




TAKING YOUR BUSINESS TO THE NEXT LEVEL

# COMPANY PROFILE


MANAGEMENT | DEVELOPMENT | CONSULTANT | MARKETING | ENTERTAINMENT | RECRUITMENT

# WHAT IS CMS?

CMS is a consulting and management enterprise specializing in a vast array of operations & administration services for the Gaming & Hospitality industries. The CMS Team consists of seasoned professionals with extensive experience in the commercial and Native American segments in local & regional markets. CMS Executives have been successful in corporate, multi-property & property specific roles for major gaming & hospitality organizations. CMS is extremely comfortable working in all regional & rural settings for integrated resorts, destination resorts, casino hotels, riverboat & slot route product offerings. The CMS Team started their careers as front-line employees and were progressively promoted and advanced in their organizations to senior executive positions such as; CEO, Vice President, General Manager, CFO, Director, etc. CMS Key Employees have the collective experience of over 100 years in the gaming & hospitality arena.



**CMS Group provides a complete gaming and hospitality industry perspective spanning all disciplines, jurisdictions and products.**





# A SAMPLE OF OUR EXPERIENCE

Casino Operations, Hotel Operations,  
Marketing, IT, Finance, F&B, Hospitality,  
Security, Consolidation, Financing,  
Systems, Branding, Database

[www.cmsgroupinc.com](http://www.cmsgroupinc.com)

**MONTBLEU**  
RESORT CASINO & SPA  
LAKE TAHOE

**LAUGHLIN  
RIVER  
LODGE**  
HOTEL & CASINO

**WESTIN**<sup>®</sup>  
HOTELS & RESORTS

**STRATOSPHERE**  
HOTEL | CASINO | TOWER

**Tropicana**  
LAS VEGAS

**Harrah's**  
LAS VEGAS

**JACKSON  
RANCHERIA**  
CASINO RESORT

**THE  
BLACK  
HAWK**  
CASINO

**CHUKCHANSI GOLD**  
RESORT & CASINO

**AMERISTAR**  
CASINO ★ RESORT ★ SPA

**AQUARIUS**  
CASINO RESORT

**Hard Rock**  
CASINO

**Cherokee**  
CASINO • RESORT

**PRAIRIE FLOWER**  
CASINO

**Mirage**  
LAS VEGAS

**TIGRE  
DE CRISTAL**  
CASINO & RESORT

**CAESARS**  
ENTERTAINMENT

**CACHE CREEK**  
CASINO RESORT

**INDIANA  
GRAND**  
RACING • CASINO

**RESORTS**  
Casino • Hotel

**isle of  
capri**  
CASINOS INC.

**DOWNSTREAM**  
CASINO RESORT

**Wynn Vegas**  
CASINO ♦ RESORT

**HORIZON**  
Casino Resort  
LAKE TAHOE

**LAKESIDE**  
HOTEL • CASINO

**威龙**  
LUCKY DRAGON  
LAS VEGAS

# MANAGEMENT & OPERATIONS

## OPERATIONS

CMS Group is an established and respected team in the gaming and hospitality industries. We provide the experience and processes for strategic growth with your operations and create a competitive advantage.

## PROPRIETARY SYSTEMS

We've developed innovative proprietary systems for each of the key sectors of your business, including finance, marketing, labor management, gaming, food and beverage, hotel operations and entertainment.

## MASTER PLANNING & DEVELOPMENT

At CMS Group we develop and execute strategies and operations that ensures long-term success, even before construction begins. Our master planning process provides for strategic growth based on proven market demand that allows your business to maintain a competitive advantage.

## REVENUES & PROFITABILITY

At CMS Group, we have proven strategies to optimize revenues and bottom-line profitability across all departments. Our proprietary systems (which include demand forecasting, labor assessment, predictive modeling and marketing reinvestment—to name just a few areas) are designed to maximize the profitability of your operations.

## TEAM DEVELOPMENT

CMS Group takes extreme pride in its team members — whether directly employed or managed — and places the training and education of our team as a top priority. Our leadership works with your team to execute a winning strategy.

# MANAGEMENT & OPERATIONS

CMS Group has a successful track record of optimizing performance for hotels, restaurants and casinos. We can provide leadership roles in key positions and break down any existing barriers that hinder decision-making and operations. We can also provide an overview and analysis on performance and find areas that revenue maybe lost in certain KPI's.

At CMS Group we also provide master planning and development of new properties and ensure long term success before construction begins.

- Casino Operations & Management
- Asset Management
- Strategic Analysis
- Optimize Gaming Floor
- Government & Regulatory Compliance
- Title 31 Training
- TICS & SICS Development and Review
- Human Resource Management
- F&B Inventory Controls
- Budget & Forecasts
- Labor Tracking
- Food & Beverage Operations
- Hotel Management
- Revenue Management
- RevPAR Index Performance
- Full compliance Accounting & Finance
- Planning & Development
- Securing Strategic Partnerships
- Training & Support

CMS Group works with our clients to develop and manage their facilities. We maximize revenue, build the consumer database, increase operational efficacy, and generate more attention than ever before.



# SLOT ROUTE OPERATIONS & MANAGEMENT

At CMS Group we provide superior games, service, and state-of-the-art technologies to make your gaming business the best it can be.

As your Partner it is, and always will be, our business to focus directly on yours.

At CMS Group, we believe in growing your business by sharing the same interest; taking care of the customer. We partner with you to promote your business in the market.

## WHY YOU SHOULD LET CMS GROUP MANAGE THE MACHINES IN YOUR BUSINESS



### Loyalty Marketing

We build a rewards program to be a top of market program that is dedicated to your business; **YOUR CLUB**. Your Rewards Club will not be connected to any other rewards program or to any other businesses. It is your rewards program.



### Wide Selection of Games

Bonus games can be set up on each game type to provide an extra chance for everyone to be a winner. We will provide the games and the strategies so that each player can play a little longer and have a chance to win a little more than any other place in the market.



### Quality Service

Our quality service begins with having the highest dependable machines. We also work hard with preventive maintenance to make sure machines are never down or out of service. We also do remote preventative maintenance to cut down on service calls. If a service call is required, we make sure to be fast and reliable. We send out a friendly, experienced technician with quick response time.

## SPACE LEASE / REVENUE SHARING



At CMS Group we know that your location is unique. We have a variety of partnership arrangements designed to maximize gaming revenues while meeting the requirements of your business.

CMS Group will provide all machines, systems, service, cash dispenser, reporting and marketing support

We will work with you to maximize the space being designated for gaming and make sure that we continue to provide you with information on game performance

## SLOT ROUTE / LOCATION MARKETING



We base our marketing efforts on your location. Our success depends on your success. Providing marketing strategies from our expert team makes it easy to determine how best to reward your players. Our marketing team allows you to focus on managing your property while we make sure your promotions work. We provide promotional materials to ensure players know how to use their cards and how to earn rewards. We drive loyalty from your customers.

CMS Group knows how to best service your business needs with tactical decision making, data-driven problem solving, and big impact ideas on a smart budget. At CMS group we have a proven track record of successful marketing and achieving the most effective ROI. We are a single source for all your marketing needs.

- Database Marketing & Analysis
- Market Research & Analysis
- Advertising & Media
- Website Design & Hosting
- Email Marketing
- Mobile Marketing
- Promotions / Special Events
- Social Media Marketing
- Brand Development
- Direct Marketing
- Public Relations
- Graphic Design
- Audio & Video Production
- Search Engine Marketing
- Application Development
- Reporting and Analytics



## BRANDING & POSITIONING

A company's brand is a big part of the success of a business over the long term. We make experiences with your brand matter. We help develop a great branding statement and a program that will target your most critical customers and get your brand in a unique position in the market.

- Increase imprint frequency and in the process increase brand awareness, affinity and loyalty.
- Our campaigns reinforce your brand's identity and messaging
- We help develop clear, compelling and consistent brand expressions through various promotional channels that may have been ignored.
- New targeted markets with a high potential for conversion brought in by the increased visibility of a meaningful brand.



**Our creative capabilities are vast,  
including art direction in photography**

## CREATIVE / DESIGN

CMS Group takes great pride in delivering images, design and collateral that is totally customized to our individual clients. Building on carefully formulated strategies, we begin the creative process and ultimately breathe life into creative concepts and branding that embody each client's unique fingerprint.

Under the skilled and innovative direction of our experienced creative team leaders, our designers, art directors and copywriters work together to craft the right messaging—a unique voice enhanced by powerful logos and effective imagery guaranteed to stand out in the crowd

CMS is unparalleled in defining and branding casino and hospitality clients with both looks and language that become their own. We maintain brand consistency with a comprehensive media mix. Our clients are actively involved throughout every stage of conceptual development and constantly kept "in the loop" by their dedicated account management staff.



## BE PROACTIVE... BE PREPARED

- Crisis Management
- Event Publicity
- Press Event Coordination
- Media Relations

## ADVERTISING & PUBLIC RELATIONS

Every **strategic media plan** starts with a careful examination of the client's overall marketing and communications goals. Market research is integrated into all media planning with no data service or resource left untapped to make sure media plans are as efficient and effective as possible.

1. We consider the research, client goals, and market conditions and craft a targeted plan that considers seasonality, creative media units, opportunistic media offers and available inventory
2. We then construct the plan, layering in added-value, non-traditional media and lifestyle marketing to reach audiences, not only where they expect to find messages, but also where they are living their day-to-day lives.

**Press Releases** are a natural extension of any good marketing campaign. Press Releases give local and regional press and other media a good reason to print or report positive current events happening in your company's life.

Good **Public Relations** helps the possibility of placing free mentions and stories about your company in otherwise paid media. What's more important is that this "free mention" is worth 10 times what paid advertisements value is to increase the reputation of your brand.

Critical situations happen in business. How will your business react to a critical situation? Who will be involved? What will they do? Every business needs a crisis management plan to be prepared for emergencies and critical situations. We provide a detailed **Crisis Management Plan** so that you, your team and your business are prepared for those situations.

## DIGITAL MARKETING

From website design to a full online marketing strategy, we target the right audience, at the right time, with the right message. We create a cohesive campaign across all platforms to drive brand awareness and ROI. Our digital solutions carry targeted content and keep your brand front-and-center. We help you develop

organic, effective and interactive campaigns that bring your customers closer to you.

Everything in your online campaigns needs to be prepared with SEO best practices, and with target markets in mind.

- Website
- Design & Development
- Search Engine Optimization
- Promotional Landing Pages
- Display Advertising
- App Development
- Content Development
- Email Marketing Campaigns
- Online integrations
- Subscriber Management & Segmentation
- Tracking & Analytics
- Create content that targets your audience
- Analyze and SEO all online content
- Find influential content for your audience
- Build a higher perception of your business through quality content
- **Customized online player portals with integration into ANY CASINO SYSTEM**

## DIGITAL MARKETING ANALYTICS

In the age of market share counts, search engine rankings, and visitor numbers, it's easy just to track the metrics everyone seems to be talking about.

At CMS Group, we monitor other key performance indicators:

- Increased website traffic
- Decrease Bounce-Rate
- Increased time on site and time on page(s)
- Increased Acquisition from SEO, Social and Paid Media Campaigns.
- Newsletter / Players Club online sign-ups
- Email / SMS opt-ins
- Click rates from all campaigns

## SOCIAL MEDIA MARKETING

CMS recommends, designs and implements social media marketing and optimization campaigns that increase and engage fans and followers as well as enhance your casino and hospitality brand(s) for maximum viral exposure through social media.

- Social Media Strategy
- Social Media Marketing
- Social Media Monitoring & Engagement
- Social Application Development
- Social Analytics & ROI Planning
- Influence Identification & Outreach
- Community Development & Management
- Social Ad Planning & Buying



## DATABASE STRATEGIC PLANNING

- ♦ Who is your customer?
- ♦ Who are you targeting – primary, secondary and tertiary markets?
- ♦ Who are your competitors?
- ♦ Who are they targeting?
- ♦ Where do you feel your business is now?
- ♦ Where would you like the business to be?
- ♦ Is there opportunity?
- ♦ How does the business get there?

...the DATA will show the way.



## DATABASE MARKETING

In today's marketing, a full view of your customers and prospects is essential for every industry and organization. We meet the challenge with solutions that bring the audience to you, allowing you to reach and engage your most qualified prospects.

We are pioneers and experts in data. Our quality, depth, and range of data are unsurpassed. We provide innovative, data-driven multi-channel marketing solutions for businesses of all sizes, delivering complete tailored solutions that streamline marketing and operations.

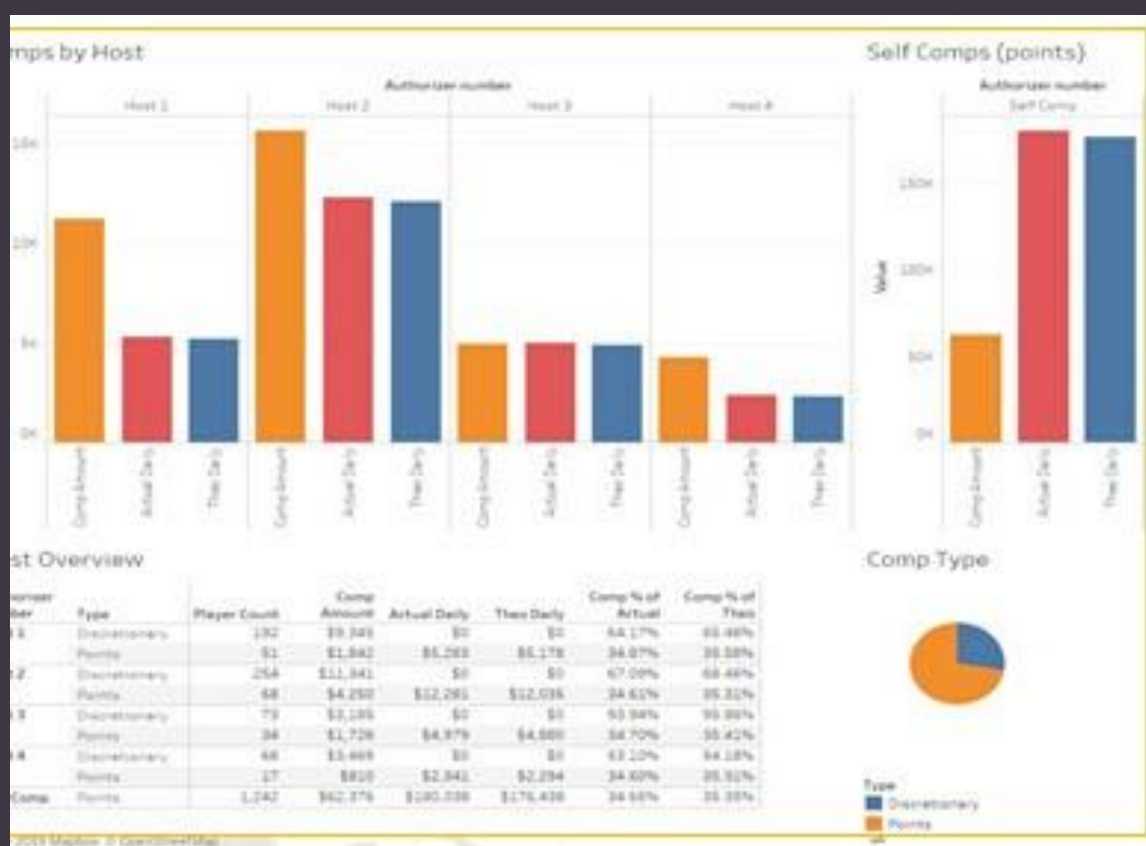
The strategies will be developed through evaluation of the property's casino management system's data extract. We will then evaluate the data and recommend customer behavior segments.

The end result of the behavior modeling provides segmentation for each unique customer into various agreed upon programs/campaigns.



## DATABASE ANALYTICS

In today's business, data is king, and the gaming industry is overflowing with untapped potential. Competition is getting tougher and tougher. Some properties have deep pockets for a team of analysts. Some properties have a difficult time attracting talent and being able to afford the cost of an analyst. At CMS Group, we provide management and marketing teams with monthly reporting that drills down into the details of your most valuable data. And better yet, we provide a one-sheet executive summary highlighting the hidden potential this data reveals and action items.





# LOYALTY MARKETING PLAYER'S CLUB DEVELOPMENT

## REVIEW

What are the strengths and weaknesses? What level of brand equity is in the current club and/or the club's name.

## FOCUS GROUPS

Interview a sampling of players on what they feel are the strengths and weaknesses.

## COMPETITOR EVALUATION

Review what key competitors offer. Determine what areas we would like to compete and what are unique benefits we can create.

## ANALYZE

A full database review to determine natural break points in the data is important when initially determining the number and structure of tiers in the new players club. Additional information is also necessary to determine these natural breaks.

## SET GOALS

What is the main reason for adjusting the Players Club? What are the expectations from the change?

## OPERATIONAL AUDIT

Execution when launching a new program is key. Analyzing what Players Club benefits we can create and deliver with exceptional customer service is important to understand prior to making any adjustments or recommendations.

## EARN REQUIREMENTS

Ease of communicating how you earn a Point and how you reach each tier (based on points, theo, coin-in etc.) is necessary for team member and guest acceptance of the program.

## ADDITIONAL AREAS

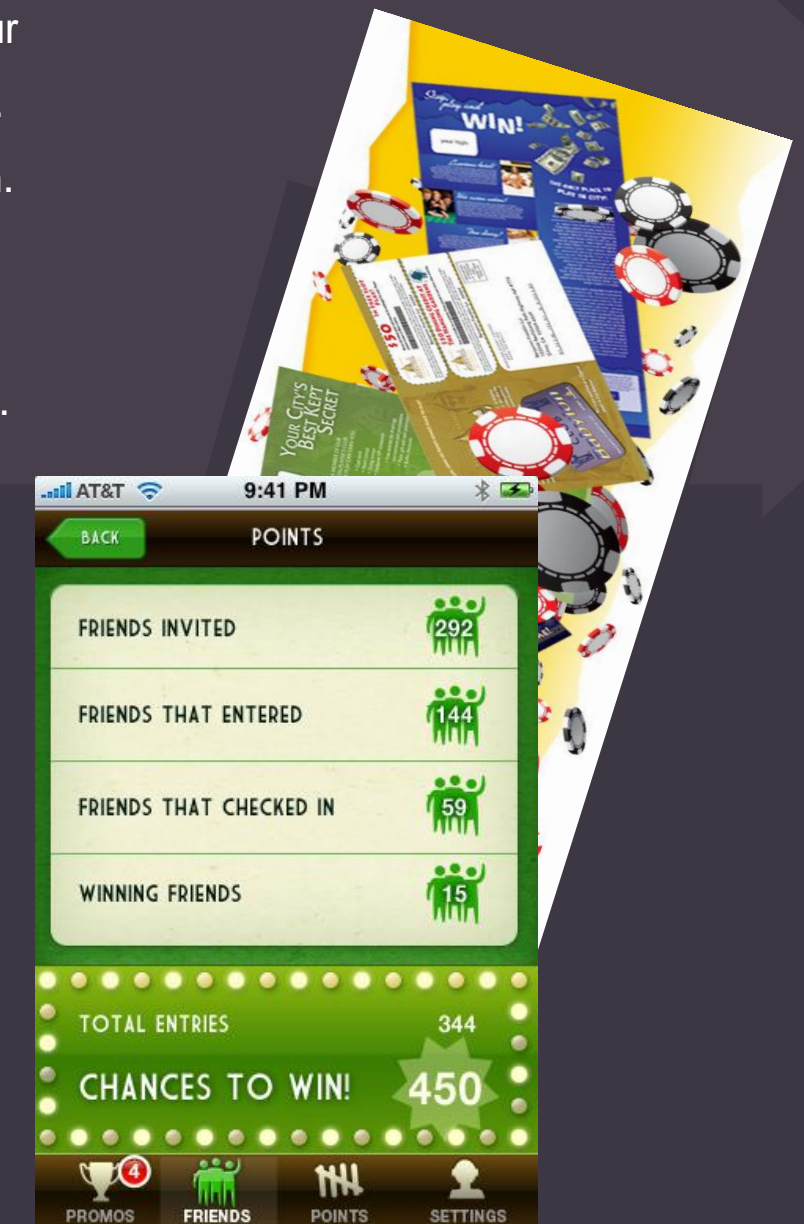
Complimentary Services, Player Comp Bucket & Points, Discounts, Rewards, Guest Service / Players Club Training

# PROMOTIONS

A cost-effective way to activate promotions across the casino portfolio is to create a promotional toolkit that properties can use at various times of the year or when operators must react quickly to marketplace competition. These reinvestment strategies and tactics can be activated and are based on 25 years of experience with tried and true approaches that generate a better post form and ROI.

CMS Group can provide the resources for promotion campaigns and provide real time analysis during the campaign. Prize structures can be customized to the needs of your business, can be brand specific and can be as large as million dollar insured prize(s). CMS Group provides promotions that build with anticipation throughout the campaign. When it comes to creating dynamic and innovative ways of bringing players into your casino, we have the creative ideas and concepts. We have exclusive turn-key events, gifts and highly effective communication tools that will keep your players coming back. We provide promotions your customers will never forget.

- Daily & Monthly Promotions
- Custom Kiosk Games
- Multi level drawings
- New Member Programs
- Seasonal Promotions
- Custom Promotion Design Services
- Social Media Promotions
- Custom Designed Slots and Table Games Tournaments
- Earn "X" get "Y" Promotions
- Direct Mail Promotions
- Game Shows







The interactive art & music experience.



## ENTERTAINMENT & SPECIAL EVENTS

At CMS Group , we are proud of our relationships we have created over the years working with management companies, agencies, venues and artists. Because of the quality of service, we provide and the commitment to make every event and engagement successful, we have been able to achieve the best ROI on events and entertainment. We assist with all areas of an event. From negotiating production to cleaning up, we are there from start to finish. You can find more entertainment and special events on our website [www.cmsgroupinc.com](http://www.cmsgroupinc.com).

- ♦ Name Acts / National Entertainment
- ♦ Motivational Speakers
- ♦ Celebrity Appearances
- ♦ General Session Performers
- ♦ Pro Athletes appearances
- ♦ Artist Management
- ♦ Variety Entertainment / Stilt Walkers
- ♦ Jugglers / Magicians, etc.
- ♦ Comedians – Regional / National
- ♦ Disc Jockeys
- ♦ Dance Bands
- ♦ Lighting Systems
- ♦ Special Effects
- ♦ Video Production
- ♦ Event Management
- ♦ Dinner Theater Events
- ♦ Custom Casino Tournaments
- ♦ Interactive Events / Shows
- ♦ Custom Golf Tournaments
- ♦ Events for every occasion



1930 Village Center Circle  
Las Vegas, Nevada 89134

Email: [info@msgroupinc.com](mailto:info@msgroupinc.com)

[www.facebook.com/msgroupinc](https://www.facebook.com/msgroupinc)

[www.twitter.com/msgroupinc](https://www.twitter.com/msgroupinc)

[www.linkedin.com/msgroupinc](https://www.linkedin.com/msgroupinc)

Phone: 702-674-6914

[www.msgroupinc.com](http://www.msgroupinc.com)