

## Stay alive in the competition: update your gaming floor

A **metropolitan Club** surrounded by competitor clubs, has **120 gaming machines**. The manager faces a slight dilemma – he wants an overhaul of the gaming floor but **faces resistance** by Board members.

His strategy is supported by internal reporting showing a decline in his gaming performance, as far back as 2007. When he analysed industry performance (by logging into the CDOL database), he noticed that he used to sit in the Mid 50% for gaming turnover for Stand-Alone product and has since **declined close to the Low 25%**. Similarly, his gaming turnover for Linked product has declined, more than the overall industry decline.

The Manager views the **monthly CDOL Game Ranking Reports** and identified that his current floor has a **very low** percentage of each denomination in the Top 10 industry games, as shown by the following table that he put together:

Denomination	% of our games in Top 10 for 2009
1c	0%
2c	10%
5c	40%
10c	10%
20c	14%
\$1	10%

He also identified that the **average machine replacement ratio** for 2009 is 11.28% for his state. Currently, his club's ratio is 1% per year.

The Manager is putting together a document to present to Board which includes not only his internal reporting data but industry market intelligence data from CDOL which will strengthen his case for budgetary allowance in gaming. The Manager is also considering using a CDOL professional staff member to independently access industry trends and comparative data and present this to his Board.

### ROI Summary:

**Club's CDOL Investment = \$695 per month**

**Extra revenue from having an up-to-date installation = \$82,000 per month**

**Pay Back Period = Less than 1 day**