

TIG Introduces Innovation Analytics

by Michael Soll

The Innovation Group is currently embarking upon the launch of Innovation Analytics. Innovation Analytics is the data analysis and new technologies arm of The Innovation Group. Leveraging the Company's experience working with industry operators, technology developers and investors, Innovation Analytics uses quantitative methods as the key to unlocking business insights in management, strategy, and marketing. Through our cutting-edge technical expertise in statistics, econometrics, and big data, we steer our problem-solving approaches with the power of quantifiable and testable business knowledge to generate new sources of revenue at a lower cost.

According to Innovation Group President, Michael Soll, the reason we are taking on digital analytics is that "many of our clients are missing out". The convergence of digital marketing and interactive gaming is a fundamental shift in how the global gaming industry works. Emerging trends in social casinos, fantasy and eSports, and skill-based games have opened new windows for customer engagement. As the new digital gaming landscape unfolds, there are many questions. What are the prevailing technologies, guiding regulations, and potential revenue streams? Most operators have been left to either work through traditional slot manufacturers, with pre-packaged internet gaming systems that are difficult to customize, or new unproven companies with minimal impact or support. Innovation Analytics can help define a forward-looking path that will leverage the customer relationships and data clients already own to maximize profitability, while adding new active customers to both brick and mortar and iGaming databases.

Innovation Analytics is led by Mr. Soll, and Innovation Analytics Principal Anthony Mason. Anthony has extensive experience in advanced statistical analysis, focusing in gaming on database marketing, strategic planning, and ecommerce for major international, regional, and tribal gaming enterprises. Supporting programming and code-writing and leading the analyst team for Innovation Analytics is Matthew Konopka who has Silicon Valley training and expertise in quantitative analytics in economics, statistical survey methodology, and litigation support. Primary research applied in Innovation Analytics is driven by 10-year Innovation Group Associate Erika Meeske, and iGaming demand analysis is conducted by Senior Analyst of Interactive, Chris Irwin.

Look for more information regarding Innovation Analytics in the coming weeks and at G2E in Las Vegas, and for an immediate discussion, please call Michael Soll in our Orlando office at (407) 702-6648.

Innovation Analytics Services:

- Database Decision Analysis
- Digital Interactive Gap Analysis
- Primary Customer Research
- Social/Interactive Gaming Platform
- On Site Mobile Customer Data Capture