**Inside Asia Gaming Awards – 2023**

**Award Category: BEST INDUSTRY SOLUTION**

Awarded to the company which has developed the best industry land-based solution. This solution can serve either gaming or non-gaming operations and can be a long-standing solution.

**[NOMINATION]**

**IGT ADVANTAGE**

Leading end-to-end gaming supplier IGT offers the most comprehensive casino management system in gaming with IGT ADVANTAGE™, a preferred and proven CMS for many operators throughout Asia. The system supports operators’ business objectives with robust gaming floor performance analytics and provides tools to personalize the players experiences while streamlining operations and delivering customized automation. Developed over many periods of technological advancement and based on customer feedback and evolving player preferences, IGT ADVANTAGE offers a modular design with many loyalty-building solutions to attract and retain players. Some of the marquee components of IGT ADVANTAGE include:

* Resort Wallet™ with IGTPay™, the gaming industry’s only fully integrated cashless solution
* The most advanced suite of versatile bonusing applications that generate player excitement and facilitate targeted promotions to increase revenue and provide additional marketing opportunities
* Engaging HTML-based player-facing content on the service window or secondary display screen with video ad capability via M5 technology
* Multi-site patron management for a single player’s club card across an entire enterprise
* Employee Mobile Host applications to drive customer service and alert personnel when players with specific tier status arrive and generate real-time updates relating to a player’s location within a property
* Integration of third-party applications, including POS and hotel, using standardized APIs
* Technology support that is backed by an experienced and committed team to ensure operators are maximizing the return on their IGT systems investment and knowledgeable of the product’s full capabilities

IGT ADVANTAGE was deployed in 2022 at the NUSTAR Resort and Casino in Cebu City, Philippines, connecting the property’s 1,500 slot machines and 250 table games while enabling the casino to build patron loyalty, optimize its casino operations, and access valuable, real-time performance analytics. It also positions NUSTAR Resort and Casino to offer cashless gaming in the future via IGT’s Resort Wallet. IGT also deployed its IGT ADVANTAGE bonusing and mobile suites at the Royce Hotel and Casino in Pampanga, Philippines. The property, which has 800 slot games and 120 tables, utilizes IGT ADVANTAGE system-driven bonuses, which include ‘intelligent’ and ‘mystery’ bonusing options, to deliver personalized, real-time incentives and rewards while patrons enjoy their favorite slot games. In addition, several mega-casinos on the Cotai strip have leveraged IGT ADVANTAGE for many years.

To learn more about IGT ADVANTAGE and other systems innovations visit: <https://igt.com/products-and-services/gaming/systems>