



# The Digital Revolution Arrives in Gaming

by Andrew Cardno

It is clear that the risk of cyber-attack is vastly increased when you start to integrate facilities and upgrade your property so that it better connects with the outside world. With that in mind, one could come to the conclusion that it might be better for a business to not worry about all of these cybersecurity complexities, and instead silo a property and keep it away from external systems. Below paints a picture of one customer's journey through two properties that will help illustrate how beneficial integration can be, and why it is therefore important to focus on being current with your cybersecurity measures.

### Property 1: The Now

Our test customer (John) arrives at a property's parking garage midday. The first thing he does is stop and look at the elevator signs to figure out where he is going and how to get to the main floor, a journey that after five minutes of reading, will take him another five minutes to complete. He takes the elevator to the floor and sits down at his preferred slot in order to start playing as soon as possible. He plays with cash and does not register for any player rewards. After an hour of this he approaches an employee and asks to be set up with a player rewards card. Twenty minutes later he receives this card and sits down at a different machine to begin playing again, and does so for another hour. John, thoroughly enjoying the property, decides to stay the night and approaches the front desk in order to book a hotel room. After waiting in line for ten minutes, he presents his player card for the relevant points, along with all of his personal and payment information. Following this, John decides to get some food, so he goes back to the elevator, takes it to his car and drives to the nearest fast food establishment of choice, and returns back to the property a half hour later. He parks once again in the parking garage and takes the elevator back down. Once back on the floor, he decides he would like to watch one of the shows hosted on site, so he walks over to the show on the other side of the property where he waits in line outside to buy a ticket. This takes more time standing in line waiting, then purchasing his ticket. After the show, John decides he wants to sit down at the buffet on site, so he walks over to the buffet and waits in line to pay. After the buffet, he decides to call it a night and heads up to his room to stay the night.

**Evaluation** – All things being equal, John was a great customer at this particular property. He spent a considerable amount of time on site and even decided to purchase a hotel room. That being said, there were significant windows of time the customer spent not being entertained in some way, whether that was time in line, driving, or walking across the property. All told, the property lost about 1-2 hours in raw time with this customer, in addition to the data lost from failing to convince him to get a players' card immediately on entry.

### Property 2: The Future

*Some of the technology represented here has not yet been implemented widely by consumers, but is feasible and will likely be in widespread use within the next few years.*

At the second property, John starts his day by spending some time researching the property and discovers there is an integrated digital interaction rewards system, so he registers for this online and downloads the app with the understanding that he will have to verify some of the personal information in person on property. He then drives to the property, and since he is pre-registered, is able to drop himself off at the main entrance and have his car self-parked under the direction of the property's internal systems. The first thing John does is go to the player rewards desk where he presents the employee with the necessary personal information, thereby unlocking the player card on his phone. He decides he would like to sit down and play some of his favorite slots, and does this by walking up to a slot and holding his phone to the Bluetooth panel. He is now carded in and his payment does not require cash. After an hour of this, John gets hungry and decides to get some food, so he goes on his phone and orders food to his current station – all while continuing to gamble at this particular slot. His food is delivered, and after another hour of eating and playing, he is up a small amount of money. He collects his money through the app and is notified of an offer for discounted tickets to the show onsite. Seeing that the show is across the property, John orders an onsite driver-less cart to his station, which arrives five minutes later. John takes this cart to the show and is able to walk in with plenty of time to spare, and is even able to use his phone to order refreshments to his table before the show starts. After the show, he decides to stay

the night in the hotel, so he orders a room and checks in through the app, which then notifies him of discounts for the buffet, and provides him with some free play to finish out the night. John uses this free play along with some of his own money to spend some more time at the slots before booking his table at the buffet through the app and subsequently eating dinner. After the buffet, he decides that he is done for the night and heads off to his room.

**Evaluation** – At the second property outlined above, John spent much less time waiting in line at various friction points throughout the property, and was able to spend the maximum amount of time on the gaming floor. The time he did spend talking to a representative at a desk will not be needed the next

time he decides to visit the property as all of his information is now integrated already. All of the data gathered about this player was done in real time, and the integrated system will provide both more data and more relevant data to marketing.

### Integration

Integration helps to improve a property's relationship with customers and the amount of time they spend on the floor. However, this makes it even more important to stay up to date on cybersecurity protocols for the foreseeable future to enable you to offer these services in a safe and secure way. ♣

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