

CASINO ENTERPRISE **Management**

Now More Than Ever: Solid Advice for a Shaky Economy

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Years in Gaming: 8 in casino games, 10 in toys & games

Years Consulting: 20

Areas of Expertise: Casino game invention for the tribal, commercial and domestic markets.

Notable Clients: International Game Technology, WMS Gaming, 21st Century Gaming Products, and GameLogic.

What uniquely qualifies you to influence others' decisions?

The ability to analyze and anticipate trends and get patents issued in those areas.

Have you noticed changes in the demand for consulting due to the down economy?

A decrease, due to the depressed casino market.

Do you think operators and suppliers need consultants now more than ever?

Yes. In our case, we can offer unique patented ideas that smaller staffing and budget constraints now make more difficult to provide. We do not require the ongoing salaries, healthcare, vacations, holidays, sick days, pensions, extensive research and patent costs that become very cost-inefficient in the development of in-house games.

If you could offer only one piece of advice to your customers, what would it be?

Consider all of the time and cost involved to develop a game, and the potential ROI. Take a chance on revolutionary ideas. Consider what the casino market would be like without multi-play poker and multi-line slots.

What is the best business advice you've ever received?

"Buy something for a buck, sell it for two." It is the essence of capitalism.

What is the worst business advice you've ever received?

A very well known game designer said, "That game will never patent! You should abandon it." We later sold that game for a lot of money after it had patented.

Why should a potential customer hire you?

We have a proven record of accomplishment with major companies and a library of fresh, patented game concepts. We not only understand the business, having 35 years of background in advertising and marketing, but have the math and graphic skills as well.

What type of fee structure do you use?

Various, including per project, outright sale, percentage of gameplay receipts, royalty, leases and combinations of the preceding. We are flexible.

Anything else you'd like to add?

It's a good time to reassess a company's game offerings strategy. Markets, player preferences and attitudes are changing. Value is now more important than ever. Gaming technological progress is pointing to a fascinating future.