



Customer Successes Resort and Gaming Industries

“Futrix has proven to increase our profits through analytics. Futrix is a terrific product, we love it. Futrix gets us information quickly and easily by combining data from disparate data sources to get a complete analytical view for concise business decisions thereby increasing profits.”

Gaming and Resort, System Administrator

Futrix has customers in some of the world's largest, state-of-the-art resort destinations comprised of hotel properties, casinos, restaurants, entertainment venues and spas. The resort and gaming industry is a complex business operation which needs advanced analytics to catalog and report on millions of transactions in many different ways.

Futrix allows customers in these industries visibility into all of the patron information on hotel stays, purchasing habits and gaming activity to understand customer trends for the purposes of market segmentation and marketing campaigns. Futrix allows continual monitoring of cash-flow and patron behavior through dashboarding, complex analytics, and drill-anywhere reports to be disseminated to the management and analytical staff instantly. Futrix drill-anywhere capabilities have dramatically reduced the request for ad-hoc reports while providing significant insight on consumer behavior. This has allowed the management team at our customers to create marketing campaigns, mailing lists, VIP customer touch points, and make important business decisions all facilitated through the easy, quick, and secure analytics of Futrix. As patron purchasing and gaming knowledge increases with Futrix, marketing power and revenue also increases for our customers in the resort and gaming industries.

Futrix utilizes data from the disparate data sources for resorts and casinos, hotel data, gaming databases, restaurant information, responses to direct mailing, customer satisfaction surveys, slot machine statistics, etc. are all combined in a single stream of analytics. Our customers are measuring cash flow and optimizing operations. Futrix allows the users to customize information through user-defined dashboards, viewpoints, traffic-lighting and the creation of unique industry-specific metrics while categorizing the dimensions for optimal analytics. The point-and-click filters and dimensional changes allow Futrix clients to answer multiple questions quickly.

Our resort and gaming customers indicate that Futrix has empowered end-users and eliminated much of the need to hire programmers to extract data. The cost of analytics has been reduced while optimizing analytics and information flow has increased. Customers note that Futrix is very easy to set-up and administer and is a fantastic BI tool to leverage throughout the property.

For more information visit www.futrix.com or email us at info@futrix.com