

Syenap Gaming is a leading analytics solution provider using onsite video and data feeds to understand, predict and impact customer activity and enable strategy alignment.

Syenap Gaming delivers real time, predictive and historical information about the way in which customers navigate their environment and how this changes over time, naturally or as a result of management staged interventions.

Syenap Gaming will unlock new insights and possibilities, and create a sustainable competitive advantage. With sophisticated analytics, Syenap Gaming can substantially improve decision-making, minimise risks, and uncover valuable insights that would otherwise remain hidden. Syenap Gaming provides the integration between real time customer behaviour and other sources to allow casino owners to understand not only what did happen, but also what didn't happen and therefore create opportunities where none existed before.

Syenap Gaming is fully compliant with all privacy legislation as customers are not individually identified.

The Syenap Gaming value proposition:



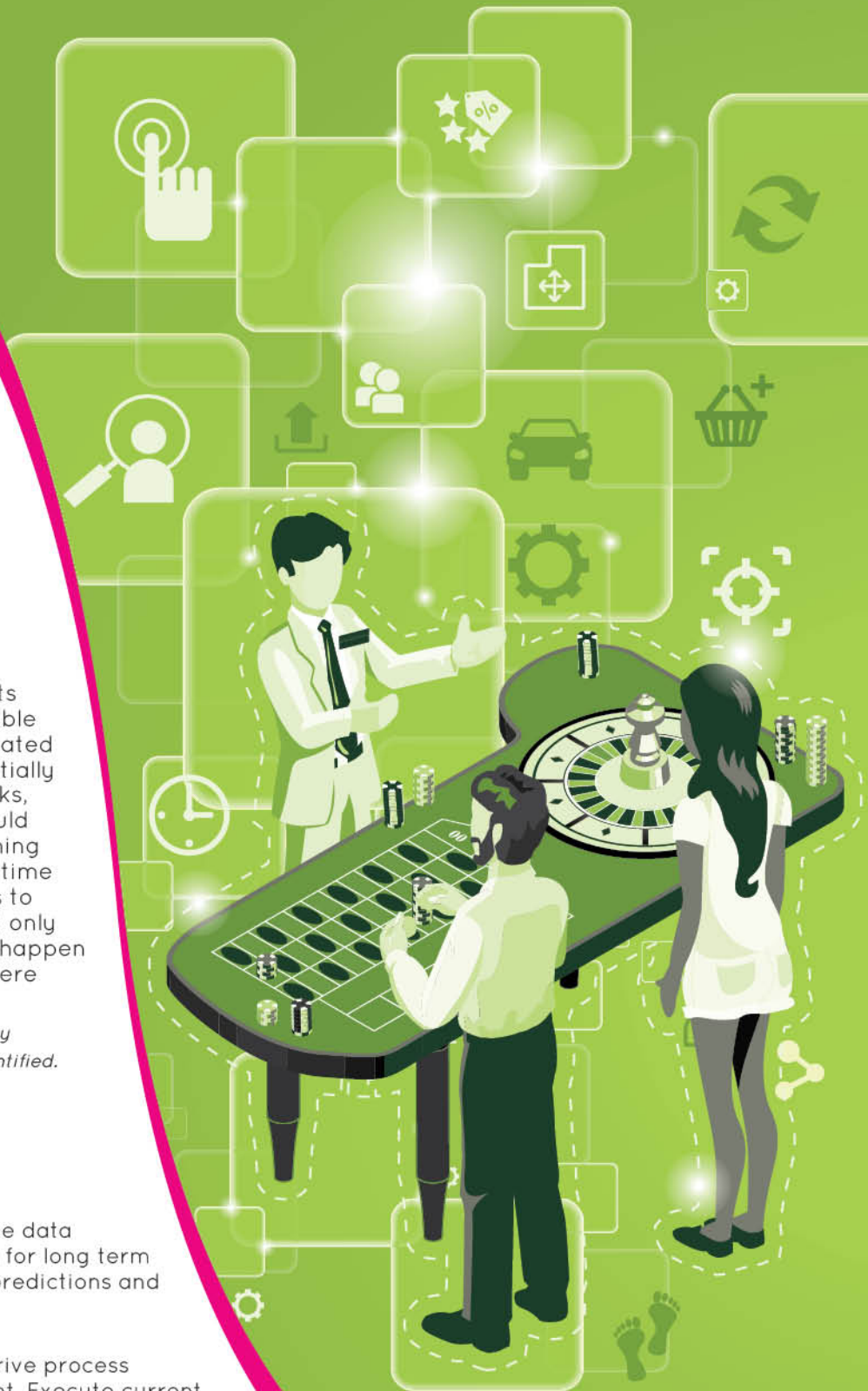
Revenue Generation: Accurate data provides valuable information for long term strategic thinking, for better predictions and better decision-making.



Operational effectiveness: Drive process and performance improvement. Execute current initiatives more effectively, enhance productivity and increase quality and consistency of service.



Cost efficiency: Real time utilisation of operational tools leads to a significant cost reduction. Measuring, and therefore managing more precisely, leads to better staff deployment and a reduction in manual interventions.





The Syenap solution allows casinos to understand customer activity, intervene and enhance factors that lead to success.

- Insights through vehicle monitoring**
- Vehicle count & customer per vehicle assumptions
 - Average activity time in location
 - Repeat visits

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- Understand staff ratio to customer activity in real time**
- Alerts staff as to when to open more gambling tables in accordance with demand

- Predict customer activity**
- Average activity in casino sections
 - Customer arrival times
 - Customer count

- Evaluate operational activities versus expenses**
- Operating costs vs. potential income
 - Customer time based activity (intra-day, weekends, weekdays & holidays)



- Understand customer profiling**
- Demographic profiling
 - Keep up with changing customer trends that affect gambling habits

- Increase real estate value**
- Cost of floor space evaluation
 - Uncover under-utilised space, intervene & increase square meter value for optimised casino services



- Ensure staff efficiency and monitor compliance**
- Real-time staff deployment at different casino sections
 - Closed loop communication (alert, acknowledge and monitor execution)



- Identify customer preferred areas**
- Insights into customer directional movement to preferred sections
 - Identify the impact of gaming machine placement on customer activity

- Evaluate queue length & wait times**



- Understand impact of marketing & promotional activities**
- Marketing success analysis
 - Evaluate customer acquisition costs



- Increase commercialisation opportunities**
- Increase cross-selling opportunities by introducing new casino services



The Syenap Casino analytics process



Maintain short term, medium term and long term strategy and predict degree of success





Why Syenap?

International Credibility

Our platform is deployed around the globe at airports, sea ports, shopping malls, retailers and transportation hubs.

Expertise

Syenap Gaming has the expertise and infrastructure in place to allow for Big Data analysis and integration. Syenap Gaming works closely with the client, to understand what changes will have the highest impact for the cost and time invested.

Contact Syenap

SYENAP

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Syenap

BEHAVIOUR. INSIGHT. ACTION.