

BIS2 Named Gaming Industry Product Interoperability Award Recipient

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BIS2, the provider of innovative enterprise analytics software that enables valuable business decisions to be made from massive data collections, announced today that gameViz, the company's gaming analytics solution designed to improve casino revenue and profit performance, has received a product interoperability award from the Gaming & Leisure Magazine, a leading publication covering business and technology best practices for the gaming and hospitality industries. gameViz was recognized for its high standard of interoperability with other products.

gameViz is a suite of advanced visualization and business performance drivers designed and developed specifically for the gaming industry. gameViz is a powerful, industry-specific solution that allows casino operators to directly query their data and enables them to visualize actionable information in most areas of a gaming business. It takes advantage of an organization's existing database or data warehouse, interrogating the database directly without the need to create a separate database or cubes. gameViz comprehends a multitude of data simultaneously in a natural and easy-to-use way and enables users to capture their business in one single picture and then look at relevant detail where appropriate.

"Today's business environment drives an unprecedented need to understand, analyze, and action the ever-increasing mountains of patron and operational data," said Andrew Cardno, BIS2 CTO. "Coupled with the need to make decisions faster and within a more complex environment is resulting in casino operators demanding better tools for business analytics. gameViz enables gaming operations to discover hard-to-find patterns or deep shifts in patterns not previously possible."

Silverton Casino Lodge Gains Key Insights from gameViz

Silverton Casino Lodge, located in Las Vegas, is using gameViz as its data exploration platform. "In today's difficult environment finding insight in a timely way is a necessity," said Silverton Casino Lodge VP of Information Technology Kirk Golding. "We selected gameViz as our data exploration platform as it combines gaming analysis with state of the art Web 2.0 technology. We are especially pleased that the technology can adapt to our existing database without requiring specific data structures. This dedication to interoperability helps us build very rapid return on the investment on analytics," Golding said.

BIS2 Advanced Visualization Solutions

The vizbybis2 solution is state-of-the-art, advanced analytics software that enables organizations to truly understand, analyze and act upon ever-increasing and ever-changing mountains of business data with unprecedented dimensional capacity. This unique technology enables multiple patterns, in data sets both large and small, to be easily identified, and with its standards-based enterprise ready framework, enables flexible deployment of the visual analytics and its metadata.

About BIS2

BIS2 is an innovative leader in enterprise-ready, standards-based, visually centric analytics with solutions that reveal the trends and patterns in volumes of operational data so organizations can understand what actions are required now and tomorrow. BIS2's industry solutions enable organizations to view and analyze data sets that provide the insights needed to gain a competitive advantage. With BIS2's patent-pending Super Graphics, organizations can adapt to changes by rapidly generating crucial insights from both within and outside the enterprise. BIS2 has offices in North America, Europe and Asia-Pacific. For more information, please call 1-877-592-2472 or visit www.bis2.net.

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