



Success360 |  Business and
Customer Insights

 AnalyticsHub

Turn your data
into powerful,
actionable
insights

Build a strong and customised data strategy for your venue.



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**

We help you see, interpret and understand your data

There's never been a more important time to ensure your business decisions are both data and insight-led. However, the data you need isn't always readily available or easy to interpret – until now.

At MAX, our experts can dive deep into your data and provide you with greater visibility of your performance. Our range of data and analytical services can turn all your data points into the actionable insights you need to drive more out of your business.

Our unprecedented data access allows us to arm you with the information to grow your business and optimise performance. From visualising data and custom report building, to competitor and industry analysis, we use data to solve problems and help you meet your goals.



Save Time

Let us do what we do best, so you can focus on everything else



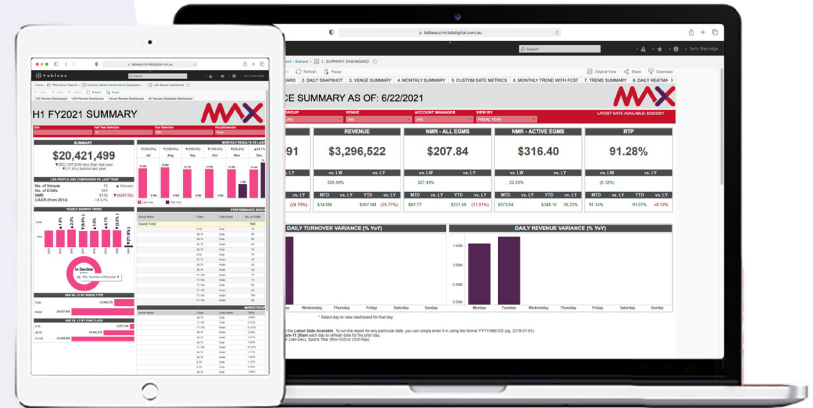
Reduce Risk

Have confidence in the data driving your decisions



Personalised For You

Choose the reports you need, when you need them



Our team can be an extension of yours

We can embed our expertise into your existing business processes and help develop new analytical capabilities so you can make informed decision and achieve great outcomes.

We can work with you to:

Identify opportunities for growth with always-on visibility of your gaming performance.

Generate unbiased, independent recommendations for product investment drawing insights from benchmarked performance and market intelligence.

Create a standardised approach for oversight and new product initiatives such as floor moves and new jackpots.

Uncover new opportunities when it comes to configuring your gaming floor.

Our industry expertise and leading insights services can help maximise opportunities for your venue

Performance Analysis

Venue Performance

See how your venue measures up

- Breakdown of trended performance by all key metrics for cause determination
- Understand your market share and competitor trends
- Review demographics and population trends within your market
- Benchmark against industry and your competitors

Gaming Performance

Get the best out of your gaming floor

- Analysis of key gaming metrics
- Evaluation of current product mix and the impact to your bottom-line
- Review of local area performance and how your venue stacks up
- Identification of top performing EGMs by title, denomination and product group
- Actionable gaming floor and product mix recommendations

Membership and Loyalty

Uncover ways to drive visitation

- Identification and measurement of key loyalty and membership metrics
- Insights into your gaming patrons and their behaviours
- Suggested improvements to your loyalty program and marketing campaigns
- Member recommendations your venue can activate

AnalyticsHub

Available in selected states, our data visualisation platform allows us to build you a suite of dashboards that can cater to your analytical and reporting needs. You can access your reporting online and across mobile devices.

Custom Report Building

Already have MAXreports? We can help build custom reports based on your existing business intelligence and reporting platform.

› Contact our team today:

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Tabcorp



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