

Knowledge is power. Here is the ultimate power tool!

Casino Share Intelligence™

Finally, casino operators get a full understanding of exactly where and how gaming patrons are spending their dollars with GCA's exclusive marketing and business intelligence tool, **CSI**.

CSI is a Web-based data analysis tool that presents trended market share reports over the last twelve months, including: **Market Share, Wallet Share, Patron Share, Patron Value Index and Top Patron Report**; all with drill-down diagnostic capability. For the first time, you can truly understand where your patrons are spending their time when they're not spending it with you.

For more information visit
gcainc.com or email csi@gcamail.com