

# PECHANGA TURNS ON ITS “BUSINESS INTELLIGENCE”

Your **Bally**  
TECHNOLOGIES®

Sitting mid way between the lucrative San Diego and Los Angeles markets in southern California, Pechanga Resort & Casino offers a rare view of what most networked, server-based gaming floors will look like just a few years from now.

In March, Pechanga unleashed the marketing power of the Bally iVIEW Technology Suite™ and began turbo-charging its promotions, on-property profit centers, and player communications by installing iVIEW SmartScreen displays in every game. In a dramatic example of newfound efficiency, that single upgrade now allows the marketing department to download and display new, interactive promotional content and videos to all of its 3,750 in-game iVIEW displays in minutes -- a process that previously took nearly three days and the commitment of several employees.

After the iVIEW displays were installed, Pechanga didn't waste any time launching Power Millions, the world's largest mystery jackpot which re-seeds at \$750,000 and offers a guaranteed win before hitting \$1 million. The increase in play was immediately evident.

Less than a month after the launch of Power Millions, the management team at Pechanga again took what it believes may be its most significant competitive step forward by adding Bally's groundbreaking Business Intelligence Solutions (BIS)™ to the casino's rapidly maturing arsenal of analytical and marketing tools.

Bally recently had the opportunity to sit down with John Kenefick, Pechanga's Vice President of Information Technology, to discuss why Pechanga chose Bally's Networked Floor of the Future and why they selected Bally's Business Intelligence tools.

**Bally:** What were the factors that led you to conclude that Bally's Business Intelligence Solution was the best for Pechanga?

JK: The first benchmark was the maturity of Bally's Business Intelligence package and the fact that much of the hard work was already done. Bally's BIS is not only based on proven code and battle-tested analytics, but their field and system experience was without parallel. Second, I can't imagine that we could have accomplished the BIS implementation without the support and guidance of Bally's team of experienced professionals and analysts.

**Bally:** How do you intend to employ BIS initially?

JK: We are looking at a property-wide application for BIS, not just for gaming, but to give lift and insight into all of our profit centers including F&B, hospitality, golf, spa – everything. Bally provided the 'cubes' to analyze our data and they have

immersed themselves in helping to converge all the data into our SQL Data Center warehouse.

**Bally:** We can see you already have your BIS Dashboard and Floor-Map applications up and running at your desk. Since you just activated the Bally BIS suite, how are you using it today?

JK: We're still importing and refining our data and warehouse, so as our team begins its adoption and implementation process we're initially limiting our utilization to high-level trends and reports. We are confident that we'll be able to begin drilling into substantial detail soon and we're already looking at ways to tie in our discoveries with Internet offers and customer communications that can be automated with our Bally Business Intelligence.



## **John Kenefick**

*Vice President of Information Technology  
Pechanga Resort & Casino, Temecula, Calif.*

Pechanga has been field-testing Bally's iVIEW Display Manager, which puts marketing information, promotional offers, and even games-within-games onto the main game screen of virtually any video slot.