



Success360

⚡ LiveDataAPI

**Respond to events  
as they occur  
with real-time  
data feeds**

Providing personalisation at scale.

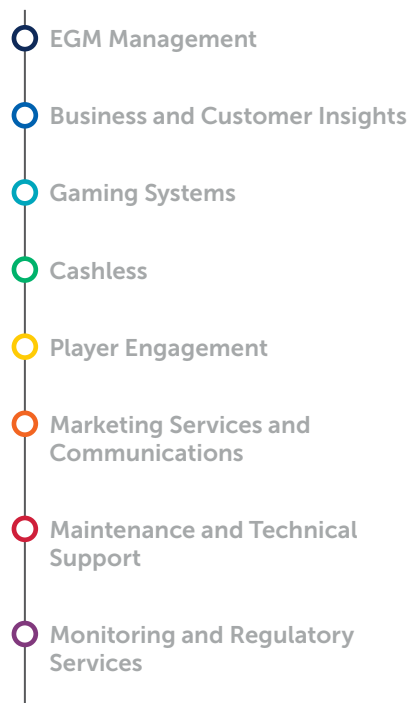
Available in the Northern Territory and Queensland.





**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.



## Never miss an opportunity with Live Data

MAX's Live Data API is built to provide data at a granular level, helping you to understand what really makes your venue tick.

EGM performance and patron insights can now be reported in real time, allowing you to see events as they occur and respond to them accordingly. By using this data, you can make the right decisions to enhance both your patron experience, and performance of your gaming floor.

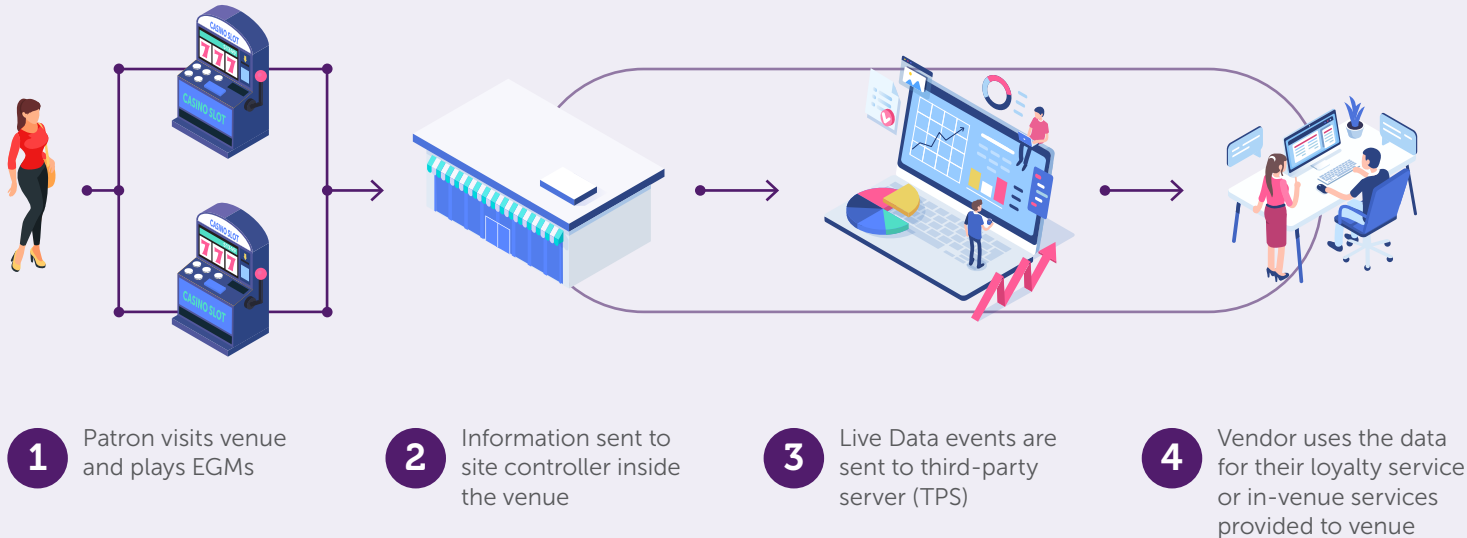
Take your in-venue experience to a new level by providing an unrivalled level of service to your customers by staying one step ahead.

### The Live Data API enables venues and third-party application providers to deliver enhanced applications, streaming events in real time, including:

- EGM fault/warning reporting
- Player Tracking Module (PTM) events from MAX Vectors and Gemini units
- Card in/out events at EGM
- EGM play events
- EGM status

MAX's Live Data stream is also combined with the ability to request all EGM and patron details at any time.

# The Live Data ecosystem and how it works



A stream of real-time data providing a range of benefits to venues and vendors, including:

## Venues

- Respond to real-time events as they occur, providing personalisation at scale.
- Allow customer service teams to be more efficient, focusing on the right customer at the right time.
- Increase customer loyalty and engagement by better understanding your patrons.
- Optimise management of your venue and gaming floor.
- Have better visibility of events on your gaming floor.

## Vendors

- Providing you with a constant event stream to facilitate your product performance.
- Consistent data service across the whole MAX network.
- Plug-and-play deployment model.
- Use Live Data to stay competitive in the market.

# Just one example of the Live Data API in action



**1** Patron inserts card into EGM

**2** Staff attendant receives notification that a loyal member has arrived to a specific EGM

**3** Staff attendant greets the patron and serves the patron their preferred beverage

A message is sent to staff attendant that a loyal member has arrived, the welcome player interaction is initiated.

#### Live Data End Points Used:

- EGM event
- Patron information

Staff attendant receives a notification with the player's information, preferred beverage and exact floor location.

#### Live Data End Points Used:

- Floor events
- Machine location

## ➤ Contact our team today:

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