Symmetry
Total Property Intelligence

CAMPAIGNS
Symmetry is continuously learning, through monitoring and analysis of the digital interactions taking place throughout the gaming property. As it learns, community segmentation develops using your rules or best practices from which target campaigns can be built, monitored and measured.

GUEST EXPERIENCE
Symmetry takes today’s player loyalty systems to the next level. Symmetry not only understands how guests interact across the property, but also how guests interact with each other. Friend of a friend? Most influential? Understanding player communities will allow operators to build new classes of offerings, as the move from casinos to resort destinations evolve.

FLOOR HEALTH
Invalid meters, bill fill events and slot chatter are just a few of the floor health checks Symmetry performs in real-time. As Symmetry learns the floor, operators can predictively make decisions and/or provide early warnings, to ensure that play speeds, coin-in and slot drops meet or exceed prescribed levels.

PLANNING & OPTIMIZATION
Symmetry both governs and measures ROI opportunities, using gaming standards and processes. This helps your staff achieve the highest ROI, while providing the best customer experience. Customer use has shown that Symmetry can increase floor ROI in as little as 30 days.


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1-866-468-8241
MACHINE LEARNING
Symmetry is a dynamic system that learns through application of rules, semantics, patterns and graphs. Unlike traditional data stores, Symmetry mimics the human mind by connecting your digital assets, to create new meaning. The process of knowledge generation is continuous.

SEMANTICS
Your terminology, your meaning. With Symmetry, users can define their own rules and processes to derive new information. Symmetry allows users to define their own tags, to enable semantic-based analytics.

SHARDING
The ability to partition data is a must when comparing, contrasting and assessing data over time. Symmetry allows all stakeholders to group data and share with others. Such segmentation creates the context needed to apply and re-use analytics.

GRAPH DATABASE
Symmetry is not constrained by using pre-defined models or slow-performing relational databases. Symmetry is a graph-based, data-driven solution that allows clients to discover new data points, while simultaneously defining new relationships across the changing property. Symmetry takes advantage of pattern analytics to uncover new insights not attainable using traditional BI technologies.

COLLABORATION
Data missing? Poor quality? Processes skipped? Symmetry supports collaboration, notification and workflow for all stakeholders to ensure confidence in their ongoing data analysis.

Contact Us For A Two-Week Quick Start
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