



Bally Technologies' iVIEW Display Manager™ (DM) with the Elite Bonusing Suite™ (EBS) DM Tournaments™ Application Reduces Labor and Creates Enhanced Player Experiences at Isle Casino Racing Pompano Park in Florida

By April Augustine and Mark Gilbert

EXECUTIVE SUMMARY

CUSTOMER:

Isle Casino Racing Pompano Park, Pompano Beach, Florida

BALLY TECHNOLOGIES SOLUTIONS:

iVIEW™, iVIEW Display Manager™ (DM), Elite Bonusing Suite™ (EBS), DM Tournaments™, and SDS™

BUSINESS NEED:

To efficiently manage, from a labor and revenue perspective, the property's slot-tournament offering, while generating increased player excitement through more tournaments, a wider selection of tournament game options, and improved leader board functionality.

SOLUTION:

Isle Casino Racing Pompano Park selected Bally Technologies' Elite Bonusing Suite's DM Tournaments application and iVIEW Display Manager to administer slot tournaments throughout their promotional calendar. Bally Systems' solutions have saved the property an FTE, enhanced entertainment, and increased value to their Fan Club® player's club members and new patrons alike.

BENEFITS:

- Reduces Slot Marketing Labor
- More Frequent and Faster Tournaments
- Enhances Personalized Player Experiences
- Improves Customer Communications
- Increases Slot Revenue Generated by Tournament Units



How to manage a casino operation's tournament area of the slot floor has always, and continues to be, a major headache for many Slot VPs, Directors, and Managers. Whether you:

- Maintain constant tournament-only games in your casino, eating into precious floor space
- Employ a team of slot techs to move in and move out tournament units potentially multiple times per month
- Stage tournaments in your meeting space, isolating the excitement that should be emanating from your floor
- Purchased dual-tournament/revenue-producing games, but the revenue just isn't there

There is always a sense that tournaments can be improved upon, offer an enhanced experience to the guest, and provide better labor efficiencies.

With these casino operator frustrations in mind, Bally Technologies, as part of the Elite Bonusing Suite (EBS) product, has developed DM Tournaments. Providing answers to long-standing slot tournament issues of device downtime, lost revenue, and inefficient utilization of slot and marketing labor, DM Tournaments eliminates the sacrifices you currently make to stage a slot tournament.

Additionally, it's the ultimate form of community gaming. With optional real-time leaderboards on the main game screen and on overhead digital media, you can create frenzied competition that will increase genuine player excitement.

Let the Games Begin!

Players at Isle Casino Racing Pompano Park are already accustomed to accessing their player information and viewing advertisements and promotions on Bally's iVIEW™ player-user-interface small display featured across the 1,500 machines on the floor. However, in December 2012, the property went live with Bally's EBS, DM Tournaments, and iVIEW DM technology, providing a new level of excitement for patrons and an added bonus for the property's Fan Club® player club card members.

Since the launch of DM Tournaments, the slot tournament area, adjacent to the player's club, has become the quintessential hot spot for Fan Club members. Additionally, the close proximity of the tournament area to the Fan Club desk has been advantageous in enticing non-Fan Club members to sign-up for an Isle player's card, as the excitement of the area attracts the attention of all casino guests.

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Islanda Caraballo
Promotions Coordinator
Pompano Park

One of the most popular deployments of DM Tournaments has been the property’s afternoon slot tournament typically held on Tuesdays from 3–8 p.m. Across 22 cabinets with various slot manufacturers all running the same tournament content, each round occurs every 15 minutes, lasting three minutes per round. Players eagerly sign up at the Fan Club to participate in the tournament, where they are assigned a ticket with their event time and given instructions to arrive at the roped-off tournament area five minutes before the start of their assigned round.

Everyone’s bonus game screen features the same countdown, same content, and is initiated at the same time across different manufacturer cabinets. Three, two, one ... and they are off playing with passion! As soon as the tournament begins, hands flutter intensely to accumulate the most spins across the touch-screen spin button via iVIEW DM and on the game spin button. “Our players are ready for this technology,” said Isle Casino Racing Pompano Park’s Director of Slot Operations Bill Crafts. “The games that they play on a daily basis have changed so much in the recent years, especially with the new video-slot machines. There’s so much excitement in bonusing and free spins that are involved, and a lot of that is due to the DM Tournaments games that are available.”

The DM Tournaments Advantage

Prior to the installation of DM Tournaments at Isle Casino Racing Pompano Park, slot tournaments were held on older, three-reel slot machines. Unfortunately, these dual tournament/revenue-producing units only performed at 50 percent of the property’s floor average in terms of win, according to property leadership. After utilizing DM Tournaments, the property now is able to run tournaments on the newest, latest and greatest games of any slot manufacturer. So, when a tournament has concluded, and the 22 games are switched back into regular game play in a matter of minutes, they are games that players want to play.

In addition to improving slot revenue, DM Tournaments also increased labor efficiencies as the number of personnel required to run a tournament has been reduced dramatically.

“DM Tournaments has saved us time by eliminating labor we would use to set up the tournament and run the tournament,” said Marc Ripps, Slot Shift Manager at Pompano Park. “Set-up is now minimal. We usually have one person run the tournaments, but before DM came in, we would have four or five people run the tournaments. On the slot side, it takes us basically a minute or two to set the games up into tournament mode and let the games start without having much to do with the games. We essentially place them out of service, and the team that runs the tournaments simply turns their computer on, loads it up, and the tournament pops up. Each tournament is typically three minutes long, and we host them from four to five hours on a selected event date.”

Freed from being required to manually input the names of participants and their scores into the system, the Pompano Park team can focus their attention on the guest and in enhancing the overall player experience.



“DM Tournaments is automated, so it has saved me time,” said Islanda Caraballo, Promotions Coordinator at Pompano Park. “Before DM Tournaments, we actually had to manually take the scores and input them into the system. Now, DM Tournaments does that for us. That saves me roughly 30 minutes of data entry per session. We get them excited by announcing their score progress as they play. ‘Machine number one is the top score right now,’ so the other players will see that on the leader board and they’re encouraged to try to beat that score. When players hear their status and see their status on the leader board, they start playing faster and harder to compete against other players next to them.”

Bally Technologies has enabled casino hosts the ability to provide a personal experience for each tournament participant as they congratulate and announce each player name and game number that has the top score at the moment. Guests walking by look on to see the flurry of excitement, who is winning, and to check out where they can sign up to participate. Many people walk by frequently checking the leader boards to see if anyone has surpassed their score for the chance to win the \$2,500 prize.

“Our guests have given us lots of positive feedback about being able to see the leader board during the tournament,” Crafts said. “They really enjoy watching the leader boards on the tournaments, and they like being able to know where they rank as the tournaments are progressing. In our previous slot machines that we used in our tournaments, they weren’t able to see how they were doing against the other people playing in the tournament. The previous tournament games were very limited in their tournament offerings. We’ve looked at other systems, but with us already having the player tracking system with Bally, it just made sense to continue down that road with more functionality with the player-tracking and the iVIEWS. Now we have the ability to offer many different types of tournaments in our tournament area. The biggest impact that I’ve seen since going live is the ability to offer players something new in every tournament, whether it’s a Quick Hit™ game, a Hot Shot™ game, or even being able to offer video poker over in our same tournament area where our players are used to playing.”

Background & Installation

Isle Casino Racing in sunny Pompano Beach, South Florida features 1,500 slots, 38 live-action poker tables, six restaurants, live harness racing, and live entertainment seven days a week. The property is a state-of-the-art gaming and entertainment destination with all the amenities players are looking for in a smoke-free environment. From the moment players walk onto the property, they are welcomed by unmatched ‘new’ Vegas-style luxury, sumptuous dining, personal service, and the non-stop gaming experience that Isle Casino Racing Pompano Park is famous for.

The casino went live with Bally’s SDS™ system for slot accounting and monitoring in conjunction with the original iVIEW player-user-interface in September 2010 across their high-speed floor. They also use Bally’s CMS/400™ for management of the casino’s patron-loyalty program and they own the source code; this means it is highly customized.

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Slot Shift Manager
Pompano Park.



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Bill Crafts

Director of Slot Operations
Isle Casino Racing Pompano Park

“The install on 22 games only took a few days,” said Burt Boutot, Senior Client Project Manager at Bally Technologies. “We took a week to install EBS, and a few days for the games, and then a few days with UAT (User Acceptance Testing). This is the phase that we prove functionality of the product before we go live. The client then went live the following week. Overall with training included, this was a three-week project.”

Turning Players into Fans

Players at Pompano Park come for an entertaining experience and expect rewarding promotions with great winning potential that live up to the property’s players’ club marque name. The EBS DM Tournaments application has helped the property deliver more fans to their Fan Club player club program by generating awareness through the leaderboards, iVIEW technology, and the sheer excitement that permeates the surrounding areas as patrons walk past.

“We have very competitive players, and they’re telling us it’s very exciting that they can see what other players are doing,” said Pompano Park’s Slot Shift Manager, Marc Ripps. “DM Tournaments gives them the same gaming experience each time where they all play the same game, compared to previous tournaments we did prior to DM. Previously, they were all similar types of games, but they weren’t the same names or same symbols. DM Tournaments shows the fairness factor of the same bonus game. Now we utilize a variety of different tournaments, and the bonus games that they play are the same at that time. Players like the bonus features and the little free spins that they can win on the game.”

The DM Tournaments leaderboard provides guests with immediate results during play, and when the round is over, they know right where they stand. If someone participated at the beginning of the tournament and walks away or they’re not around, they can come back later and still see if their name is in the top 10.

“The guests have easily adopted the type of bonusing technology Bally offers,” noted Ripps. “The games that are available are similar to the games they are playing on the floor today, so I think they’re definitely ready for the shift in technology, and they’re having a great time with it.”

