



Grand Traverse Resorts and Casinos Streamlines Marketing Campaigns and Enhances Slot-Floor Management with Bally Business Intelligence™

By Laura Olson-Reyes

EXECUTIVE SUMMARY

CUSTOMER:

Grand Traverse Resorts and Casinos: Grand Traverse Band of Ottawa and Chippewa Indians (Turtle Creek Casino & Hotel); Leelanau Sands Casino & Lodge; Grand Traverse Resort and Spa)

LOCATION:

Northern Michigan

NUMBER OF SLOT MACHINES:

1,750 across two casinos

CASINO SIZE:

Approximately 79,000 square feet across two casinos.

BALLY SYSTEMS SOLUTIONS' UTILIZED:

Grand Traverse Resorts and Casinos uses a number of Bally Systems solutions, including SDS™ slot accounting, CMP player tracking, Elite Bonusing Suite™'s Bally Power Winners™ promotions application, CoolSign® Media Management; TableView™ table-management system, Bally Live Floor View™, and Bally Business Intelligence™.

BUSINESS NEED:

Grand Traverse was using manual processes to identify patron trends and develop marketing campaigns. This time-intensive process demanded two full-time Marketing personnel to accomplish the monthly feat of delivering the properties' direct mail.

SOLUTION:

The savvy casino operator in a mixed tourist/locals market uses Bally's Business Intelligence solutions to better monitor their slot floor and make critical decisions about game location, game purchases, and game conversions.

Grand Traverse uses Bally's Business Intelligence tools to automate their direct-mail program, which targets about 90,000 active patrons each month through 12 unique campaigns.

RESULTS:

- The casino operator has saved a full-time Marketing Coordinator; now only one employee is needed to create a major direct-mail campaign for 90,000 customers, and work is completed in 25 hours as compared to the 160 hours it took before Business Intelligence.
- Every single prize gets its own unique code so Grand Traverse is able to track every offer
- With Business Intelligence, Grand Traverse has increased its segments from 30 to 180-200 different segments.
- Because of Business Intelligence's integration with the CMP player-tracking solution, Grand Traverse no longer has to manually create prize codes for campaigns.

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Northern Lower Michigan, a region known for its stunning forests, crystal-blue lakes, rivers, cherries, and fudge, is home to savvy casino operator Grand Traverse Resorts and Casinos, a tribal business enterprise of the Grand Traverse Band of Ottawa and Chippewa Indians.



Despite its significant seasonal population that draws thousands of tourists in the summer to enjoy the area's beauty and many recreational opportunities, the area also boasts a year-round population of locals who seek the entertainment, excitement, and amenities provided by Grand Traverse's two casino resorts and one non-gaming resort.

With casinos to the north and south, and larger casino enterprises in the Chicago and Detroit metropolitan areas, Grand Traverse uses Bally Technologies' Business Intelligence and Power Winners solutions to attract customers and add floor-wide excitement in an increasingly competitive market.

Business Intelligence Automates Processes

When Grand Traverse implemented Business Intelligence in the fall of 2011, they were able to replace their manual management of marketing campaigns and direct mail with Business Intelligence's Campaign Management tool. This exciting tool provides the functionality to manage, measure, monitor, and summarize multiple marketing campaigns.

Grand Traverse's Direct Mail Marketing Manager, Diane Harter, is a power user of Campaign Manager. Her primary job responsibility is to facilitate all of the operator's direct marketing programs, develop the direct mail strategies, and perform the day-to-day execution of the strategy and the program analysis for it.

Harter uses Campaign Manager to create the majority of Grand Traverse's direct-mail campaigns through its two-way integration with Bally's CMP player-tracking system.

"Before Business Intelligence, we were manually creating prize codes and tagging accounts with all the offers. Now, using Campaign Manager, we probably save two people two full weeks of work. I can create a major



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- Business Intelligence's easy-to-navigate point-and-click Marketing Calendar gives casino management a quick snapshot of performance of its marketing campaigns – anytime – ensuring that management always knows the effectiveness of its investment.
- Business Intelligence's powerful slot-floor analysis tools have enabled the casino to decrease its vendor meetings from three hours to 30 minutes with a standard, color-coded performance report (Quintile) that takes two minutes to print.



“Bally’s Business Intelligence allows us to direct the right offers, to the right guests, at the right value, at the right time. It’s been a huge boost and headache relief.”

Rob Sineway
General Manager,
Turtle Creek Casino

campaign for 90,000 patrons in about 25 hours when it used to take multiple people multiple weeks. And campaigns that would take a half day to create take 45 minutes. The whole process is automated and pretty flawless.”

Harter said that Campaign Manager is simple to use – point-and-click, for the most part. Previously created offers can be reused and updated for the new promotional period, saving hours of manual labor.

Proven Return on Marketing Investment

In addition to significantly streamlining and automating the process of creating direct-mail campaigns, Harter said that Business Intelligence enables Grand Traverse to easily determine the return-on-investment of their marketing programs. “Because of the automation with Campaign Manager, every single prize gets its own unique code, so we are able to track every single offer. We’re able to drill down and get much more specific in the offers that we make and how they are redeemed. Our direct mail has become more efficient, which saves us money, and we have been able to drive incremental traffic to the properties. It gives us a competitive edge.”

Bally Business Intelligence’s Reporting Dashboard provides more than 350 industry-standard reports and Ad-Hoc reporting capabilities using Microsoft® Reporting Services and Bally-designed OLAP Cubes.

“There’s a set of great reports within Business Intelligence that tells you everything you want to know about the segment you’ve created or the offer package that you’ve created. You’re able to make sure that the offers that you’re extending are for the right time period to the right segment, and how many people are in each of those segments. So, you have a lot of checkpoints to make sure that you haven’t made errors,” Harter said.

Business Intelligence’s Advanced Visualizations, designed to compare various time periods with the ability to overlay marketing campaigns and other important variables, provide management with a deeper understanding of the overall business.

“We use Visualizer to compare our current time period to the same time period last year and see where we have had increases or decreases in player counts and theoretical win – by county, number of visits, and other criteria. We distribute it to executive management; it’s a very valuable report to us,” Harter said.

Harter said that the greatest benefit of Business Intelligence is the information it provides about the effectiveness of the casino’s investment in its marketing programs. “It allows us to spend more time analyzing the campaigns, and less time creating them.”

Rob Sineway, General Manager of Grand Traverse’s Turtle Creek Casino, agreed, saying Business Intelligence “allows us to direct the right offers, to the right guests, at the right value, at the right time. It’s been a huge boost and headache relief.”



Operator Boosts Slot Performance With Business Intelligence Tools

Bally's Business Intelligence tools are just as effective and efficient for Grand Traverse's slot department as they are for the marketing team. Their team of slot personnel uses Business Intelligence to drive higher revenues and profits by providing an in-depth understanding of game performance and pricing.

Sineway, who was Turtle Creek's Slot Director before being promoted to General Manager, said that the slot department is using Business Intelligence more and more, especially the Quintile Report that combines a standard slot report with colorization of data based on Per Unit Per Day metrics inclusive of Theoretical Win, Actual Win, Coin In, Handle Pulls, and Average Bet. Colors are assigned to all five categories based on the game's performance, with dark green indicating top quintile performers ; yellow demonstrating the game's performance as floor average, and red designating the lowest quintile performers .

Sineway said that Business Intelligence's easy-to-understand color-coded Quintile Reports, offered in both a Bank Rank and Theme Rank version, enable the operator's Slot Department to easily see how games on the slot floor are performing in near real time.

Johnny Barrientoz, Turtle Creek's Slot Director, said, "The simple color-coding enables us to take a quick glance at our reports, see what is struggling and what is not, enabling us to deliver the games that our guests want to play."

"It gives me a quick snapshot of my floor, and then I can take that, and compare it month-over-month-over-month, and get a better understanding of where the floor is going, what's in demand, what's fallen off, and where purchases [of new slot machines] are needed. Business Intelligence gives us an advantage over our competitors because of the quick decision-making ability it give us," Barrientoz said.

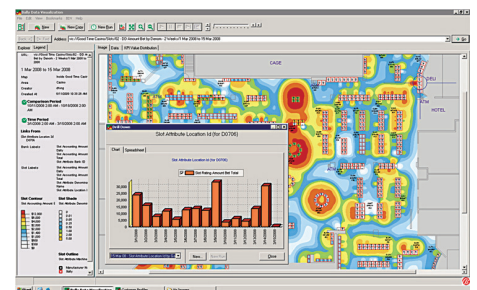
Barrientoz combines the power of Bally's Business Intelligence with another effective analysis tool – Bally Live Floor View™. Using the tools combined, Barrientoz is able to get on-the-spot details on occupancy, coin-in, and jackpots, enabling him to make decisions about staffing, game positioning, game purchases, conversions, and promotions.

Casey Wilson, Slot Technician Supervisor at Turtle Creek, also finds Bally's Business Intelligence hugely helpful in his role. "I use it to look at the coin in, handle pulls, and basically overall win value to the casino of our games. I mainly look at games that are underperforming on the floor and make recommendations about moving machines or possibly converting games out. It makes it a very quick and useful tool to take a look at my floor and see how things are doing."

In addition to giving the casino insight into game performance and guest preferences, Sineway said the Visualizations and reports are also

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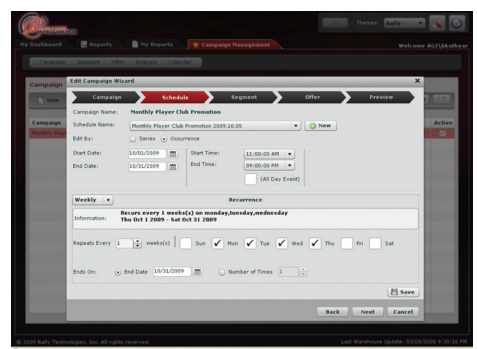
Johnny Barrientoz
Slot Director,
Turtle Creek Casino



Visualization Profiler



Reporting Dashboard



Campaign Management

“It’s a Ferrari. It’s truly the top-level vehicle. It’s anyone’s dream car.”

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time-savers. “When we meet with the slot vendors to talk about game performance, it used to be a three-hour meeting, manually going through the data. Now, the simplified Visualizations enable us to create a slot-performance report in two minutes and spend 30 minutes with the vendor discussing performance – effectively managing our time.”

Time to Become a Formula One Driver

The property’s General Manager Rob Sineway said that although the casino operator is using Business Intelligence’s tools like Campaign Manager and the Quintile report extensively, and seeing real return-on-investment, they still have a long way to go to fully utilize the power of Business Intelligence.

The busy General Manager summed up Bally’s Business Intelligence solution. “It’s a Ferrari. It’s truly the top-level vehicle. It’s anyone’s dream car. That’s what it is. We really want to become professional drivers of that vehicle.”



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Diane Harter
 Direct Mail Marketing Manager,
 Grand Traverse Resorts and Casino

