

## What Is Neudesic Real Time eXperience?

Neudesic RTX is an event processing fabric that enables you to build a holistic view of guests by capturing every interaction they have with your property's various systems and amenities. Each interaction provides insight into guest preferences, helping you anticipate needs, reward loyalty in real time and deliver memorable experiences.



## How Does It Work?

Neudesic RTX uses a publish/subscribe model to provide real-time messaging capabilities for integrating your Property Management System, Point of Sale, Casino Management System, Food & Beverage, Spa, Kiosks and other common systems and property amenities.

Neudesic RTX supports a variety of protocols—including HTTP, TCP, ODBC—and ships with proven adapters and accelerators for integrating many of the industry's most common systems. Powered by Neuron ESB, Neudesic RTX offers customizable integration via web services and our adapter framework. Support for Dynamics CRM, Salesforce.com, and Microsoft Azure is built in.

Once integrated with Neudesic RTX, your existing systems and applications can fully participate in the exchange of guest events/messages as they occur in real time. In between exchanges, custom logic can be applied to pre-defined workflows that carry out highly customized business scenarios.

## About Neuron ESB

Neuron ESB is built on .NET and leverages WCF, WF and other framework components. Users can develop custom adapters, messaging processes and system level services to extend the functionality of Neuron ESB while maintaining consistent tooling and operational characteristics.

### 360° Guest View Dashboard\*

Imagine having—at your fingertips—every detail outlining the history of each guest interaction with your hotel, resort or casino. You'll be able to paint a clear picture of trends and preferences to help you create targeted offers and loyalty campaigns that make sense for your guests.

The dashboard is divided into several sections:

- Patron Information:** Name: Mark Smith, Language: English, Residential Country: United States, Phone: +01 2254 1222, Email: m.smith@Vegas.com, Card Level: Platinum, Birthday: 1/31/1970. Arrival Date: 1/9/2010, Departure Date: 6/9/2010. Durations: 5 Days. Slot Location: 710, Game Pref: Slot/Table, Avg. Time Played: 02:00:00, Number of Hotel Visits: 15, Number of Casino Visits: 16, Premier Dollars Balance: \$300.00, Points to Next Level: 521, Avg. Days per Trip: 3, Favorite Game: 1 2 3.
- In-house Status:** Guest is currently: **IN-HOUSE**, Room #: **34125**.
- Guest Pay Folio:** Reservation ID: DS023455. Table with columns: Description, Date, Amount.
 

Room Service	10 April 2010	\$24.65
Hotel Bar	10 April 2010	\$18.45
Room Charge	10 April 2010	\$150.34
Hotel Bar	10 April 2010	\$28.62
Health Spa	10 April 2010	\$110.44
- Itinerary:**
  - 10 April 2010 - 08:00 AM: Flight #1743 to LAS, Las Vegas McCarran Airport
  - 11 April 2010 - 10:00 AM: Spa Appointment
  - 11 April 2010 - 12:00 PM: Limo Reservation
  - 11 April 2010 - 01:00 PM: Mr & Mrs Gido Cabatana Wedding
  - 11 April 2010 - 11:30 PM: Limo Reservation
  - 12 April 2010 - 11:00 AM: Spa Appointment
- Lifetime Spending Graph:** Pie chart showing spending by Casino, F&B, and Hotel. Hotel Spend: \$2,555. Legend: Food Spend, Gaming Spend, Hotel Spend.
- Average Daily Profit:** Line graph for last 6 trips. Data points: 06/20 (\$), 06/21 (\$), 06/22 (\$), 06/23 (\$), 06/24 (\$6,024), 06/25 (\$).
- Offers:** Host please check ACSB system before extending the offer to the guest for a second or third time. April 2010.
 

Hotel	Dining	Casino	Ent.	Shoppes
Hotel Offer 1	Accepted			
Hotel Offer 2	Accepted			
Hotel Offer 3				
- Patron Matrix:**

	ADT	ATT	Thea	Avg. Bet	Gaming Points	Destination Points	Hotel Spend	F&B Spend	Premier Dollars Earned	Premier Dollars Redeemed	Available Discretionary Comp.	Issued Discretionary Comp.
Current Trip	\$2,266	\$2,110	\$3,000	\$85	1,125	850	\$300	\$100	\$15,120	\$15,120	\$8,200	\$2,600
6 Months	\$4,150	\$3,050	\$12,000	\$105	25,456	4,256	\$1,450	\$260	\$22,174	\$22,174	\$24,600	\$8,330
Lifetime	\$10,253	\$4,343										

### Guest Profile Application\*

A user-friendly interface integrates all your property systems and vendor applications. With every swipe of a loyalty card, you'll know—in real time—what activities your guests are most interested in, making it easy to tailor incentives and reward programs that deliver memorable experiences.

The application interface includes:

- Navigation:** Players, Inventory, Player, Activities.
- Profile:** Photo of a smiling woman, Room 345, 12/20/2012 through 12/22/2012.
- Financials:** Net Worth \$20,230, Average Daily \$5,530, Current Net \$20,230.
- Gifts Received:**
  - 4 Blue Man Group Tickets 10/10/12
  - 3 Dinners & Gabby's Restaurant 12/20/2012
- Contact Information:** 1-800-368-8888
- Notes:** Section for additional guest information.

\*Images are representations of what an actual guest view dashboard or guest profile application might look like.