



Astute BI

Simplify business reporting and make smarter data-driven decisions.

Astute BI collects whole-of-venue information, from EGM and player data right through to your POS transactions.

Available in New South Wales, Victoria and Northern Territory.

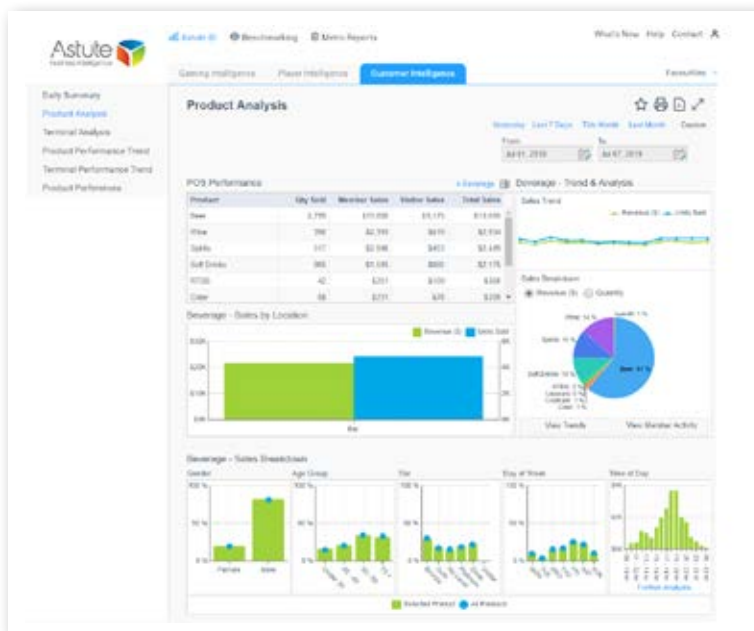


Captures your venues data and creates actionable insights, driving venue outcomes.

Astute BI takes the complexity out of collecting and analysing gaming, member and POS activity, so you can focus on getting the best out of your venue and gaming floor.

Presenting your venue's performance data through secure and smart dashboards, Astute BI delivers actionable insights that allow you to be more responsive with your customers. As you make changes across your venue, you'll be able to accurately assess their impact, enabling continuous, measurable improvement.

Enhanced visual dashboards for seamless interpretation.



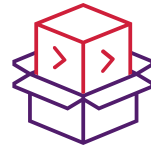
Get the most out of Astute BI.



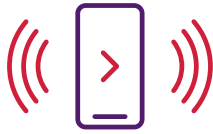
Make informed, data-driven decisions.



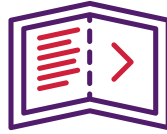
Accurately measure the performance of marketing campaigns.



Securely integrate with popular industry third-party products.



Access data on the go with the Astute BI mobile app for iOS and Android.



Training, service and support options available to suit your venue.

Astute BI does the number crunching for you, so that you can focus on getting the best out of your venue and gaming floor.

Astute BI offers a range of features including;

Gaming Management

Optimise your gaming floor performance.

With Astute BI you can see the performance of your whole gaming floor as well as individual machines. Profit, turnover, visitation, actual vs forecast can all be viewed at a glance, enabling you to quickly identify trends and act fast.

Customer Marketing

Understand your members.

Astute BI gives you so much more than just demographics. This business intelligence tool presents rich customer insights, including visitation, spend and game preference patterns, so you can develop strategic-behavioral marketing activity that focus on driving return-on investment.

The Cube

Take a different view of your venue.

Take your analytics to the next level with The Cube. This additional tool within Astute BI, allows you to access real-time highly customised reports for your venue's specific needs. Featuring drag and drop functionality, you can effortlessly create custom reports without the need for specialist support.

Astute BI Mobile App

Insights at your fingertips.

The Astute BI mobile app lets you analyse your venue's performance whilst on the go. Turnover performance is refreshed every 15 minutes, whilst turnover, profit, carded play and POS statistics are updated daily. Available on Google Play and the App Store.

Benchmarking - Purchased separately

See how you measure up.

Understand how your venue gaming performance compares against the market. Benchmarking allows you to compare your gaming performance by drilling down into specific comparisons, including venue gaming performance, venue type, region and size.

Metro Reports - Purchased separately

Seamlessly connect your data.

Directly and securely integrate Astute BI with one of the most innovative loyalty gaming systems, Metropolis. By incorporating a full suite of customer and transaction activity with POS and EGM data, your venue can further leverage the power of Astute BI.

> Interested?

Contact us to learn how MAX and Astute BI can take your venue success to another level.

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🌐 [/maxcomau](https://www.linkedin.com/company/maxcomau)

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