

Oracle Hospitality: Gaming for a New Generation

Industry Brief





For casino operators, the writing on the wall couldn't be clearer: **The gaming industry, as we know it today, will cease to exist.**

It's not a doomsday scenario, but a realistic forecast based on shifting demographic trends as baby boomers and Gen Xers exit and millennials take the spotlight.

Once dismissed as inconsequential youth, millennials have come of age. Comprising individuals born between 1981 and the late 1990s, they are now the largest generational group in the U.S. with a population of 83 million, and they wield enormous spending clout – **an estimated \$200 billion annually.**

But as many in the gaming industry already know, casinos are struggling to collect their usual share from this generation. Obsessed with mobile technology, social media and video game consoles, millennials simply are not embracing traditional casino games. Even when they do play, they are only gambling a fraction of the dollars spent by their predecessors. It's a trend that's causing more than a few sleepless nights for operators.

Within such challenges, however, lie tremendous opportunities. The pursuit of millennials can dovetail perfectly into innovative efforts to grow non-gaming revenues. Indeed, the future clearly calls for the conversion of casinos into all-encompassing, entertainment experiences anchored by exceptional guest service. With a 35-year track record of developing pioneering IT solutions to enhance hospitality, Oracle is better suited than anyone to help engineer the required evolution. Don't leave your future to chance.





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Boost non-gaming revenues with superior service and loyalty

Above all else, millennial guests want a “zero-friction” experience – that means no hassles, no headaches, no waiting. But that’s not an outcome operators can promise, especially if their casino management system can’t communicate with their hotel property management system. Similarly, a disconnect between PMS and food and beverage POS can ruin the guest experience, too. At Oracle Hospitality, we provide much more than best-of-class enterprise solutions; we deliver fully integrated foundational systems capable of embracing third-party offerings. This cohesive approach enables staff to manage – and guests to enjoy – a seamless, first-class experience anywhere, whether it’s in a casino, a hotel or a restaurant. With Oracle systems, operators can:

- Synchronize player/guest information to expedite registration and check in
- Reward and redeem points and comp dollars at the workstation
- Discount menu pricing based on club tier level
- Obtain player/guest information in real time from any workstation
- Create comprehensive player/guest profiles
- Gather data and insight about player/guest behavior to shape business strategy

The latter, arguably, is the most significant advantage, considering it is crucial to engage millennials, who covet recognition and individualized service. According to one of Oracle Hospitality’s latest independent studies – *Millennials and Hospitality: The Redefinition of Service* – 52% of millennials want to use their mobile devices to capitalize on loyalty programs offered by food and beverage operations. Millennials are willing to share data in return for personalization. Let Oracle’s comprehensive suite of solutions help gather such priceless information about guest behavior – and create the memorable experiences that fuel repeat business.



Reduce IT cost and complexity

Oracle Hospitality's legacy has been built on its ability to reduce IT cost and complexity. Nothing promises to ensure both more than a move to the cloud – now, the centerpiece of Oracle's technological endeavors. Oracle is committed to helping its gaming partners make the transition to the cloud because of its undeniable benefits. In another major Oracle study (*The Era I Enterprise: Ready for Anything*), which surveyed 300, C-level executives across a spectrum of industries in North America, 84% said their organization has experienced a trend toward customers wanting a more individualized experience. Furthermore, 81% of survey participants said they believe there is an important link between cloud-based IT solutions and their organizations ability to deliver such customized experiences. Central to that endorsement is the consensus of industry experts that today's on-premise, IT operating model is unsustainable, considering that 75% of expenses are typically drained by routine maintenance and integration efforts, leaving only 25% available for actual innovation initiatives. Unified cloud control – as opposed to disjointed servers in multiple locales – also yields key advantages such as greater reliability, simplified operations and increased security.

Leverage mobility to engage guests and employees

Growing non-gaming revenues is a near impossibility without the power of mobility. The platform is critical because it improves both operational efficiency and guest experiences. Equipping staff with mobile devices, such as tablets and smartphones, means untethering them from the front desk and letting them work freely, creating a borderless environment where exceptional service permeates everywhere. The possibilities are endless: Check in VIP guests as they are chauffeured to the hotel. Alert housekeeping staff in real time to tidy up a priority room. Evaluate and address maintenance problems in an instant. Oracle Hospitality's mobile solutions enable the leveraging of guest profiles, preferences, stay history and consumption patterns. With such information available at their fingertips, staff can engage guests in unprecedented one-on-one fashion. And no one appreciates such prompt and tailored attention than millennials. Capitalizing on mobile technology also caters to another equally important audience – millennial employees. In fact, millennials are projected to account for 50% of the workforce by 2020. It is vital for operators to understand that millennials, like all workers, want to make meaningful contributions, and mobile technology provides them with the means to that end.

DELIVERING MOBILE BENEFITS TO EMPLOYEES AND GUESTS ALIKE, CONSISTENTLY AND AT SCALE, WILL BECOME A PREREQUISITE FOR TOMORROW'S GAMING OPERATIONS – AND IT'S ONE THAT ORACLE HOSPITALITY CAN FULFILL TODAY.



FOR MORE INFORMATION

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