



Success360 | Business and Customer Insights

Astute
business intelligence

Simplified business reporting for smarter decisions

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

Available in New South Wales, the Northern Territory, Queensland and Victoria.



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
- Business and Customer Insights**
The insights you need to make informed, data-led decisions.
- Gaming Systems
- Cashless
- Player Engagement
- Marketing Services and Communications
- Maintenance and Technical Support
- Monitoring and Regulatory Services

Capture your venue data and create 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.



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



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.

“ The level of reporting Astute provides and how it is presented makes it simple for staff to make informed decisions, and has improved how we present to the Board. The mobile app is also great, providing all the information I need at a glance. ”



Sara Watkins, Chief Executive Officer
Corrimal RSL

Astute BI offers a range of optional modules to suit your needs, including:

Gaming Intelligence

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.

Player Intelligence

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 behavioural marketing activities that focus on driving return on investment.

Customer Intelligence

Unlock POS insights.

With the integration of point-of-sale information, Astute BI allows you to understand which products your customers are purchasing and the terminals they prefer, allowing you to make smarter floor plan, rostering and product stock decisions.

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, profit, carded play and POS statistics are updated daily. Metropolis customers can access turnover performance, which is updated every 15 minutes.

(Not available in the Northern Territory)

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 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.

Benchmarking

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.

> Contact our team today:

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