

# Inspired Gaming Group

Inspired Gaming Group ups its game with Cognos 8 Business Intelligence.

Entertainment giant chooses Cognos reporting and analysis to get highest score on customer service.

## Introduction

Inspired Gaming Group (INGG) is the world leading provider of Open Server-Based Gaming (Open SBG™) systems. Its Open SBG™ software platform supports an extensive range of content and hardware from third parties. This unprecedented flexibility enables their customers to maximise the benefits of Open Server-Based Gaming through the provision of greater choice to their player bases.

In the UK, Inspired has built on its heritage as the largest operator of analogue gaming machines by transforming itself into the leading provider of Open SBG™ terminals. It currently operates 20,000 digital networked terminals including the largest estate of Fixed Odds Betting Terminals and Skill Gaming. Key customers include William Hill, Gala Coral Group and Mitchells and Butler. The Group currently operates over 90,000 machines in the UK in total.

Headquartered in the UK, the Group now provides Open SBG™ software systems and digital networked terminals in seven countries. Currently 18,000 terminals located overseas are connected to its platform. Key customers include Tabcorp and Coca-Cola.

## The challenge

Gaming is a huge business worldwide. Scott Kiehl, Head of Business Intelligence at Inspired Gaming Group, explains, “Most of our customers rely on gaming and vending machines for a large percentage of their revenue. For example, 33 per cent of William Hill’s profits actually stem from the terminals in their betting shops.”

“We work to ensure that our customers, the hardware operators, are able to maximise this revenue stream by delivering the most popular and profitable content to them.”

However, content that is the most popular in one region or context might not be as popular in another, while

### Industry:

- leisure

### Geography

- global

### Information needs

- standardised reporting

### Users

- over 200

### Solution

- Cognos 8 Business Intelligence

### Benefits

- direct and faster reporting on performance of its entertainment services

extremely popular content—such as Roulette or Who Wants to be a Millionaire—will have a much longer lifecycle that needs to be monitored. The challenge for the Inspired Gaming Group was to have fast access to accurate information about what works best for each customer, region and outlet, so it can act on this information and manage the content selection and lifecycle accordingly.

“We analyse the performance of our customers’ terminals on a daily and weekly basis, optimising the content offering accordingly, thus maximising revenue.” said Kiehl. “We can’t expect our customers’ field cash collection teams to report to us how much money the terminals are making. Our business revolves around improving product performance by basing decisions on the data that the terminals provide to us.”

Scott Kiehl and his team were set the challenge of implementing a solution, specifically for the Open SBG™ platform to help meet this reporting problem.

## The solution

INGG selected Cognos 8 Business Intelligence to support fast and accurate reporting for, and analysis



of performance for every one of its customers' terminals.

"We looked at a number of vendors and found that Cognos offered the best solution for our needs," said Kiehl. "The customer reporting portal is intuitive to use and requires very little training. Also, having a single point of access is very important as it means all reports, no matter which customer we were dealing with, can be found in one place, ensuring we have one single version of the truth."

In 2006 Inspired merged with Leisure Link, the leading UK operator of pay-to-play gaming and entertainment terminals, to form the Inspired Gaming Group. Leisure Link was already using Cognos reporting and analysis solutions to collate and analyse transactional data from the 20,000 networked endpoints of its 90,000 terminal estate, as well as the data from the field service work force hand-held terminals that recorded the amount of cash collected from the terminals.

"It was clear that Leisure Link had found Cognos technology very effective and the Cognos consultants supportive. This track record was another factor which influenced our decision to select Cognos," explained Kiehl.

Kiehl and his team worked closely with a Cognos partner to implement the technology. As a result, Cognos 8 BI was up and running within budget and deadline.

### The results

"We now easily track trends and quickly identify what content and locations are the most profitable for our customers. We can easily tell what is working and what is not," said Kiehl.

"If we see that a content item is not performing well, or that income from a piece of content is beginning to trail off, we will set the processes in motion to schedule and begin downloading a new game, before revenue can be negatively affected. This proactive service is a cornerstone of our business and means that our terminals earn the most revenue for our customers."

Not only is Inspired Gaming Group able to prevent problems before they start, but with Cognos it can offer customers visibility of the service it is providing at all times.

Kiehl said: "We are now able to report back directly to all OpenSBG platform customers about the performance

of each product, without the need to spend time compiling manual reports. Customers now have access to reports containing critical information, such as how each machine is performing or how much revenue has been generated, online."

"Having the information in an accessible and comprehensible format means the customer can have confidence in the service we are providing and focus on its core activity," he added.

Cognos technology is saving time for Inspired's field workers as well. Normally, collectors would have to travel to machines at set times to collect the cash, even though the cashbox might not yet be full. Cognos 8 BI allows remote monitoring and tracking of each terminal, and therefore collectors can be kept informed and only need to visit the machines when necessary.

Likewise, there is no longer a need for engineers to be sent out to do routine checks. If there is a fault with a machine, Inspired's GSSC support centre in Wales is notified immediately via the network and the problem can be addressed as a result. The Support Desk team performance, remote fix times, engineer fix times and product fault rate KPIs are all visible to Inspired and its customers via Cognos technology.

### Going forward

"Our next objective is to standardise the Group on Cognos 8 BI, so we are planning to upgrade Leisure Link from the Cognos reporting and analysis solutions it is currently using," concluded Kiehl. "Using one unified reporting solution for all operators will make it easier to analyse the 20 million records passing through our systems on a daily basis. We plan to report on data from over 100,000 networked endpoints with Cognos in future, to ensure we are continuing to offer the best service to our customers."

### About Cognos

Cognos is the world leader in business intelligence and enterprise planning software. Our solutions for corporate performance management let organisations drive performance with planning, budgeting, and consolidation, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.

