



T E C H R E S U L T S

## **Take Action with BI, CRM Tools from Tech Results at G2E 2009**

*Amplifying profits in the gaming enterprise has never been easier*

Las Vegas, NV, November 9, 2009 – Tech Results will showcase its suite of business intelligence (BI) and customer relationship management (CRM) tools at the Global Gaming Expo (G2E), Nov. 17-19 at the Las Vegas Convention Center. The Las Vegas-based company is a leading provider of affordable BI and CRM solutions for today's gaming enterprise.

“In gaming, it's all about maximizing profits and minimizing the risk,” said Lars Klander, CEO and President of Tech Results. “Strategic short- and long-term planning is easy to develop with proper analysis of a gaming enterprise's data. The cornerstone of our company was built upon taking the immense amount of data collected daily and turning it into actionable information that can be easily used across many levels of the gaming enterprise. We back up our products with in-depth training that shows you how to best utilize the products purchased to get the most return on investment.”

Current products available from Tech Results include WAGER®, Host VIP!®, Total Promo®, Games Direct® and Marketing Direct™ – all of which will be available for demonstration during G2E 2009. The solutions, developed by gaming and IT industry veterans, are designed to redefine the way gaming executives look at, manage and respond to changes in the day-to-day operations of the enterprise.

“G2E is the epicenter of cutting-edge technology and best practices for the gaming industry. Tech Results' booth at G2E will reinforce our dedication and commitment to producing unparalleled BI and CRM solutions for gaming,” Klander said. “Over the past year, our team has pushed the envelope on the development of additional BI and CRM programs designed to present even more insight into the intricate inner workings of the gaming industry. It's our belief that making our tools easier to use with each new release, while at the same time more intelligent about the specifics of our shared business, is the definition of success.”

Additional products slated to debut at G2E 2009 include:

- **WAGER Web Offers** – Send personalized offers directly to your web site.
- **Total Promo Web Entries** – Let customers view entries earned into a promotion.
- **WAGER Reinvestment Window** – Give front-line reps the ability to see and redeem outstanding patron offers based on current patron value and activity across the enterprise.
- **WAGER Segment Builder** – Segment your database as easy as 1, 2, 3!
- **WAGER Matrix Builder** – Create a matrix of offers with unlimited tiers and groups to reuse.
- **WAGER Pro-forma Builder** – Build post- and pro-formas prior to an event to track spending.

The mission-critical solutions produced by Tech Results are built on Microsoft technologies including the robust integration, analysis and reporting capabilities of Microsoft SQL Server 2008 and the Microsoft BI Stack including PerformancePoint Services for SharePoint, SharePoint Enterprise, Excel Services (part of the MOSS solution set), and more. The comprehensive product set helps end-users to easily access

complex analysis and business processes activities through clean, crisp, and easily-recognizable interfaces similar to the Microsoft Office® products they use every day.

“Business intelligence and CRM solutions are must-have tools for casino operators to connect information, processes, systems, and people across their enterprise to drive business performance, guest satisfaction and cost reductions,” said Sandra Andrews, U.S. hospitality industry solutions director, Microsoft Corp. “Tech Results uses the familiar Microsoft business intelligence tools to help customers unlock the flow of information between casino systems. Its solutions deliver the right information to the right person, when and where they need it, to positively influence the player experience and improve business operations.”

To see how you can achieve new levels of profit in your gaming enterprise, stop by the Tech Results Booth 112 in the Central Hall of the Las Vegas Convention Center during G2E 2009.

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**Tech Results** has provided innovative business intelligence and customer relationship management software solutions for the gaming and hospitality industry since 1998. Headquartered in Las Vegas, Nevada with satellite offices in Shreveport, Louisiana and Macau SAR, China, the company's 100-plus team members are focused upon providing the best software support in the industry with exceptional help desk support and an ongoing commitment to our customers' success at both a strategic and operational level. To learn more about Tech Results and its suite of business intelligence and customer relationship management products, visit [www.techresults.com](http://www.techresults.com).

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