PRAXIS
ANALYTICS

Praxis Analytics, Bally Systems' Big Data Solution, will increase your bottom-line by leveraging predictive analytics, machine-learning and external data sources to derive pertinent intelligence on your casino players. This robust solution complements *Bally Business Intelligence*™ by applying advanced data science techniques to data gathered from both on-premise and external sources. *Praxis Analytics* will also convert the analytics into action, recommend how to target each individual player, and push the recommendations directly to the games, saving you time and money.

Highlights:

- Utilizes a Multitude of Sources to Collect Outside Information
  - Not Limited to Gaming and Resort Data

- Applies Machine Learning Algorithms and Techniques to:
  - Determine True Wallet Share of Player
  - Identify Potential Decliners
  - Pinpoint Player's Preferred Marketing Offers
  - Determine Individual Player's Specific Marketing Offer Based On True Wallet Share and Spend
  - Targets and Retains New Members

- Recognizes What Type of Offers Motivate a Player to Stay

- Predicts What Persuades a Player to Make an Unplanned Trip

- Automation: Convert Analytics to a Seamless Player Experience via *Bally Business Intelligence, Elite Bonusing Suite*™ and CMS Integration
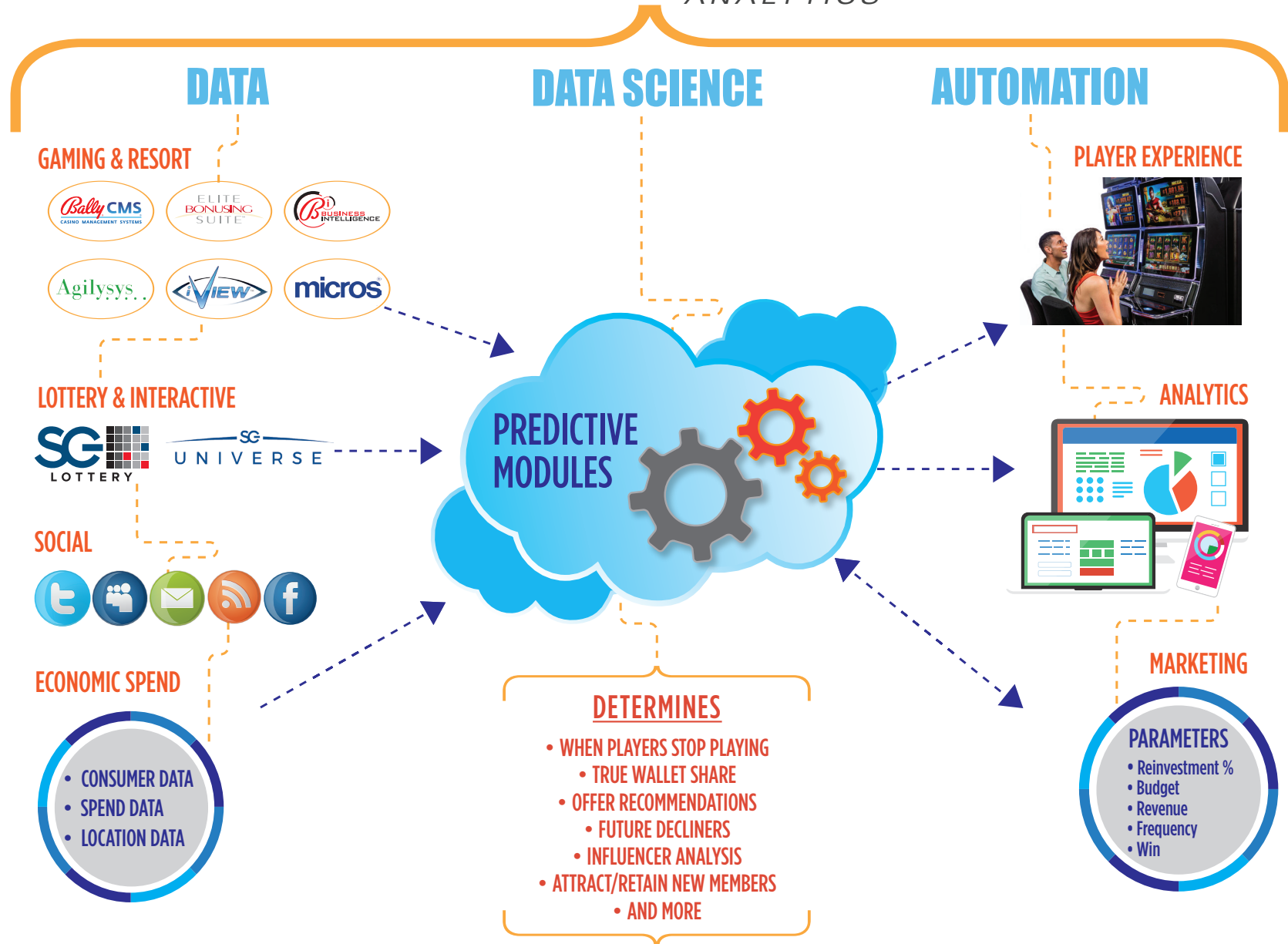
Key Benefits:

- Analytical Platform Designed Specifically for the Gaming Industry

- Personalized Offer Recommendations

- Cutting-Edge Insight on Players

- Advanced Player Scoring Techniques

- Offers Pushed Real-time to the Casino Floor via *Elite Bonusing Suite* and CMS

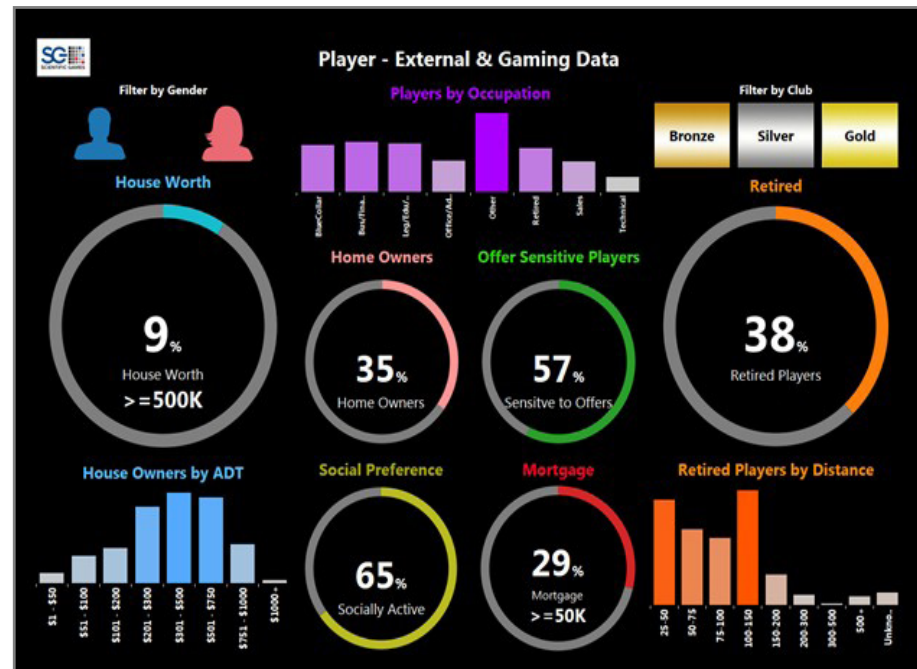- Cloud and In-House Deployment Options

PRAXIS ANALYTICS

DATA

GAMING & RESORT
- Bally CMS (Casino Management Systems)
- ELITE BONUSING SUITE
- Bi Business Intelligence
- Agilysys
- iVIEW
- micros

LOTTERY & INTERACTIVE
- SG LOTTERY
- SG UNIVERSE

SOCIAL

ECONOMIC SPEND
- CONSUMER DATA
- SPEND DATA
- LOCATION DATA

DATA SCIENCE

PREDICTIVE MODULES

DETERMINES
- WHEN PLAYERS STOP PLAYING
- TRUE WALLET SHARE
- OFFER RECOMMENDATIONS
- FUTURE DECLINERS
- INFLUENCER ANALYSIS
- ATTRACT/RETAIN NEW MEMBERS
- AND MORE

AUTOMATION

PLAYER EXPERIENCE

ANALYTICS

MARKETING
PARAMETERS
- Reinvestment %
- Budget
- Revenue
- Frequency
- Win

Praxis Analytics mines years of player data from numerous internal and external sources to pinpoint your players' true spend potential, responsiveness to promotions and wallet share. The data sources consists of:

On-Premise Gaming and Resort Data

This includes data from gaming systems like *Bally CMP™*, *Bally ACSC™* or other third-party CMS systems. Data from hotels, restaurants, gift shops and other amenities can also be included.

External Data

This includes: social, economic and behavioral data from consumer data providers. Scientific Games works with data providers to secure over 500 non-gaming consumer characteristics to better understand player behavior.
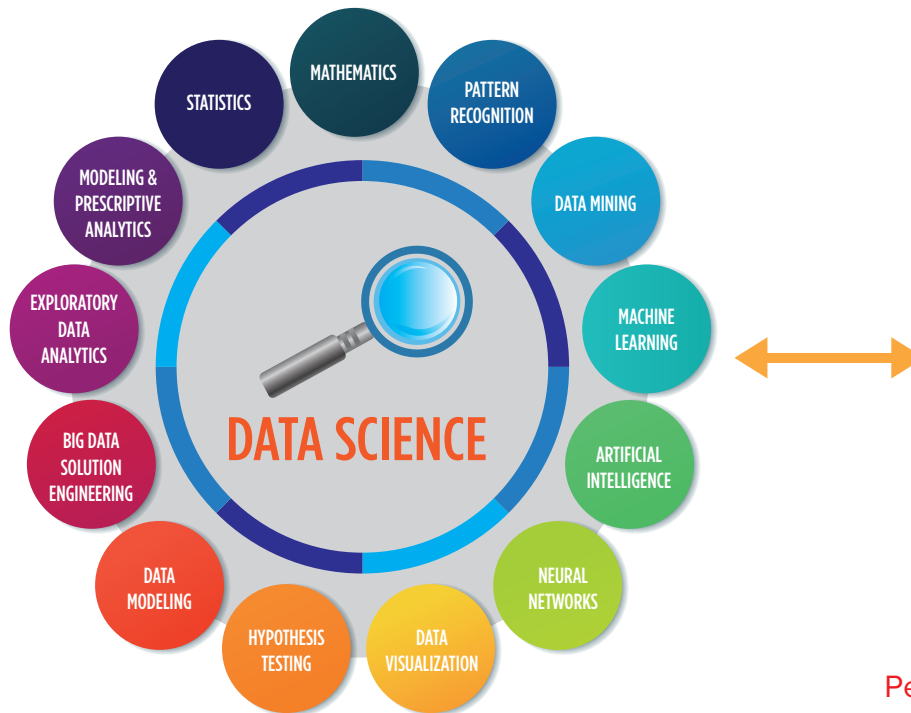

Gaming Data & External Data – Deeper Player Insights

Praxis Analytics software dissects the vast amount of data collected into impactful, ROI increasing information for your business using complex data science techniques.

Meaningful Insights Include:

- Players' True Wallet Share
- Player Breaking Point — Predicts when a player stops playing
- New Players' Play Preferences to Increase Loyalty
- Pro-actively Target Future Declining Players
- Understand Players' Preferred Offers
- And More!

Personalized Offer Recommendations
Delivered to the Game

CASINO SYSTEMS' AUTOMATION

Learn More, Earn More

Create the ideal individualized player experience and watch your money grow. *Praxis Analytics* automates casino marketing recommendations by integrating with proven marketing tools like *CMP, ACSC, Elite Bonusing Suite*, and *Business Intelligence*. Users can create real-time and planned promotions using a simple marketing tool that provides:

- Built-In A/B Testing
- Pro-Forma to Understand Impact
- Real-Time Success Measurement

Increased Player Loyalty

INSIGHTS & SUPPORT
Learn from Experts

Scientific Games' consulting team will guide you through the entire *Praxis Analytics* deployment. Our highly qualified experts are always available to help every step of the way.

CLOUD POWER

Seamless Deployment with Little or No On-Premise Infrastructure

Data Science algorithms require very high hardware, IO and storage standards, using Scientific Games' Cloud Infrastructure tremendously reduces IT costs & maintenance overheads. *Praxis Analytics* can be deployed in a secured cloud ensuring the highest data security and scalability.

Optionally, *Praxis Analytics* can be installed on-premise hardware as well.

Key Benefits of Cloud Based Deployment:

- Minimal or No Upfront Cost
- Quick Deployment
- Low Cost Maintenance
- Easy to Scale Up/Down

SG SCIENTIFIC GAMES

Bally SYSTEMS