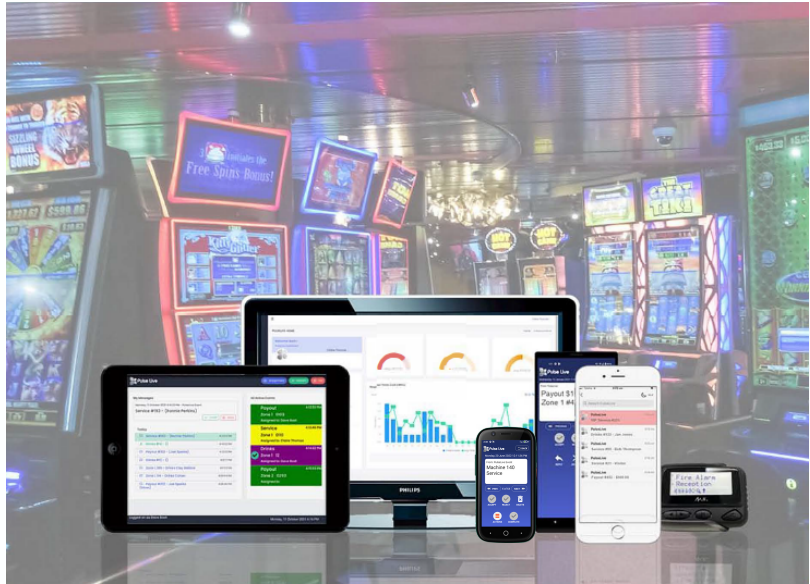


PULSELIVE FOR GAMING

The Pulselive Integration Platform for Gaming is an automated and intelligent communications platform that integrates Gaming Loyalty Systems and other disparate third-party systems into a single platform, allowing configurable workflows for staff to respond to events efficiently to improve the patron experience.



Overview

GAMING LOYALTY INTEGRATION

PulseLive will integrate into any Gaming Loyalty System, enhancing its current functionality to create real-time, dynamic workflows, that improve staff efficiency and reduce customer wait times.

Key Features

- Event Priorities
- Real-time Analytics
- Dynamic Staff Assignments
- Scheduled Reports
- Smartphone Integration
- Event Workflow Triggers
- PC, Tablet and BYOD Access
- Unlimited Escalations
- Priority Allocations
- High Availability
- 24/7 Monitoring

Integrations

- Gaming Loyalty Systems
- Point of Sale
- Building Management
- Fire Panels
- Security Systems
- Web Services
- DECT & Mobile Phones
- Traditional & Smart Pagers
- Point of Sale
- Microsoft Teams & Email
- Kiosk Sign In Systems
- Data Lakes & BI Platforms
- Facial Recognition



Key Benefits

REPORTS & ANALYTICS

All events are processed and logged through the **PulseLive** database allowing management full access of the data, enabling the processing of real-time reports and analytical information. Authorised users will be able to generate reports through the portal and save to PDF or print as required. Additionally, reports can be automated and scheduled to be emailed directly to an email address, saving time.

ESCALATIONS

The **PulseLive** process worker engine is extremely sophisticated and can be configured to suit the unique operational workflows within the business. These processes can be escalations to other staff, or notifying teams based on events meeting a certain criteria or threshold. Staff members are grouped in a role-based setup to allow specific events being actioned by nominated roles, such as VIP arrivals and payout alerts.

PULSELIVE... AT ITS CORE

The **PulseLive** Gaming Platform has been built with two primary factors, one being the focus on providing staff efficiency and optimising workflows, and the other being enhancing the customer experience, giving your patrons the service they expect.

Patrons

Customers are the heart of a venue and **PulseLive** can ensure they are attended to quickly and efficiently. Allocations of events can be based on membership tiers, to enable service staff to provide loyal patrons personalised service. Some value add notifications:

- VIP Arrivals
- Customer Greetings
- Length of Play
- Vouchers
- Birthday Greetings
- Large Play Alert
- Favourite Beverage
- Turn-over

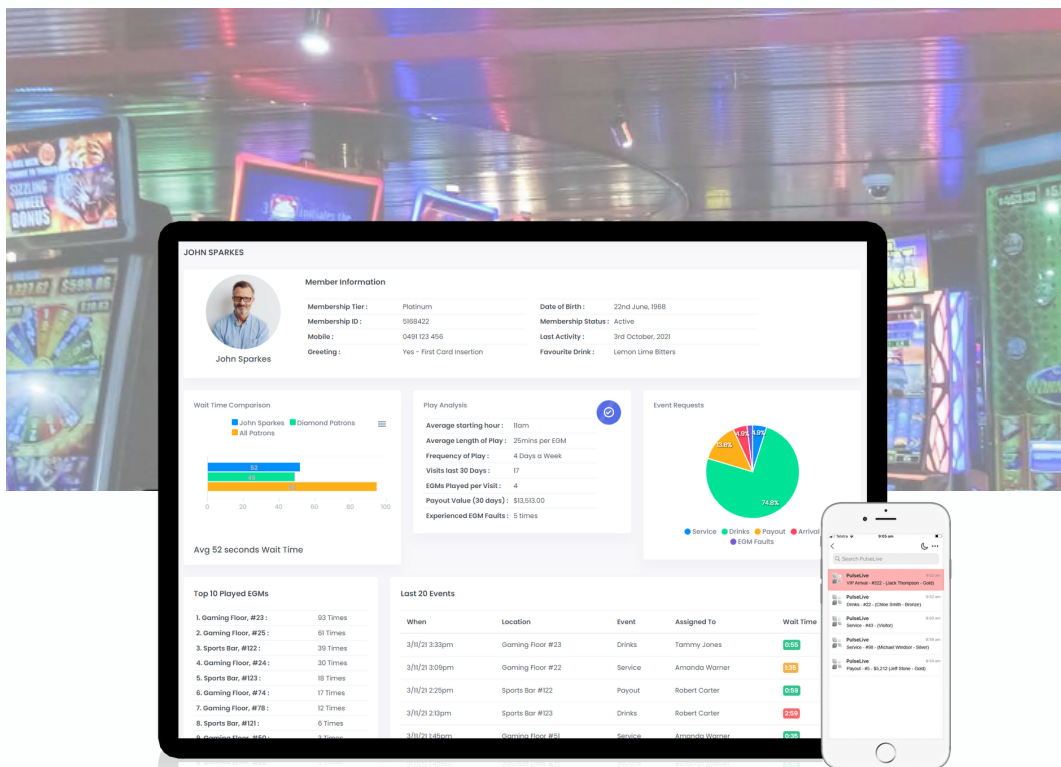
Staff

Optimise service teams with workflow configurations for each event type. Staff will be more efficient as they are only assigned the events they need to action. With the mobile app or tablet device, staff can accept or reject events, ensuring accountability for each event and escalations can be automated if events are not handled in time.

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PATRON DASHBOARD



Pulselive can simply and easily provide a snapshot of patron data, giving staff the ability to understand the patron's experience. Are they served promptly? Are there ways to enhance their experience by greeting them with their favourite drink? Are they having a negative experience due to EGM faults?

All this dynamic data can be captured and easily displayed. Scheduled, automated reports can be sent to email. Whilst there are a multitude of reports available to analyse staff performance and enhance workflows, the value that insights provide is a better understanding of the customer and their experience, which is the key to success.

Devices

Staff can be issued with a range of devices to receive events, or even utilise their own smart-phone. This is especially beneficial for Managers who want to be notified, but don't want to carry a pager.

- SMS Messaging
- DECT / WiFi Phones
- Smart Watches (paired to smart phones)

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REPORTING & ANALYTICS

The data generated through the **PulseLive** system is accessible anytime; simply and easily with a couple of clicks from your PC or tablet. The metrics and analytical data provides valuable information to assist with running the venue smoothly, efficiently, and ensure the right decisions are made to provide the best possible experience for customers.



STAFF

- Average Response Times
- Performance Tracking
- Total Calls
- Escalations
- Accountability



PATRONS

- Average Waiting Times
- VIP Attendance
- Membership Tier Times
- Payout and Large Plays
- Player Experience



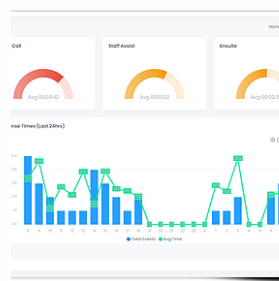
ZONES

- Response Times
- Busy Periods
- Staff Attendance
- Percentage of Calls
- Quality of Service



TRADING

- Busy Times
- Staff Efficiency
- Staff on Duty
- Waiting Times



DASHBOARD

- Hourly Average Events
- Waiting Times per Hour
- Event Response Gauges
- Membership Stats



FEEDBACK

- Digital Rating
- Questionnaire Responses
- Quality of Service
- Venue Cleanliness

PulseLive and Responsible Service of Gaming

PulseLive supports the delivery of gaming services according to the relevant state or territory legislation, by minimising gambling harm and providing support to gaming machine players.

PulseLive tracks a patron's game start time and automated messaging is sent directly to the Duty Managers or floor staff alerting them of a patron's game time. Advanced Responsible Conduct of Gambling training program and who can actively identify and assist gamblers who display problematic gambling behaviours.

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OTHER FEATURES

MONITORING

The **Pulselive** system is fully monitored, both locally and through the cloud portal. If any critical outage occurs, real-time alerts are generated to notify technical support staff. This gives peace of mind that the system is operational and allows staff to focus on other tasks.

DIGITAL VENUE RATING

Venue Rating systems quickly and easily capture feedback of your customer's experience at a venue. The system can be fully branded including business logo and colour palette, with messages and prompts shown to entice customers' to complete.

Location of the tablet device is an important consideration to ensure the customers' attention is captured. Venues have chosen to place these devices at reception, gaming rooms, restrooms, dining rooms and most importantly, at the exit.



PUSH FOR SERVICE

The Push for Service system runs off a commercially digital signage tablet and allows for a 'Service Request' button for any application where a patron requires assistance. The device solves the problem of patrons waiting at unattended counters and staff can be discretely alerted without the need for noisy bells and buzzers. Uniquely, the device has a dual purpose, where the display also incorporates a digital media section for the use of dynamic advertising. Displaying promotions and specials encourage patrons to spend more time and more money in the venue.

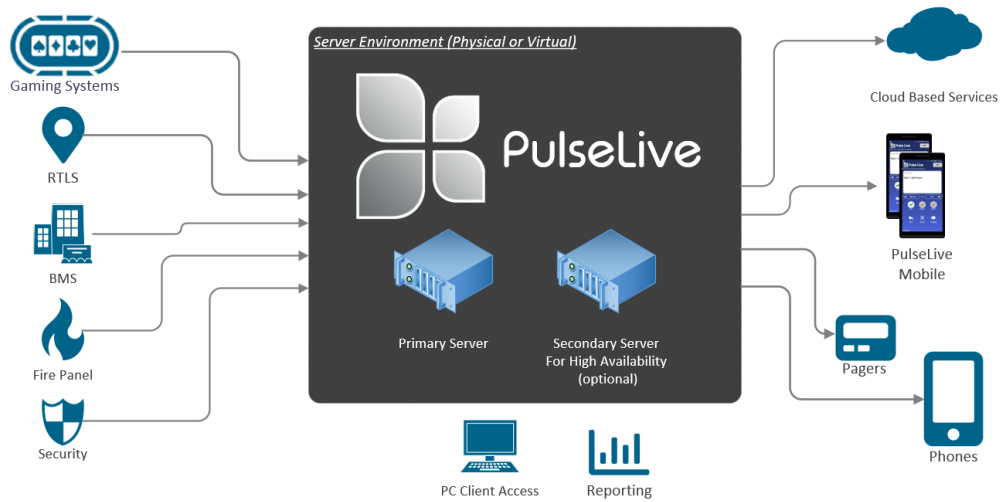


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THE CENTRE OF COMMUNICATIONS

PulseLive will sit in the middle of disparate systems to create a seamless integration hub, consuming events from various alarm systems and dispatching the alerts to wireless devices.



System Architecture Specifications

Overall	Server with Client, using TCP/IP, Cloud and Serial technologies, local and cloud-based database storage and backup
Database	Microsoft SQL Server 2016+
Operating System	Windows Server 2012 or higher, Windows 10
High Availability	Yes (optional)
Concurrent Users	9,999
End User Devices	99,999
Groups / Roles	9,999
Device Types	Smart-phones (via PulseLive App and SMS), Smart-watches, Pagers, Email, DECT/WiFi Phones, Teams
Protocols	All Gaming vendors, TCP/UDP/Serial Generic, TAP, ESPA, REST API, JSON, HTTP, XML, HL7, Websockets, SMTP, SMPP

Who are AAC Solutions?

We are technology integrators who work with the hospitality industry to design communication ecosystems for venues seeking innovative ways to optimise their workforce and drive increased revenue, repeat visitation and loyalty.

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