



Success360 |  EGM Management

# Providing greater capability for your gaming operations



# Success360

**Success360** is our unified approach to better business. It's how MAX helps Australia's pubs and clubs achieve success every day.

Our solutions strengthen your gaming operations and deliver value to every part of your business. We've got everything you need, all in the one place.



## EGM Management

Greater capability for your gaming operations.



## Business and Customer Insights



## Gaming Systems



## Cashless



## Player Engagement



## Marketing Services and Communications



## Maintenance and Technical Support



## Monitoring and Regulatory Services



## MAX can help bolster your operations when it comes to managing your gaming floor

We provide a mix of gaming machine analytics and expertise, procurement support, specialised services and strategic advice to drive your gaming performance.

Our team work hand-in-hand with you to build and execute your gaming strategy by analysing your current situation, providing unbiased recommendations, implementing your decisions and continuously monitoring performance outcomes.



#### **EGM Analysis & Reporting**

We employ a range of tools and techniques including consistent performance analysis of thousands of EGMs across our network, to identify key growth opportunities for your gaming floor. Our monthly reports will highlight key trends and recommendations.



#### **EGM Strategy, Selection and Placement**

Bespoke analysis is completed for each recommendation ahead of planning and product selection. We consider all available options to determine the best choice for you, whilst also planning ahead for longevity.



#### **EGM Manufacturers**

Our unique relationships with manufacturers enable us to secure first to market opportunities, access to product performance insights, exposure to manufacturer product roadmaps and unlock competitive EGM pricing opportunities.



#### **Deployment & Logistics Management**

Our dedicated administrative and logistics team will oversee all required paperwork and liaising with manufacturers to ensure you receive fit for purpose EGMs delivered to your venue in a timely, admin-free manner.



#### **Floor Design and Project Management**

Our specialised team can assist in creating a gaming floor layout that is functional, aesthetically appealing and aligned with the overarching EGM product strategy to give your venue the best opportunity to optimise performance.

# MAX has a proven EGM Management process that leverages strategic services, analytical expertise, partnerships and specialist insights to amplify your venue's success

## Our EGM Management Process



### 1. On-site Consultation

Our Product Analyst will visit the venue to discuss key strategic gaming initiatives/opportunities with venue management and review the physical gaming floor.



### 2. Product Analysis

We undertake a holistic review of gaming floor performance data, coupled with network and general market performance data.



### 3. Market and Customer Insights

Our team overlay quantitative and qualitative market analyses of demographics, competitors and product performance trends, with the potential to leverage insights about your gaming patrons and their behaviours.



### 4. Product Strategy and Selection

We develop a bespoke product strategy for the venue, presenting key product investment and deployment opportunities for your consideration.



### 5. Deployment and Logistics Management

We handle all administrative aspects of EGM ordering and procurement.

## We provide value-add product insights and reporting every month, highlighting the key opportunities to drive performance of your gaming floor

### Monthly Analysis and Reporting

Our dedicated Product team will consistently provide your venue with value-added product insights and recommendations to drive performance for your venue, including:



Key Trends and Recommendations



Market-wide Product Performance Trends



Product Performance Overview



Product Pipeline and Strategy Updates

# MAX has unrivalled resources, capability and specialist know-how

Benefit from greater choice and remain in control. We provide a suite of options and possibilities to help you reach your goals, with the final decisions always yours to make.

## We Enhance Your Competitive Advantage

### **Management of customer outcomes and delivery.**

MAX is a gaming services provider with in-house end-to-end fleet management capability. Leave the heavy lifting to us to help free up your time and enable you to focus more broadly.

### **Respond better to a rapidly changing market.**

Our focus is to maximise both agility and your competitive edge, through better data-driven decisions.

## We Provide Flexibility, Control and Value

### **We've listened, and we understand that our partnership should provide greater flexibility, including no capital.**

Our offer gives the ability to scale up or down depending on what's right for you and your venue.

### **Key strategic working relationships with all key manufacturers.**

No time wasted. Venues can leverage our strategic relationships to unlock greater overall benefit and access insights including product roadmaps.

## We Deliver Expertise and Support

### **Dedicated team members that understand your business.**

Account management and product analysis provided to you by a dedicated team with industry experience and knowledge.

### **Unbiased, independent recommendations and advice to help optimise your gaming floor.**

We work with you and within your budget. Our dedicated product team will advise the best way forward based on product pipelines and seasonality.

# Answers to your Questions

## **How are the costs for this offer calculated and applied to my venue?**

Costs are calculated on a fee per machine, per day basis, however every venue is different, so every solution is unique. Depending on the requirements of your venue the overall fee structure can vary.

## **Does MAX take over ownership of a gaming club or hotel's entitlements?**

Not at all. The entitlements, ownership of your EGMs and ongoing investment remain with your venue. MAX will assist and support the procurement of gaming machines and games as required, to improve efficiencies within your venue.

## **Is the MAX model flexible when dealing with each venue?**

Yes – we're all about you and making sure that you are getting what you and your venue need. Our packages are tailored to suit the individual requirements of each venue.

## **Do you have a preferred electronic gaming machine supplier?**

MAX is one of the largest buyers of electronic gaming machines in Australia, so we have strong relationships with a diverse, competitive range of suppliers. Our experts offer an unbiased assessment of the best machines to suit your venue and business objectives, and we supply and maintain those machines with only your venue's needs in mind.

## **Are your services only suitable for under-performing venues?**

No – we provide additional capability and scale for your business, big or small.

## **Does MAX take over or influence the day-to-day operations of a gaming club or hotel?**

No – our approach is consultative. We work closely with your venue management team – and all final decisions remain with you. As a MAX customer, you will benefit from advice, insights and knowledge to help your business grow and gain optimal results from your floor, but you call the shots.

## **Is MAX only focused on gaming?**

No – we offer an end-to-end solution for your venue to ensure your customers get a first-class experience every time they visit.

## **After a gaming club or hotel chooses to work with MAX, what would our ongoing relationship look like?**

Over the period of the contract, a dedicated Business Partnership Manager will be working closely with you and the management team, to ensure all business strategies are implemented and executed.

## **› Contact our team today:**

✉ [max@tabcorp.com.au](mailto:max@tabcorp.com.au)    💻 [max.com.au](http://max.com.au)    [in /maxcomau](https://www.linkedin.com/company/maxcomau)

**Tabcorp**

**MAX**

© 2022 Tabcorp Holdings Limited.

This document contains proprietary information belonging to Tabcorp Holdings Limited and its subsidiaries (MAX) and is being shared for the purpose of providing information in relation to MAX's product and service offerings. MAX does not warrant or guarantee the future performance of the venue and accepts no liability for any loss or damage incurred as a result of any reliance on the information. It is recommended that the venue undertake its own due diligence and seek independent professional advice about the content of this document, as required.