

Beyond Insight: AI That Acts

How Operational AI will Reshape Risk,
Compliance, Loyalty, and Guest Experience



SCCG
MANAGEMENT



A Stephen Crystal Webinar

1940 → 2025

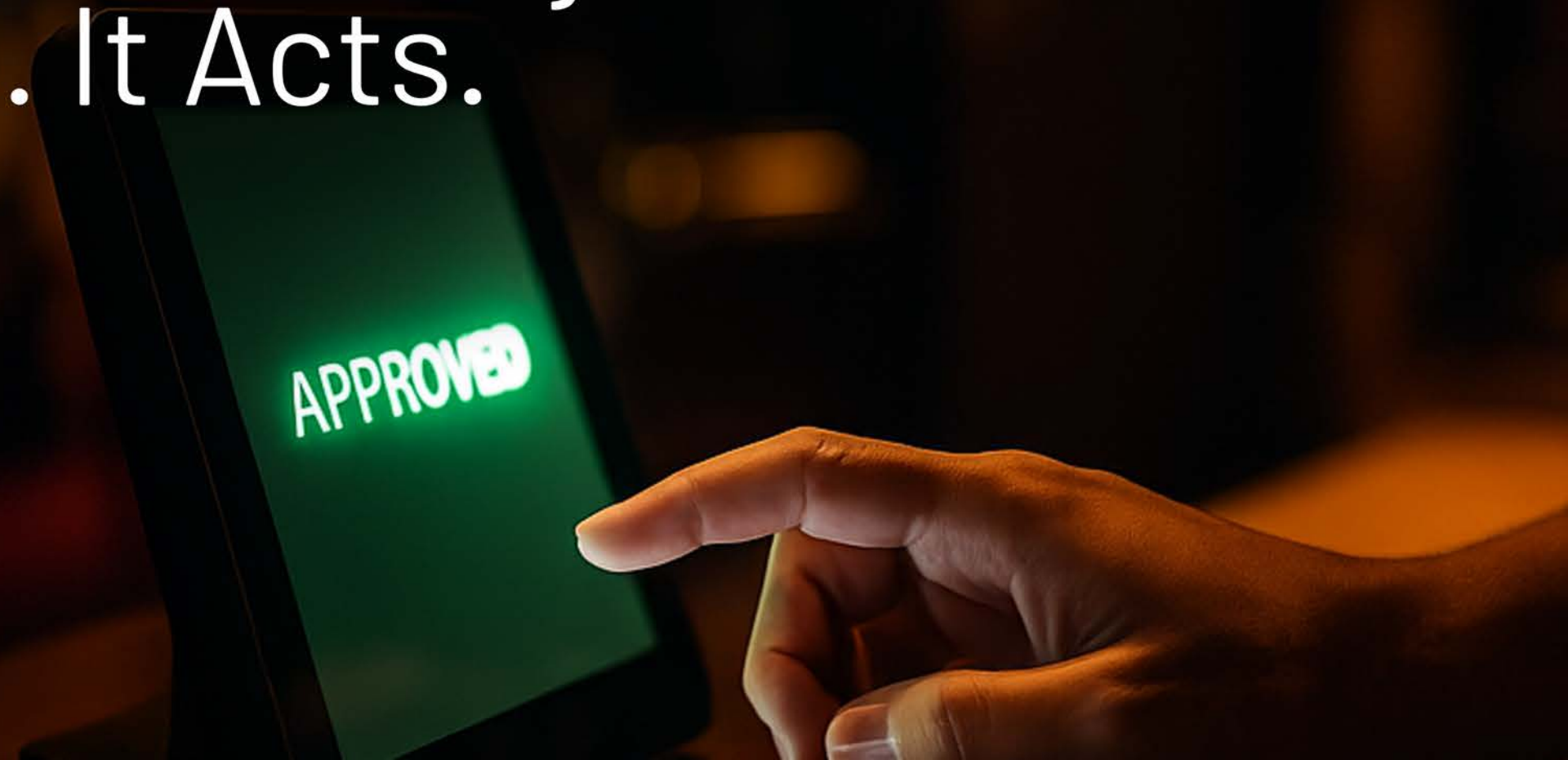
From Chips to Mobile... to Operational AI



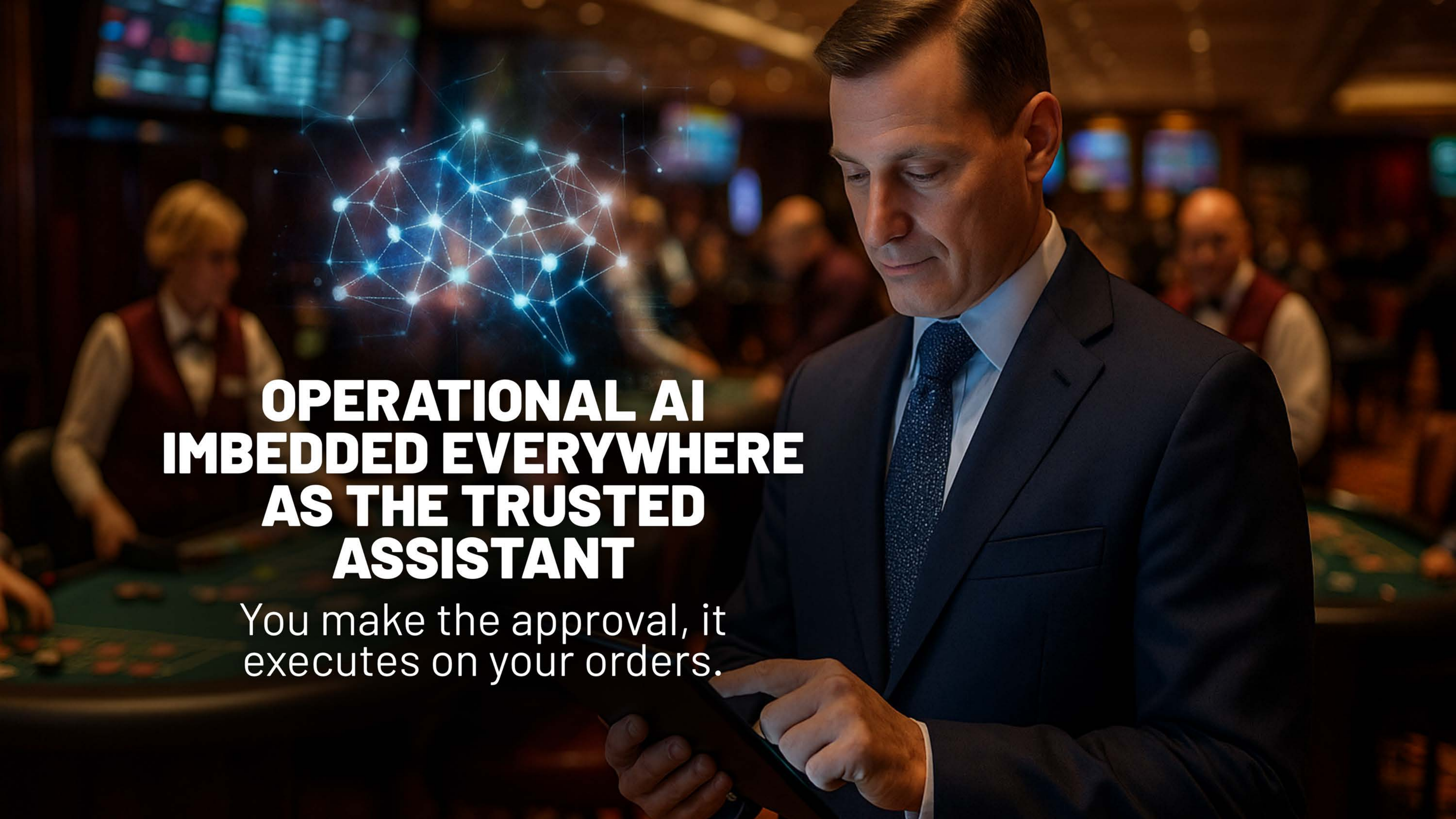
The background is a dark, artistic collage. On the left, several overlapping digital screens display various data visualizations: a donut chart, a bar chart, and multiple line graphs with different colored lines (blue, orange, green). On the right, a blurred night city street with warm lights is visible, with a security camera mounted on a pole in the foreground. The overall theme is data-driven technology and surveillance.

WE'RE MOVING FROM REPORTING TO REAL TIME

Operational AI doesn't just
Observe. It Acts.

A close-up of a person's hand pointing their index finger at a tablet. The tablet screen is glowing green and displays the word "APPROVED" in white, bold, capital letters.

APPROVED

A man in a dark blue suit and tie is looking down at a tablet device. He is in a casino setting, with blurred figures of other people and slot machines in the background. A glowing blue neural network graphic is overlaid on the left side of the image. The text "OPERATIONAL AI IMBEDDED EVERYWHERE AS THE TRUSTED ASSISTANT" is written in large, bold, white capital letters across the middle of the image.

OPERATIONAL AI IMBEDDED EVERYWHERE AS THE TRUSTED ASSISTANT

You make the approval, it
executes on your orders.

AUTOMATION THAT CAN'T WAIT

In Every Area,
For Every Guest.

*Instant, Logged,
Controlled.*



A man in a white shirt and dark vest is seated at a casino gaming table, looking at a tablet. The tablet displays a circular chart with a red dot. In the background, there are slot machines and a digital display showing '\$20 comp'. The scene is dimly lit with colorful neon lights.

Recognition in the Moment

Customer Service is
LIVE, not LATER

FROM ALERTS TO SOLUTIONS

- AI Builds the Case, You Decide
- Cleaner Trails, Faster Compliance





FRAUD MOVES FAST AI MOVES FASTER

Automation in the Back Office,
Enforcement at the Edge.

THIS ISN'T PLUG AND PLAY

- False Starts. Glitches. Resistance.
- Early Bruises. Future Payoff.



NORMALIZATION ARRIVES

- AI feels ordinary, everywhere
- Staff Shift Up, Guests Expect More

A futuristic casino lobby with a 'VALET' sign, people walking, and a man using a tablet with floating data visualizations.

VALET

AI DISAPPEARS INTO THE BACKGROUND

- Invisible, But Everywhere
- The New House Edge



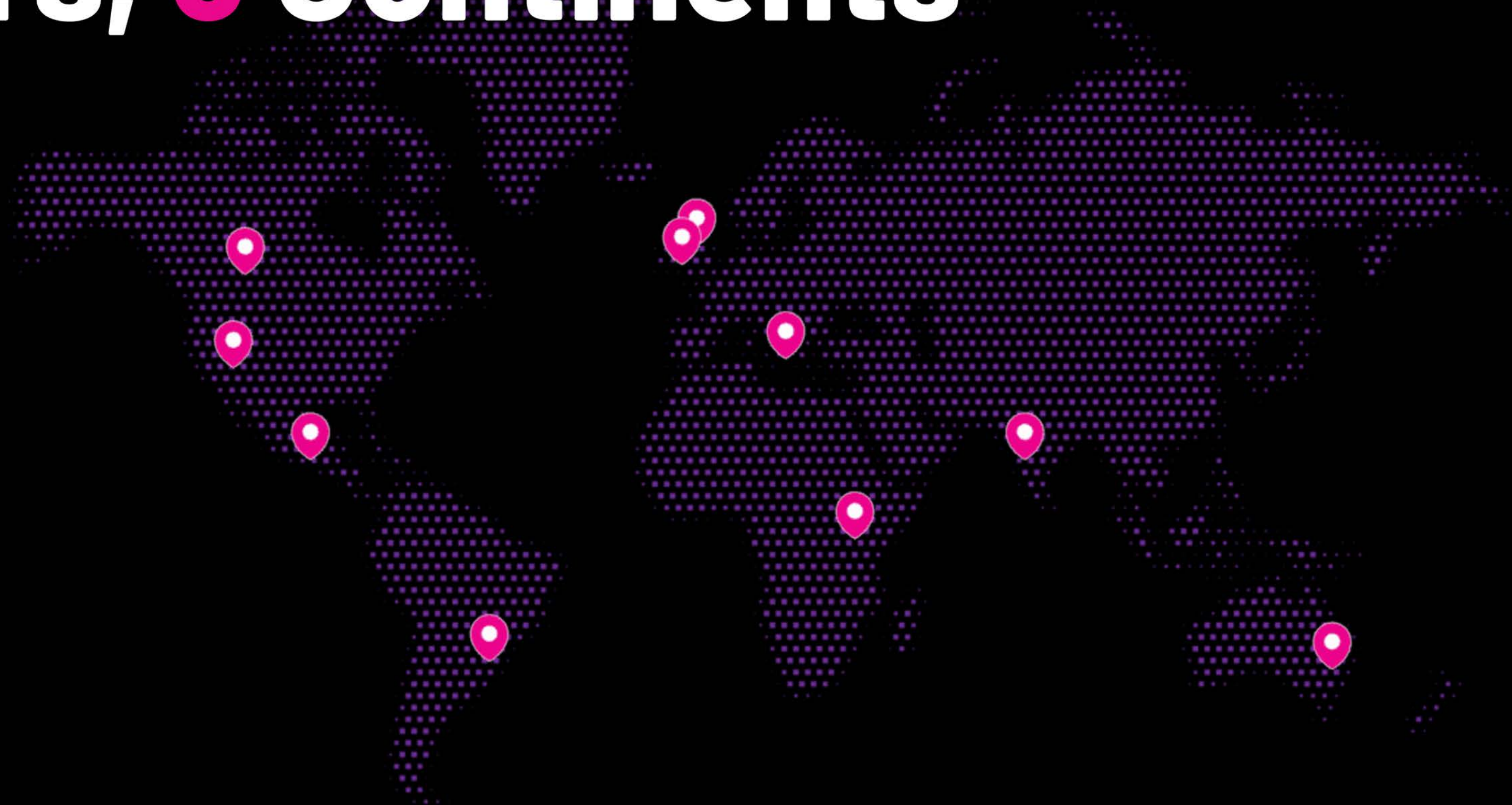
TOMORROW'S HOUSE EDGE

Geography. Distribution. Intelligence.

Operators Who Master
Operational AI will Define
the Future.

The SCCG Ecosystem

30 Years, 6 Continents



A wide-angle photograph of a city at sunset. The sky is filled with vibrant orange and yellow clouds. In the foreground, a large, modern stadium with a curved roof is visible. The city skyline extends into the distance, with various buildings and structures illuminated by the warm light of the setting sun.

Gambling's Next Transformation will be in the Experience Itself

**LET'S SHAPE THE FUTURE OF
ENTERTAINMENT AND GAMING TOGETHER**

- Stephen A. Crystal