

## KEY BENEFITS

- Measure Data** Celebrate success and highlight failure with reports developed by designers with over 7 years of casino reporting experience
- Innovation** Provide collaboration tools that enhance casino operations and increase staff morale
- Alerts** Gaming analytics and compliance alerts that follow modern software trends of context-aware computing
- Target** Integrated digital marketing tools to intelligently reach potential customers

“CHEETEYE is a useful and dependable tool”

Geoff Smith,  
Managing Director,  
Century Casinos, Edmonton



## TESTIMONIAL

Great American Surveillance has recently acquired CHEETEYE and although it has been in operation a relatively short time, I can report the system has been a great success.

Its ease of use meant there was little down time in training employees in its operation. I believe my surveillance observers have more time with eyes on the screens rather than buried in paper. I found the user interface simple to follow and easy on the eyes.

One of the strong suits of CHEETEYE is the focus on enabling collaboration amongst departments and people. The system involves every department and does not only identify problems but ensures follow through and accountability. I really like the card inventory tracking tool.

The most important part of a relationship with a vendor is after the sale, and it's been a pleasure working with Graeme Powell and his team as they fully support the product, make sure you have a good understanding of its functionality, and continually create updates and improvements.

Steve Martin, Surveillance Manager, Great American Casino

# CHEETEYE™

Protect with Insight

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# CHEETEYE™

Protect with Insight

**IDENTIFY** Risks

**IMPROVE** Compliance

**INCREASE** Profits



**CHEETEYE** is a software application suite that helps casinos **identify risks, improve compliance** and **increase profits**.

It provides real-time dashboard views of operational compliance and customer activity by converting data from multiple sources into information that can be used to measure and manage casino operations.

Join the collaboration management paradigm shift and turn traditional casino processes into collaborative processes and make important casino information more accessible for quick decision making.



For more than 7 years **CHEETEYE** has been helping the casino and entertainment industry deal with negligence and fraud perpetrated by guests as well as their own staff in order to safeguard profits and ensure compliance with gaming laws.

Traditionally, casinos have been protected by surveillance systems which use cameras to watch activities taking place on a property. However, due to the ever increasing use of electronic systems to control casino processes, there are many fraudulent activities taking place that cannot be seen with the eye. The fraud is taking place at the data level and hence, the surveillance industry has coined the term "dataveillance".

### "Dataveillance" is the ability to:

 Collect data from disparate systems

 Alert management to irregularities based on a set of rules

 Provide a secure, user friendly interface to access the data

 Target customers with precision

### What will CHEETEYE's dataveillance tools do for you?

#### Enhance Current Surveillance Capability

Total revenue of gaming in the US for 2009 was \$30.7B (American Gaming Association); down 7.5% from 2008. Of total revenue, your casino may be losing 7% or more to fraud.

CHEETEYE helps consolidate your casino data to see associations that can't be seen easily today and how players, staff and systems link together. Our solutions will help reduce the amount of revenue lost to fraud.

#### Introduce Innovation

Data fuels new and better advertising systems and provides better insight into what people are looking for. Data also powers new inventions e.g. Google's voice recognition system, its traffic maps, and its spell-checker are all based on large-scale, anonymous customer tracking. CHEETEYE's integrated casino digital marketing tools can generate intelligent online marketing campaigns, previously not available to the casino industry.

### CHEETEYE APPLICATION SUITE

**TRACK-EYE** - A collection of smart tools which include:

**Stock Regulator:** provides a digital dashboard of all regulated items within a casino and alerts when stock items reach defined quantity levels. The system manages the movement of stock and provides a complete audit trail.

**Tables Roster:** provides the tables department with a roster and break-list for effective shift management and provides vital information for collusion detection.

**Key Manager:** uses biometric technology to check keys in and out and sends alerts when keys are not returned on time. Reports of key usage by person and department are available on demand.

**Currency Transaction Manager:** integrates into the player management system to track and alert when players reach thresholds.

**Fills & Credits:** reduces paper costs and allows the audit department to save time by electronically tracking and regulating all fills and credits.

**MARKET-EYE** - A collection of integrated casino digital marketing tools designed to intelligently target potential customers and take casinos into the next decade of the 21st century.

**COMPL-EYE** - A casino compliance monitoring tool with real time dashboard views displaying operational compliance. This tool uses work flow messaging to hold department heads accountable when service operating procedures (SOP's) are broken. It gives you peace of mind knowing that your casino is being protected from the damaging effects of negligence and fraud both by external sources and an organization's own staff, by ensuring that policies and procedures are strictly followed.

**TRIG-EYE** - A collection of pre-defined alerts that get generated as a result of irregular activity. Alerts are based on conditions such as:

- Biggest winnings for a particular trip
- Wins outside of 3 standard deviations for a players trip
- When a players average wager increases since past trips
- If the majority of a player's rating is being conducted by the same floor supervisor

