SONOMA

REPORTS

ABS Business Data, LLC

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GAMING REPORTS

The <u>Gaming Reports Screen</u> is used to format, view, and print the reports designed for managerial use. The screen is divided into three areas: *Choose Report* dropdown list, *Report Setup* area, and *Report Viewer*.

To use the Screen, the user first selects the report to call up from the Choose Report drop down list. A *Report Setup* box appears tailored for the report chosen. The user fills in the filter and setup information then selects the *Show Report* button.

From here, the toolbar above the report can be used to send the report to the printer, zoom in and out, or flip through the pages.

Once a report has been displayed on the screen it may also be able to be exported (with the proper authority) into Excel, PDF, Access, or ASCII text formats. This is done by choosing the "Export" menu button on the top of the screen.

The reports that available in this screen are:

box.

Drop Summary
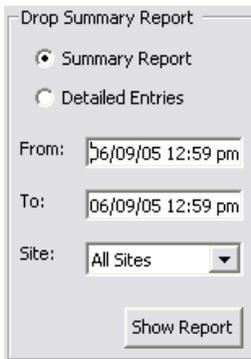
Used for displaying the cash drops that have been made for the time period selected. First choose whether you would like a *Summary Report* or *Detailed Entries*. The first will show a total drop amount for each table subtotaled by pit. The other report shows each individual drop that has been made and is subtotaled by table and pit.

Both reports summarize at the bottom by totaling the dollar amount of the all the drops, just the rated drops, and the Non-rated drops. It will then also show the percentage of the total for the latter two.

This report can be shown for all sites or just for a specific site by choosing a location name from the *Site* dropdown box.

Percentile & Group Reports

As some of the most complicated in the Sonoma system, this group of reports break the players club down into segments of players based on either points earned, average bet, or reward dollars earned. The reports are based on game activity for user supplied date range (*From* and *To boxes)* and can also be filtered by Activity Center (usually Table Games or Poker).

The *Percentile By Points* report splits the players club into 10 evenly sized groups ranked by the points they have earned for that period. For ach group Sonoma will show the following:

<u>Rank:</u> From 0 to 90 showing the minimum percentile rank for that group.

<u>Number of Players:</u> How many players in that group. Should be the same for all groups (within 1 or 2).

<u>Percent of Total:</u> Shows the percent of the total points that this group represents.

<u>Minimum Points:</u> The smallest number of points earned for this period in this group.

<u>Maximum Points:</u> The largest number of points by a member of this group.

<u>Avg Points Earned:</u> The average number of points earned for each member of the group during the reported period.

<u>Avg Theoretical:</u> The average dollar amount of theoretical casino win for each player in this group based on the decisions and casino advantage numbers setup in the system for each game the players played.

<u>Average W/L:</u> When staff is recording all cash in and cheques in and out this column shows the average actual win/loss dollar amount for each player. A negative number here means casino win.

<u>Average Avg Bet:</u> The average average bet recorded into the system for each player in the group.

<u>Avg Total Duration:</u> The average total amount of time player for each player in the group.

<u>Avg Average Duration:</u> The average amount of time played per gaming day for the players in the group.

<u>Avg # of Ratings</u>: The average of number of individual electronic rating slips for the specified period for each player in the group.

<u>Avg # Days Rated:</u> How many different days the average player in the group came into the casino and had a rating slip started.

The *Grouped By Avg Bet* report groups the players based on their average average bet in $5 increments up to $75 and then shows $76 - $100 and $101 and above. For each group the following data is displayed:

<u>Lo & Hi:</u> This shows the average bet limits to be a member of the group.

<u>Number of Players:</u> How many players are in the listed group. Since this is not a percentile report the group sizes will vary.

<u>Average Avg Bet:</u> The average average bet recorded into the system for each player in the group.

<u>Percent of Total Points:</u> Shows the percent of the total points that this group represents.

<u>Percent of Total W/L:</u> Tells what percentage of the overall casino win / loss that the group represents.

<u>Total Win/Loss:</u> The total actual win / loss for that group for that period.

<u>Avg Points Earned:</u> The average number of points earned for each member of the group during the reported period.

<u>Avg Theoretical:</u> The average dollar amount of theoretical casino win for each player in this group based on the decisions and casino advantage numbers setup in the system for each game the players played.

<u>Average W/L:</u> When staff is recording all cash in and cheques in and out this column shows the average actual win/loss dollar amount for each player. A negative number here means casino win.

<u>Avg Total Duration:</u> The average total amount of time player for each player in the group.

<u>Avg Average Duration:</u> The average amount of time played per gaming day for the players in the group.

<u>Avg # of Ratings</u>: The average of number of individual electronic rating slips for the specified period for each player in the group.

<u>Avg # Days Rated:</u> How many different days the average player in the group came into the casino and had a rating slip started.

The *Group By Reward $* will show the exact same information as the above report but groups the players according to the dollar value of rewards that they have earned in points for the period reported. They are grouped together in $10 increments up to $100 then 100-125, 126-150, 1512-200, 201-300, 301-500, 500-1000, 1001-2000, 2001-3000, 3001-4000, 4001-5000, 5001-10000, 10000-Above. Instead of showing the Average Avg Bet field the report will show the Average Reward Dollars for each group.

Rated Play Report

This report will list players who meet the filter criteria which includes date range, Average Bet minimum and maximum, Duration (length of play time) minimum and maximum, number of Visits for the period minimum and maximum, Reward Dollars earned minimum and maximum. Any of these filter criteria that are left blank will be ignored.

In addition the report can further be filtered by Activity Center, Game, or by applied customer tags.

When setting up the report decide if you would like it sorted alphabetically by player name (default), Theoretical W/L, Average Bet, Points Earned, or Duration of play.

There is also an option to print a *Player Summary* which shows one line per customer for the period listed or a *Player Detail* which will actually show every rating slip for every player in the period and then subtotal by player.

For each player the report will show the following fields:

Customer: Player's name

Card Number: Card number listed in system

Theo: Total amount of Theoretical W/L for the player for this period

W / L: Total dollar amount of actual win / loss for the period

AB: The Average Avg Bet for all the ratings the player had during this period.

Duration: Total length of time played.

Visits: Number of different calendar days the player had a rating slip

Dur/Visit: Average total amount of time played per visiting day for each player

Ratings: Total number of individual rating slips for the player for the period.

Points: Total points earned for the period.

Rated Win / Loss Report:

For a user defined timeframe and particular site, this report shows table activity statistics. The report can be filtered by date range and location. It can be sub totaled by game and if the "Include Player Detail" option is selected the report will also show all the rating slips for each table.

For each table listed in the report, Sonoma will show the following:

Table: Assigned name of the table

Ttl Drop: Combined non-rated and rated drop for the table

Rtd Drop: Total amount of drop put into system for rated players

Rated %: Percentage of all drop for the table that was for rated players

Theo: Total theoretical win / loss for all rated players at table

Win/Loss: Total amount of Actual win / loss for the RATED players at the table

Hold%: The win / loss divided by the rated drop

Ratings: Total number of electronic rating slips recorded for that table

Hi W/L: The highest individual Win / Loss recorded on a rating slip for that table during the period reported

Hi AB: The highest Average Bet recorded on a rating slip for that table during the period reported

Avg AB: The average of all the Average Bets recorded at that table

Hi Dur: The longest that any one rating slip was open at that table

Avg Dur: The average length of time each rating slip open at that table.

In addition to the fields above the report will summarize with report totals for Total Drop, Rated Drop, Rated Percentage, Total Theoretical, Total Actual Win / Loss, Overall Hold Percentage, and Total number of Ratings.
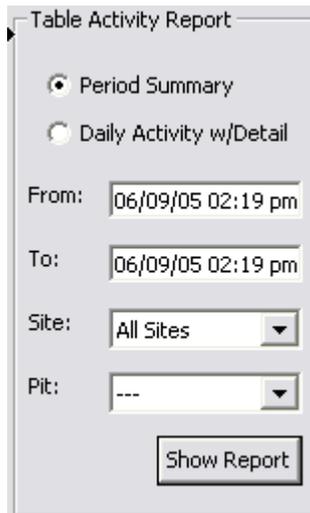
Table Activity Report

This report is used to breakdown table activity by hour of the day. It will show Actual Win / Loss (for rated play), Theoretical Win / Loss (for rated play), Rated Drop, Total Drop, Average Head Count (all players) and Average Table Minimum (as inputed in the Head Count entry screen) for each table in the system

It can be filtered location and by pit. When run, it can optionally be listed as a *Period Summary* to show one entry per table for the entire reporting period, or as *Daily Activity w/Detail* which will show an hour by hour breakdown for each table.

Bonus Hours Report

This report is used to create a list of players and their time played during specific times of day so that you can reward them manually using Sonoma. Choose a date range and then fill in the grid for each day of the week with up to 3 different time periods. Use the format hh:mm am/pm to enter the starting and ending times. So for 6am you would enter 6:00 AM and for 3:30pm you would enter 3:30 PM.

Head Count Report

This report will list all of the head count entries that have been entered into the system through the Pit Station screen. The report will be summarized for each set of entries made showing the time stamp, table number, head count, currnt table minimum at the time and the employee name making the entry.

POINTS REPORTS

Points Issued / Redeemed

This is a group of 3 reports that are used to show the points that are being earned and used for the specified period of time (*From* and *To*). The reports can also be filter by specific location (*Site)* and Levels of customers (House account, regular, etc.)

In addition the Points Issued report can be run for just a specific player by searching for a name in the "Player" text box and pressing the <enter> key. Doing so will return a list of names and a single one can be selected by using the mouse to click it.

When running the *Points Issued* report there is an additional option to include TEMP PLAYERS or not for the data. This report will show the following for each game that the casino offers with points:

Game: Name of the game

Customers: How many rated customers at least played that game

Pts Earned: Total points earned by all players for this game for the specified date range and location.

Pts Adjust: Total amount of points adjustments made

Total Points: Sum of Pts Earned and Pts Adjust

Pts/Cust: The average number of points each customer who tried that game earned.

Cost Liability: The dollar amount (using points multiplier) of the rewards that were earned during this period.

Cost / Cust: The average amount of cost liability for each customer who played this game.

% of Cost: Shows what percentage of the overall reward cost that this particular game represents.

The *House Account Trans* report will show the account name, date and time, reward item name, points used, listed reason, and employee number for each reward issued to a House Account.

Points Summaries

These two reports "Monthly Points Summary" and "Points Aging Report" are back of the accounting reports to determine the liability of the current points logged into the Sonoma. You can optionally select to include House Accounts and Temp Players or not. Each report shows one entry for each month of the system's operation. The summary report shows total points earned, spent, rolled, and the resulting difference for the month. The Aging report shows the points that were originally earned in a month and how many of those are left.

Points Extras

This report is used to show all of the extra points that have been awarded to players outside of normal rated play acticity. This will include House Account point seedings as well as adjustments made to regular accounts. This report can be filtered for a single player or run for all.

Point Roll-Off

This section of Sonoma is used to show how many points of each player's balance are "older" than a specific cut off date. You can filter by home state, inactive accounts, and accounts marked for "no mail" or not. Once you have selected your criteria, then used the "Show Report" button for Sonoma to calculate the actual list of players and how many points they have older than the cutoff entered. After you have run the "Show Report" button (and only AFTER this step) you can then use the "Roll Off These Points" button to actually have Sonoma make the specicific adjusting entries to all the listed accounts to "Roll Off" the points or void them out.

This function is used when your player club is setup so that points are only valid for a specific period of time, most commonly a year. Points are used in Sonoma in a first in first out method which means as points are spent, they are coming from the oldest points the player has in their account.

REWARDS / AWARDS

Reward Inventory

This report is used to list the on hand quantities for merchandise reward items that have been setup in the system. The report will break the items into categories (as set up) and show the Quantity, Cost Each, Total Value, and Points Needed for each item.

The report can optionally display hidden items and also include non-inventory merchandise items.

Rewards Issued

Lots of reports in this section to choose from. All of them can be filtered for desired date range and restricted to specific casino site or include all casinos. They can also be filtered for a specific player if needed.

The *Rewards Issued* report is used to simply shows the points redeemed for rewards for each activity center listed in the system.

The *Rewards By Item* report shows the Quantity issued, Points Used, Cost Each, Value (retail), and point value for each of the rewards that were issued during the period. They are subtotaled by item and can optionally be broken out by employee who issued them by clicking the "& By Employee" check box.

The *Rewards Detail* report actually lists each and every reward transaction for the period listed. The item name, customer card number, customer name, issuing employee, and points used is listed for each transaction. This report can be listed chronologically (No Groups) or grouped by Employee or grouped by reward item type.

Rewards Redeemed is used to show the points used by activity center for all the reward items redeemed.
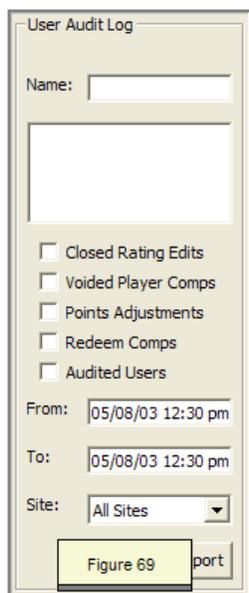
Inventory Item Grid

This report will create a spread sheet type grid with columns across the top for each reward inventory item selected from the criteria list and a row for each casino property setup in the system, including an extra row for items not assigned to specific site that will be categorized as "General Inventory". Each cell of the grid will show the quantity of items on hand and the associated dollar value .

Awards Reports

Awards are used in Sonoma to give players items for such things as winning a contest as opposed to Rewards that are earned through points. Here you can run a summary report or detailed transaction report showing all Award activity for a specific date range. These reports can be filtered by a specific item and / or by casino site as well.

SYSTEM & EXPORT

User Audit Log

The User Audit report is for management to see a detailed listing of all the employee activity that could be considered sensitive and needs to be secure. This report can be run for single employee or all employees. The report user chooses which sensitive transaction to view, the timeframe for the report, which Casino Site to include (or all), and then clicks *Show Report*.

Report Setup Criteria

Name: Report user can select a single employee by entering all or part of the name in the Name field and then selecting the <Enter> key. Leaving this field blank runs the report for all employees.

Closed Rating Edits: If checked, the report will include an entry for every closed Rate Slip edit or change that was made for the specified timeframe by the employee(s) named.

Voided Player Rewards: When checked, the report includes an entry for all issued Reward Items voided that meet the other report criteria.

Points Adjustments: If selected, the report will include an entry for all Customer Account or Rate Slip Point Adjustments made that meet the other report criteria.

Redeem Rewards: When chosen, the report includes an entry for all Reward Item Redemptions that match the other report criteria.

Audited Users: When setting up employees to use Sonoma, a feature can be turned on that forces all user activity to be logged, not just the above categories. Checking this option shows all the "Audited" user activity that matches the other report criteria.

From: Start date for the report.

To: End date for the report.

Site: If a company has multiple locations or sites, user can choose one or more sites to include in the report.

CUSTOMER REPORTS

The Marketing Report screen is used to generate various reports and lists to be used by the casino marketing department.

Customer List / Labels

This reporting area is used to generate lists of customers that meet your defined criteria. The list can include Name and Address for each customer, Name and Statistics, Combine All Fields, or print mailing labels.

When used to print Name / Address or Mailing Labels the user can sort the list alphabetically, by zip code, or by remaining points balance.

When printed at Name / Stats or All Fields the report can be sorted by Average Bet, Points Balance, Points per Visit, Visits per month, or Total points earned.

After choosing a format and sort order next choose how many records to print. This quantity can be expressed by a percentage or specific number of records.

If Mailing Labels are printed you can optionally substitute text for each players name or add a header field on top of their name.

Optionally a cover sheet can be included to list all the criteria used to filter the report and finally, the user can optionally exclude all accounts marked as "No Mail" (automatically excluded when printing mailing lists).

There are five tabs of filter choices for setting up the customer lists that include basic info such as gender, age, city, zip code, enroll date, recent date, ID expire date, birthday month, status, and customer level.

Play detail filter choices include points balance minimums and maximums, points earned limits, minimum and maximum visit ranges, average bet limits, visits per period, game played, points earned for game played, and rewards received.

All use custom fields and applied tags can also be used as a filter as well.

Customer Profile

This report prints a summary of the make up of the customer database that has been created. It will break out the customer database by gender, age, zip codes, and cities.

It can be filtered by enrollment date, recent play date, average bet limits, length of play, and reward dollars earned.

Customer History Report

This report is designed to print summarized historical and transaction detail information for a single customer. Begin by finding a specific customer to run the report for. Use the *Name* box to type a full or partial customer name either first name last name or last name, first name then press the <enter> key. A list of matching customers will be displayed below the name box. Choose the single customer to report for by clicking on their name.

Next choose *Summary Report, Detailed Report,* or *Running Points Balance.* The *Summary Report* will list the players historical summary for Today, Month To Date, Year to Date, and lifetime of the system. It will also show the players name, address, and phone number.

The *Detailed Report* includes the above information but also adds the detailed entries for each rating slip, reward item, and points adjustment the player has received.

A date range can be specified for the *Detailed* and *Summary* reports but the *Running Points Balance* report will always include the player's history since the system was implemented. This report mixes together ratings, adjustments, and rewards chronologically and shows the customer's point balance after each transaction. This report can optionally show the different types of transactions with different colors.

Once the player is selected, the type of report is chosen and the date range specified the report is generated by clicking the *Show Report* button in the bottom right of the report setup

Enrollment Report

Used to show when players are actually being enrolled into the Sonoma system. For the date range specified (*From* and *To* boxes) the report will first show the total number of people entered for each hour of the day and day of the week. This includes totals and percents of totals in both directions.

The second part of the report shows the number of enrollees subtotaled by the employee who entered them into the computer.

This report can also be filtered by a station number as well so that the enrollment numbers can be broken out specifically by which computer they were entered into.

De-Dupe

Report shows potential identically matching customer accounts based on name, address, driver's license, and social security number..

Generate Letters

The feature lets the user define custom letters with mail merge field and print them for particular customers based on the same filter criteria as the Customer Lists. You can create your own letters by choosing "Edit Letter" from the "Choose Report" list on the Customer Reports screen. Type the letter as you would like it to appear and insert the merge fields you want by putting the curser where you would like them and choosing the field from the "Insert Field" dropdown box.