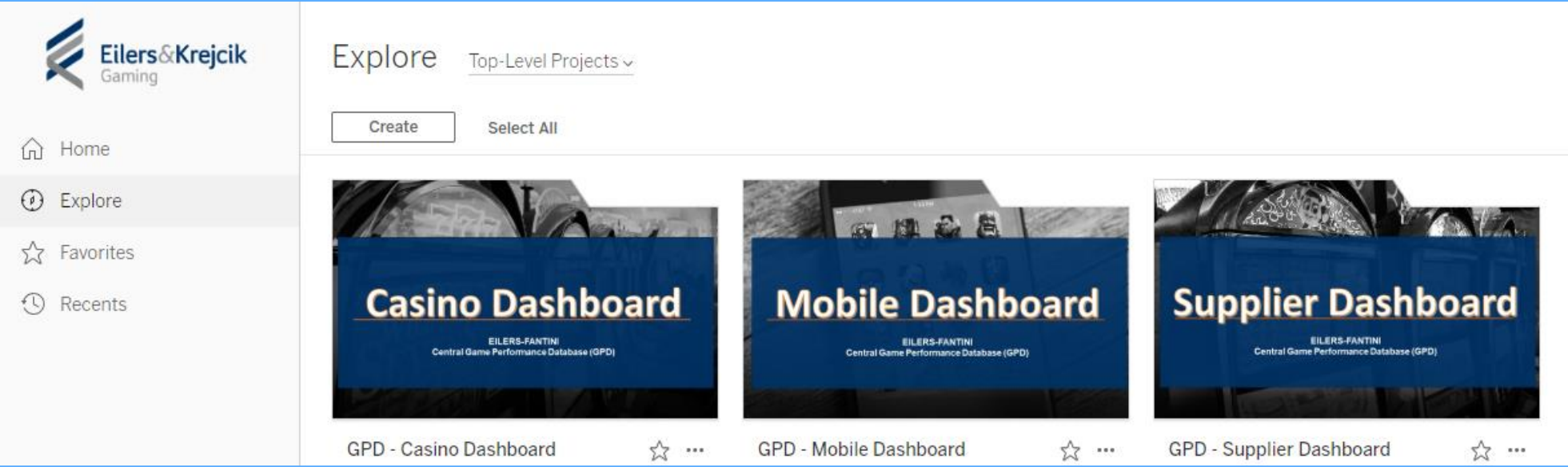
- Casino Comparison
- Casino Optimization
- Game & Cabinet Trending
- NEW Performance Confidence
- Casino Performance Analysis
- Corporate Casino Comparison
- Purchase Recommendations

Overview – Tableau Functions

Dashboard Page Headers:

After selecting any dashboard within the Casino folder you will see the header below on every page.
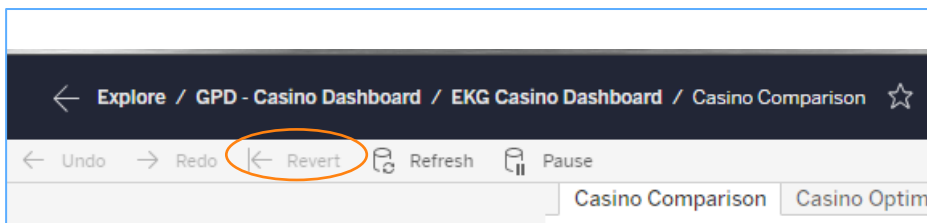
Undo/Redo/Revert:

If at anytime you want to go back to the original view select the Revert button, this is helpful to quickly undo the filters you may have applied when diving deeper into the data.
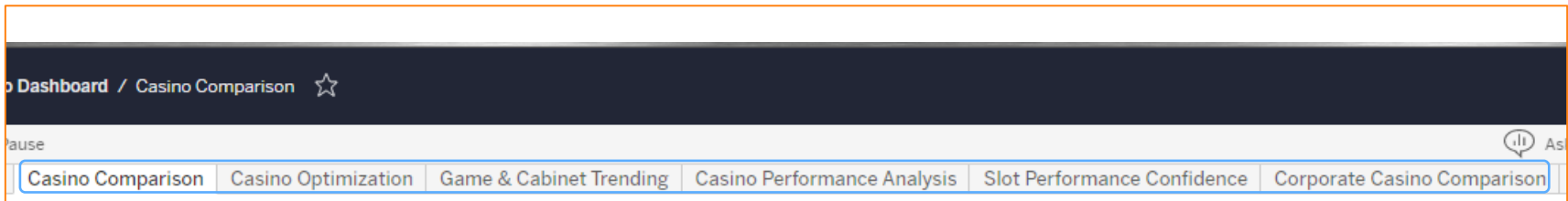
Page Tabs: To quickly change to a new page within the dashboard click on the tabs at the top of the page.

View/Subscribe/Download:

- View
  - If you would like set and save filters for repeat analyses, select the View button after you have selected various filter options to save those options and name the view for future use

- Subscribe
  - Set an email schedule for any view you have created

- Download
  - Select any area of the dashboard where you would like to download the information then select download to save as an image, data/CSV (cross tab recommended), or PDF.
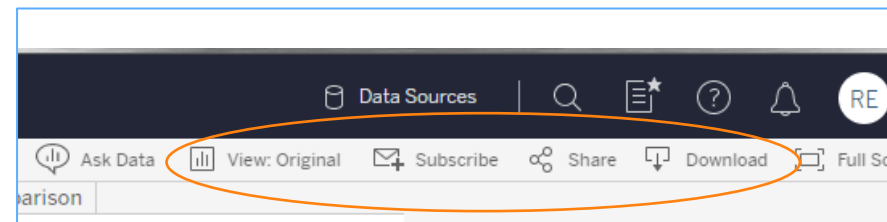
Overview – EKG Dashboard Design

Dashboard Design:

We designed similar functionality on all our dashboards for consistency and ease of use.

Page Filters:

At the top of each dashboard we put critical filters on the main page (usually at the top but sometimes above certain areas) with additional filters being held in the top right icon.
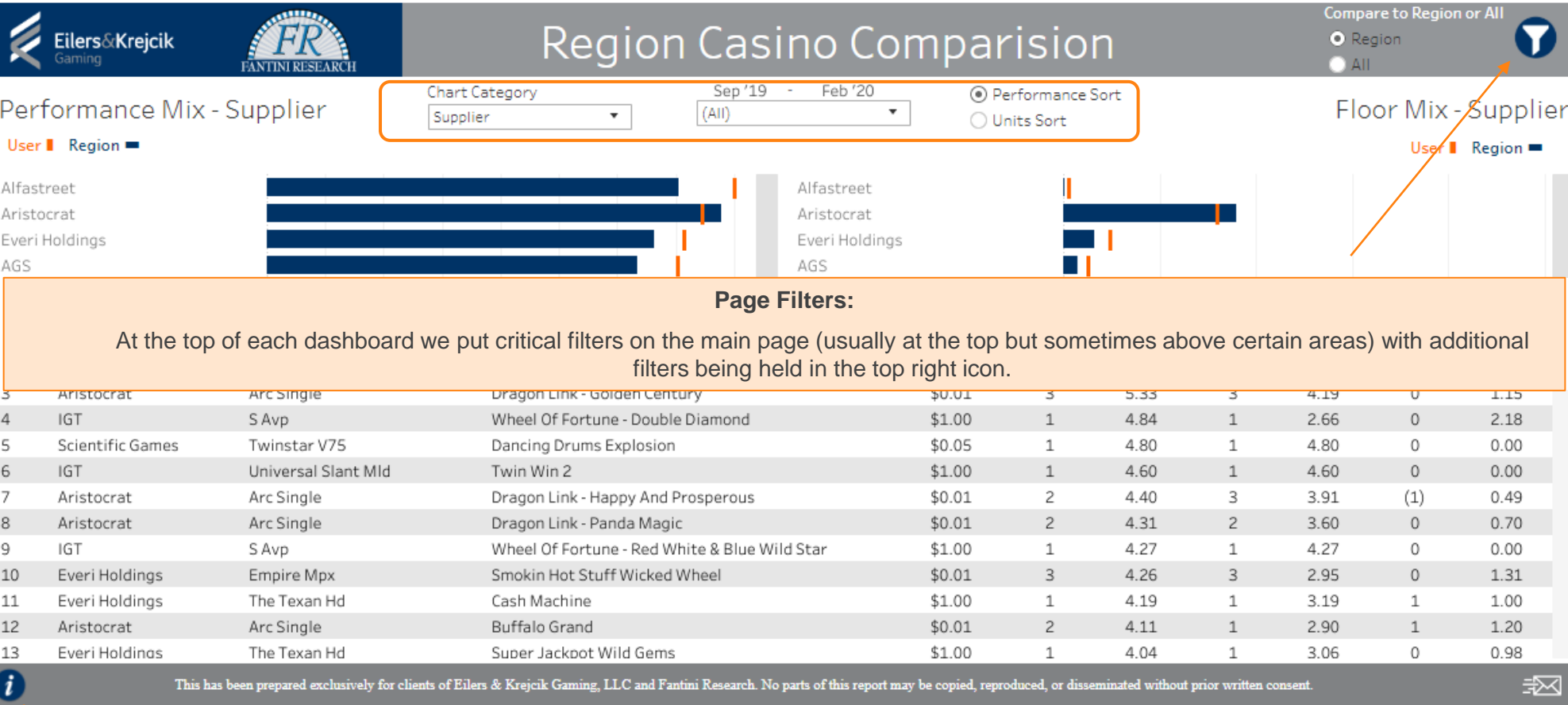
Page Information:

Located on every dashboard we provide additional information on what each dashboard is displaying, this is found at the bottom left of every dashboard and displays an overlapping view with more information including sample size.

Casino / Regional Comparison

Instantly compare your casino to your region and the broader market by viewing both performance and floor mix comparisons based on Supplier, Cabinet, Denom, Own Mix, and more.

Switch Comparison from Region to All. When selecting All utilize the various filters available to select multiple States, Game Types, etc.
(utilize if you want to performance a comparison to include all surrounding States)

Chart Category:
Chart Categories – Supplier, Own Status, Denom, Cabinet, or Game

Change Date Range

Chart Sorting:
Between Performance and Units/Floor Mix
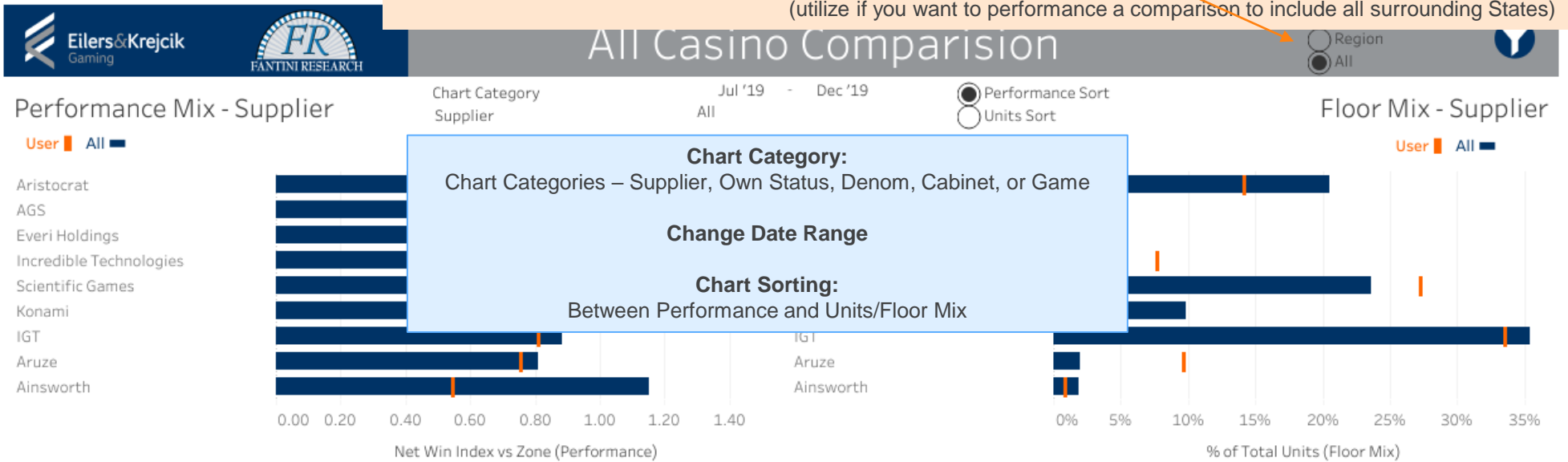
View your Casino Performance (Orange) to your Region (Blue) by Category

View your Casino Mix (Orange) to your Region (Blue) by Category

Side by Side Supplier/Cabinet/Game comparison to your region

Individual Game Rank Comparison

○ Regional Sort
◉ User Sort

					User Casino(s)		All Casino(s)		Δ Delta	
#	Supplier	Cabinet All	Game All	Game Denom	Average Units	Average Zone Index	Avg Units	Average Zone Index	Average Units	Average Zone Index
1	IGT	Crystaldual	Wheel Of Fortune - Triple Gold Gold Spin	$1.00	1	4.72	1	4.72	0	0.00
2	IGT	Crystaldual	Wheel Of Fortune - Pink Diamond	$1.00	1	4.24	1	3.22	0	1.03
3	IGT	Crystalcurve True 4d	Wheel Of Fortune - Vanna White 4d	$0.01	3	4.02	2	2.30	1	1.72

Casino Optimization & Available Games

Review our optimization recommendations by supplier based on evaluating your casino floor and your market. Available games display top performing games in the region/market that you currently don't have making for great purchase suggestions and possible lease placements.

Casino Owned

IGT	Scientific Games	Aristocrat	Konami
32% Owned Share	28% Owned Share	16% Owned Share	12% Owned Share
to Optimize (5%)	to Optimize (4%)	to Optimize 5%	to Optimize 2%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80% 85% 90% 95% 100%

Increase Supplier Floor %, Decrease Supplier Floor %
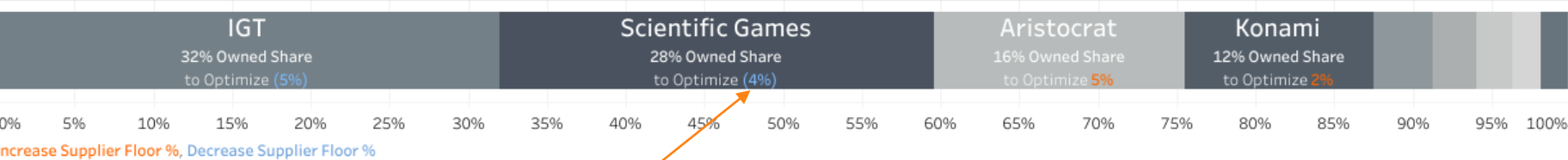
At a high level we make the recommendation to Increase or Decrease Floor Mix by Supplier

Available Games

	Supplier	Game	Game Denom	Avg Units	House Index	Zone Index
1	Scientific Games	Mystical Fortunes	$0.01	3	3.14	3.10
2	Konami	Selexion	$0.10	3	3.41	3.09
3	Aristocrat	2x3x 7 Wildfire 4x5x	$1.00	4	3.15	3.00
4	Aristocrat	Double Gold Spin	$1.00	4	2.94	2.84
5	IGT	Pharaoh'S Fortune	$0.05	4	1.79	2.69
6	Aristocrat	Double Hot Fire	$1.00	4	2.77	2.67
7	IGT	Mistress Of Egypt	$0.10	3	2.42	2.42
8	Konami	Lotus Land Deluxe Wild	$0.01	3	1.93	2.00

Premium Lease & WAP

Aristocrat	Scientific Games	IGT
42% Premium Share	32% Premium Share	19% Premium Share
to Optimize 11%	to Optimize (4%)	to Optimize (7%)
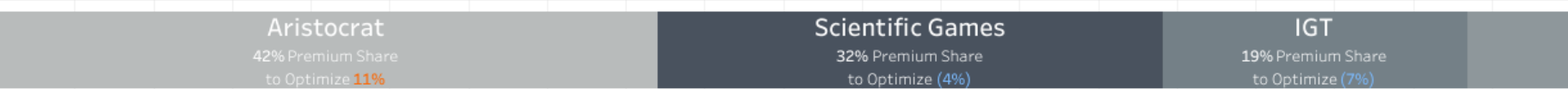
View and filter to all the game/denom combinations that are high performers not listed at your casino making for great ordering suggestions

Available Games

#	Supplier	Game	Game Denom	Avg Units	House Index	Zone Index
1	Scientific Games	Money Link - The Great Immortals	$0.10	4	5.48	3.43
2	Aristocrat	Billions	$0.01	3	2.44	3.07
3	Everi Holdings	Smokin Hot Stuff Wicked Wheel	$0.01	2	2.66	2.40
4	IGT	Wheel Of Fortune - Double Diamond Gold Spin	$0.01	3	2.11	2.18
5	Aristocrat	Mad Max Fury Road	$0.01	2	1.90	2.16
6	Scientific Games	Jin Ji Bao Xi - Rising Fortunes	$0.25	8	2.03	1.96
7	IGT	Wheel Of Fortune - More Money	$0.01	3	2.04	1.89
8	Aristocrat	Madonna	$0.01	3	2.23	1.88

Game & Cabinet Trending (Game Conversion Recommendations)

Compare the three-month moving average of your cabinet and game performance on the left to the region/market on the right to catch possible conversion opportunities. – as a former operator I often was caught up with current performance failing to see the downward trend before revenue was impacted. Select a Cabinet to view all possible games and their respective performance.

Cabinet Trending - User

#	Cabinet	Supplier
1	Colossal	AGS
2	Flame 55	Aristocrat
3	A560 Upright	Ainsworth
4	Mav500	Aristocrat
5	Evo	Ainsworth
6	Arc Single	Aristocrat
7	Player Classic	Everi Holdings
8	Bluebird Xd	Scientific Games
9	Game King	IGT
10	Helix Upright	Aristocrat
11	Trimline Upright	IGT
12	Bluebird 2	Scientific Games
13	S3000	IGT

Moving Average User
-0.20 ____ 0.20

Net Win vs Zone User
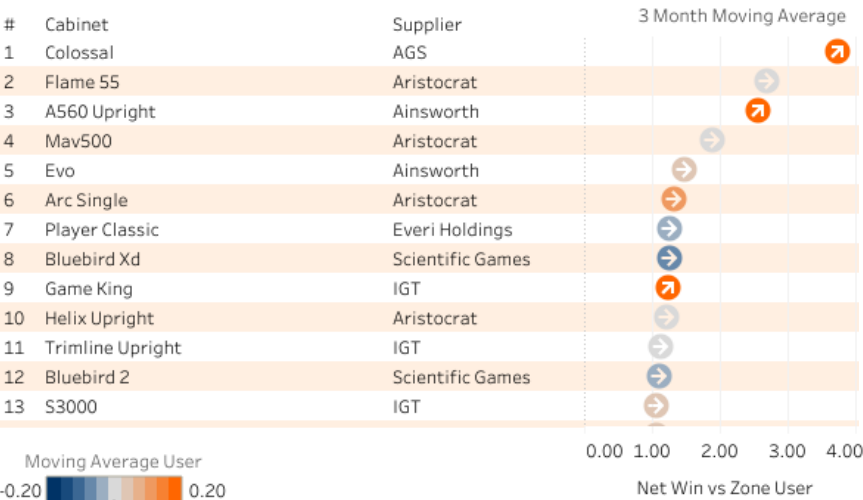
Cabinet Trending - Region

#	Cabinet	Supplier
1	Colossal	AGS
2	Flame 55	Aristocrat
3	A560 Upright	Ainsworth
4	Mav500	Aristocrat
5	Evo	Ainsworth
6	Arc Single	Aristocrat
7	Player Classic	Everi Holdings
8	Bluebird Xd	Scientific Games
9	Game King	IGT
10	Helix Upright	Aristocrat
11	Trimline Upright	IGT
12	Bluebird 2	Scientific Games
13	S3000	IGT

Moving Average Region
-0.20 ____ 0.20

Net Win vs Zone

Game Trending - User

#	Game	Supplier
1	Dollar Chief	Ainsworth
2	Colossal Diamonds	AGS
3	Lightning Link - Tiki Fire	Aristocrat
4	Buffalo Diamond	Aristocrat
5	Flame Of Olympus	Aristocrat
6	Dollar Streak	Ainsworth
7	Kingmaker	Everi Holdings
8	Buffalo Grand	Aristocrat
9	Ultimate Fire Link - By The Bay	Scientific Games
10	Dollar Action	Ainsworth
11	Lightning Link - Magic Pearl	Aristocrat

Net Win vs Zone User

Game Trending - Region

#	Game	Supplier
1	Dollar Chief	Ainsworth
2	Colossal Diamonds	AGS
3	Lightning Link - Tiki Fire	Aristocrat
4	Buffalo Diamond	Aristocrat
5	Flame Of Olympus	Aristocrat
6	Dollar Streak	Ainsworth
7	Kingmaker	Everi Holdings
8	Buffalo Grand	Aristocrat
9	Ultimate Fire Link - By The Bay	Scientific Games
10	Dollar Action	Ainsworth
11	Lightning Link - Magic Pearl	Aristocrat

Net Win vs Zone

Eilers&Krejcik
Gaming

FANTINI RESEARCH
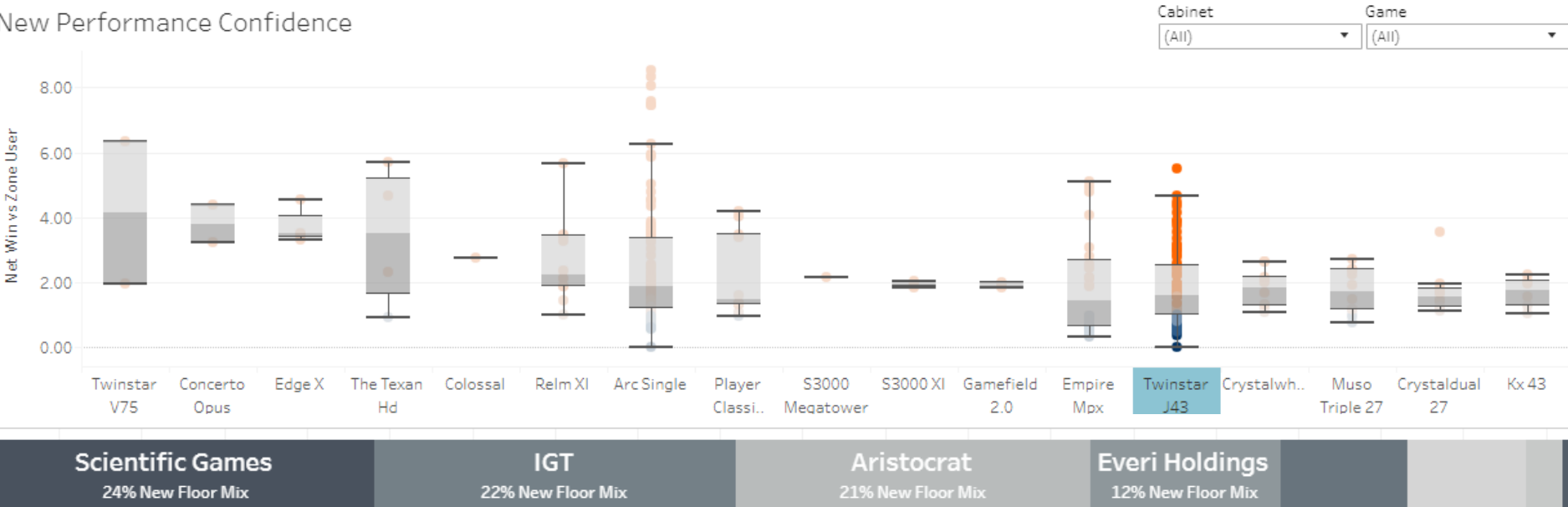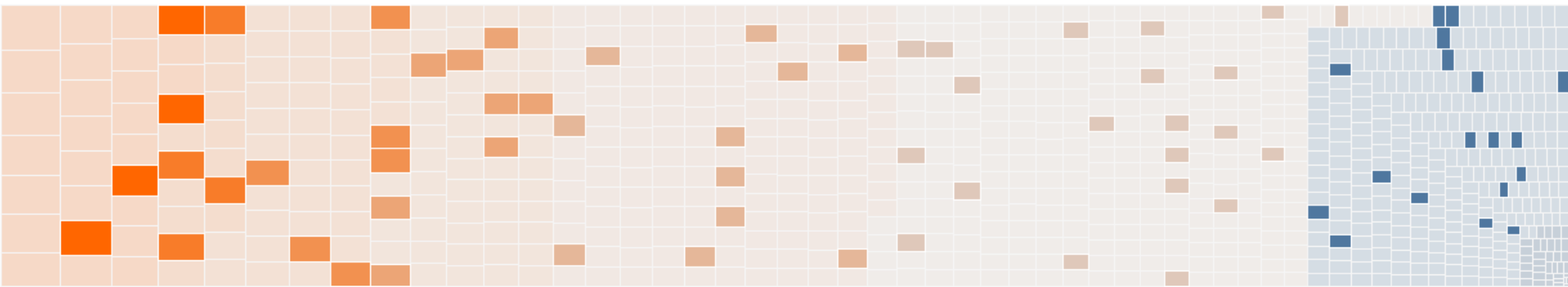
NEW Game Performance Confidence

Evaluate the performance confidence of each Supplier, Cabinet, and Game considered NEW by the GPD metrics to forecast how adding additional cabinets or games to your floor mix may perform based on current like cabinet-game performance at your casino. The Box and Whisker Plot charts confidence, the bottom of the page displays all individual slots at your casino to quickly identify high and low performers while the bar in the middle shows Floor Mix by Supplier..

New Performance Confidence

Cabinet (All)   Game (All)

| Scientific Games 24% New Floor Mix | IGT 22% New Floor Mix | Aristocrat 21% New Floor Mix | Everi Holdings 12% New Floor Mix |

New Individual Slot Performance

10

Casino Performance Analysis

Segment your casino performance into bins to quickly identify low and high performers and track your six-month progress on decreasing low performers and increasing high performers. The page can pivot between Supplier, Cabinet, Game, Denom, and Own Status.

Current Performance Bins

	<.5x	<.8x	<1.0x	<1.5x	<2x	2x+
IGT	33	49	34	51	12	4
Scientific Games	18	30	24	28	4	1
Konami	10	35	18	35	7	
AGS	6	5	2	1	2	1
Aristocrat	2	20	24	29	8	18
Ainsworth	2	6	2	2	1	9
Everi Holdings	1	7	4	7	3	2
Incredible Technologies		4		2		
Aruze		6	5	2		
Grand Total	72	162	113	157	37	35

Current Individual Slot Indexing

Index Bins	Cabinet	Game	House Index	Zone Index
<.5x	Avp Bartop	Game King Poker	0.00	0.00
	Avp Bartop	Game King Poker	0.00	0.00
	S Avp	Jackpot Bonanza Sunflower 7s	0.04	0.04
	G23 Upright	Jaguar Princess	0.16	0.15
	G23 Upright	Midnight Eclipse	0.18	0.16
	S9000	In The Money	0.22	0.16
	S2000	Triple Double Butterfly 7s	0.15	0.17
	Wide Body Dual	Treasure Trove	0.20	0.19
	Prodigi Vu	Sphinx	0.27	0.19
	Helix Upright	Nu Wa Bu Tian	0.22	0.20
	S2000	Double Diamond	0.18	0.20
	S2000	Triple Double Butterfly 7s	0.17	0.20
	Wide Body Dual	Aeronauts	0.21	0.20
	Bluebird	2x Wild And Crazy	0.23	0.20
	S Avp	Ultimate Sevens	0.23	0.21

Performance Bins Trending

Index Bins
- 2x+
- <2x
- <1.5x
- <1.0x
- <.8x
- <.5x
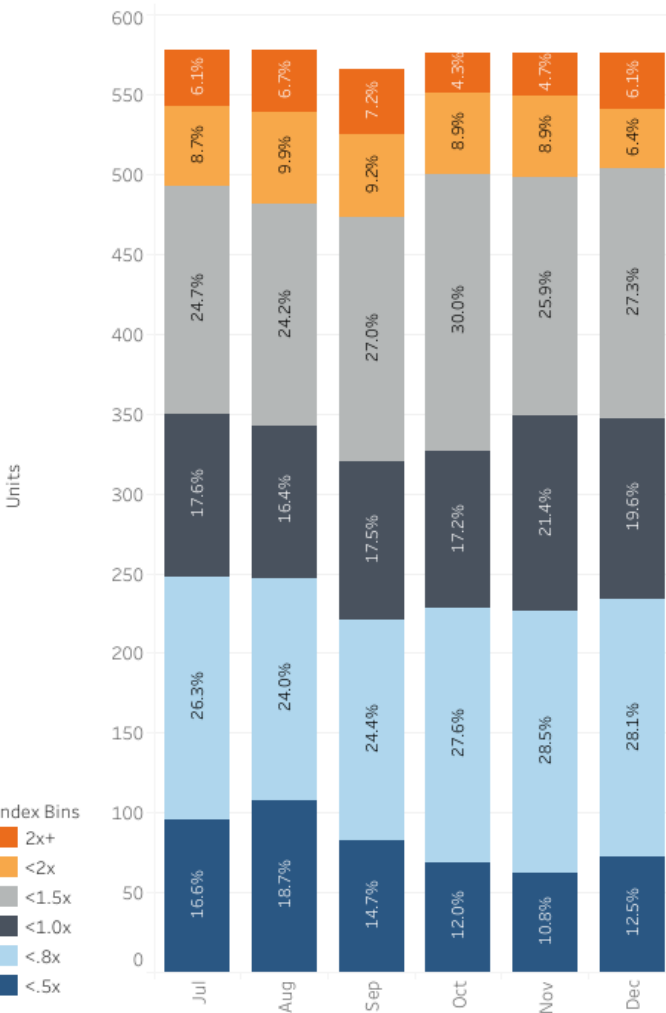
Corporate Casino Comparison

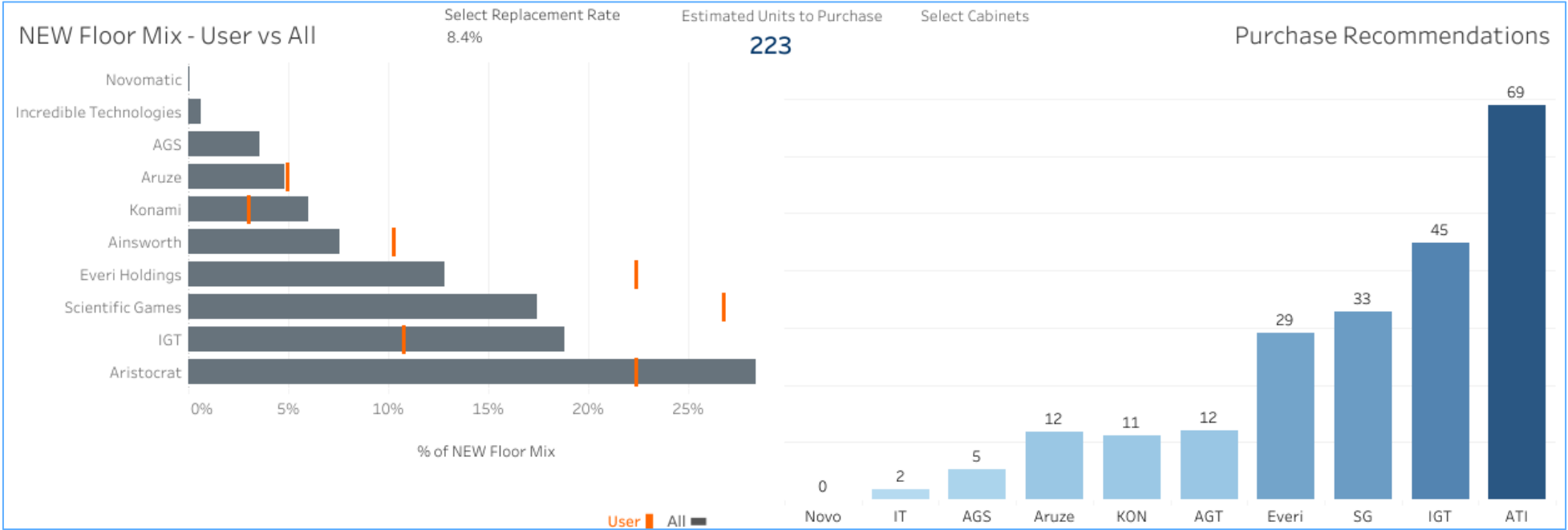Corporate participants can compare individual casinos side by side to evaluate differences and opportunities. Within this view we standardize all naming conventions utilizing our GPD aliases across your casinos allowing you to download and dig deeper.

Casino One   **Casino Two**

Fair Share - Supplier

Units | Performance

IGT
Scientific Games
Aristocrat
Konami
Everi Holdings
Ainsworth
Aruze
AGS
Incredible Technologies

0% 5% 10% 15% 20% 25% 30% 35%
% of Total Units & Performance

Fair Share - Supplier

Units | Performance

IGT
Aristocrat
Konami
Scientific Games
Everi Holdings
Ainsworth
AGS
Incredible Technologies
Aruze

0% 5% 10% 15% 20% 25% 30% 35%
% of Total Units & Performance

Individual Game Rank Comparison

Casino One

#	Cabinet	Game	Units	Zone Index	House Index
1	Colossal	Colossal Diamonds	1	3.02	2.15
2	A560 Upright	Dollar Chief	2	2.91	3.89
3	Flame 55	Buffalo Diamond	5	2.61	2.73
4	Helix Upright	Lightning Link - Magic Pearl	2	2.42	2.54
5	Smld	Ultimate Sevens Pharaoh'S 777	1	2.40	2.62
6	A560 Upright	Dollar Action	2	2.36	2.47
7	Helix Upright	Lightning Link - Bengal Treasures	2	2.30	2.39
8	Mav500	Flame Of Olympus	2	2.29	2.46
9	Arc Single	Buffalo Grand	4	2.24	2.32
10	Helix Upright	Lightning Link - Heart Throb	1	2.22	2.30

Casino Two

#	Cabinet	Game	Units	Zone Index	House Index
1	Colossal	Colossal Diamonds	1	3.47	3.84
2	Empire Mpx	Smokin Hot Stuff Wicked Wheel	2	3.12	2.84
3	Flame 55	Buffalo Diamond	4	2.48	2.60
4	Arc Double	Tarzan	4	2.39	2.26
5	Arc Double	Buffalo Grand	4	2.39	2.74
6	Crystaldual	Black Widow	1	2.34	2.91
7	A560 Upright	Mustang Money 2	2	2.31	2.89
8	Arc Single	Buffalo Grand	4	2.28	2.49
9	A560 Upright	Grand Dragon	2	2.26	2.84
10	Helix Upright	Lightning Link - Moon Race	1	2.23	2.45

Purchase Recommendations

Providing purchase recommendations while allowing the casino users entire control and flexibility beyond our initial insights. By allowing the user to select the replacement rate and desired cabinets to purchase in tandem with denom, game category, and other additional filters we allow the user to take their internal data in alignment with our market insights to best tailor their capital purchases.

NEW Floor Mix - User vs All

Select Replacement Rate
8.4%

Estimated Units to Purchase
223

Select Cabinets

Purchase Recommendations

In the top left we show the NEW game floor mix comparison from the user casino(s) compared to the Market or Region. In the top right we show the recommended capital allocation in units for each of the slot suppliers. Below we show the top core games details available for purchase which filter based on the selections in the charts above.

Top 'For Sale' Games

#	Supplier	Cabinet Group	Game	Game Age (Months)	User Units	Market Units	House Index	Zone Index
1	IGT	Crystal Series	Hexbreaker 3	4	0	81	2.77	2.70
2	IGT	Crystal Series	Golden Jungle Grand	12	2	109	2.08	2.45
3	Aristocrat	Mars X	Fu Dai Lian Lian Panda	6	0	135	2.11	2.06
4	Scientific Games	Twinstar	Quick Hit Blitz Red	7	2	74	2.05	2.00

FAQs

How is my Region defined?
Each Region is defined by the State(s) in which your Casino(s) is located.

Can I compare my Casino outside of my Region?
To compare your Casino to the entire market select the "All" option for the comparison filter, additionally after selecting "All" you can redefine the comparison to only include certain States/Denoms/Game Classifications and more by selecting additional filters.

How many Slots are being included in the comparison?
At any time you can see the number of slots in the comparison by selecting the information button in the bottom left of each dashboard.

What is included in the Supplier Optimization suggestion?
Here we are looking at the fair share comparison of your casino and layering in your respective region to make suggestions on to increase or decrease each Suppliers floor mix. Additionally you can apply filters for various suggestions.

What are Available Games?
These are all Game/Denom combinations that were not included in your most recent upload.

Where can I get conversion recommendations?
Utilizing the Game & Cabinet trending dashboard you can view and select Cabinets that are declining in performance or are low performers at your Casino to see a list of Games available on the respective Cabinet including performance trends.

How do you ensure Game and Cabinet names are correct for every casino?
We utilize an extensive aliasing system to identify each individual casinos naming convention and convert them to a standardized name used in the GPD. We also run each upload through an extensive validation process before approving the data.

Can I download data?
All if the data displayed can be downloaded into an Image, PDF, or Excel/CSV file. To download dashboard information from a specific area first select an item in that chart or table then unselect, this tells Tableau which area to download background data for, then select the download button in the top right of any dashboard.

Glossary

Operator Status (Owned/Leased/WAP) & Supplier Status (Core/Premium/Premium IP):
Operator Status is directly reported from each individual operator. There are cases when 'Core' games are placed on Lease agreements and reported as Leased and inversely when 'Premium' games are placed on no-fee agreements and are reported as Owned. Additional filtering for 'Core' or 'Premium' as reported by the supplier are featured in game level reports and are available for Premium Subscribers in the GPD.

Game Classification:
Currently there are four classification in the GPD: Class II, Class III, TLS (Tribal Lottery Systems), & VLT (Video Lottery Terminals).

Thank you

If you have any questions, would like to walk through a more extensive demo, or are interested in subscribing to this add-on service please contact Rick Eckert at reckert@ekgamingllc.com or call at (702) 530-1377.

Supplier Dashboard
EILERS-FANTINI
Central Game Performance Database (GPD)

Mobile Dashboard
EILERS-FANTINI
Central Game Performance Database (GPD)