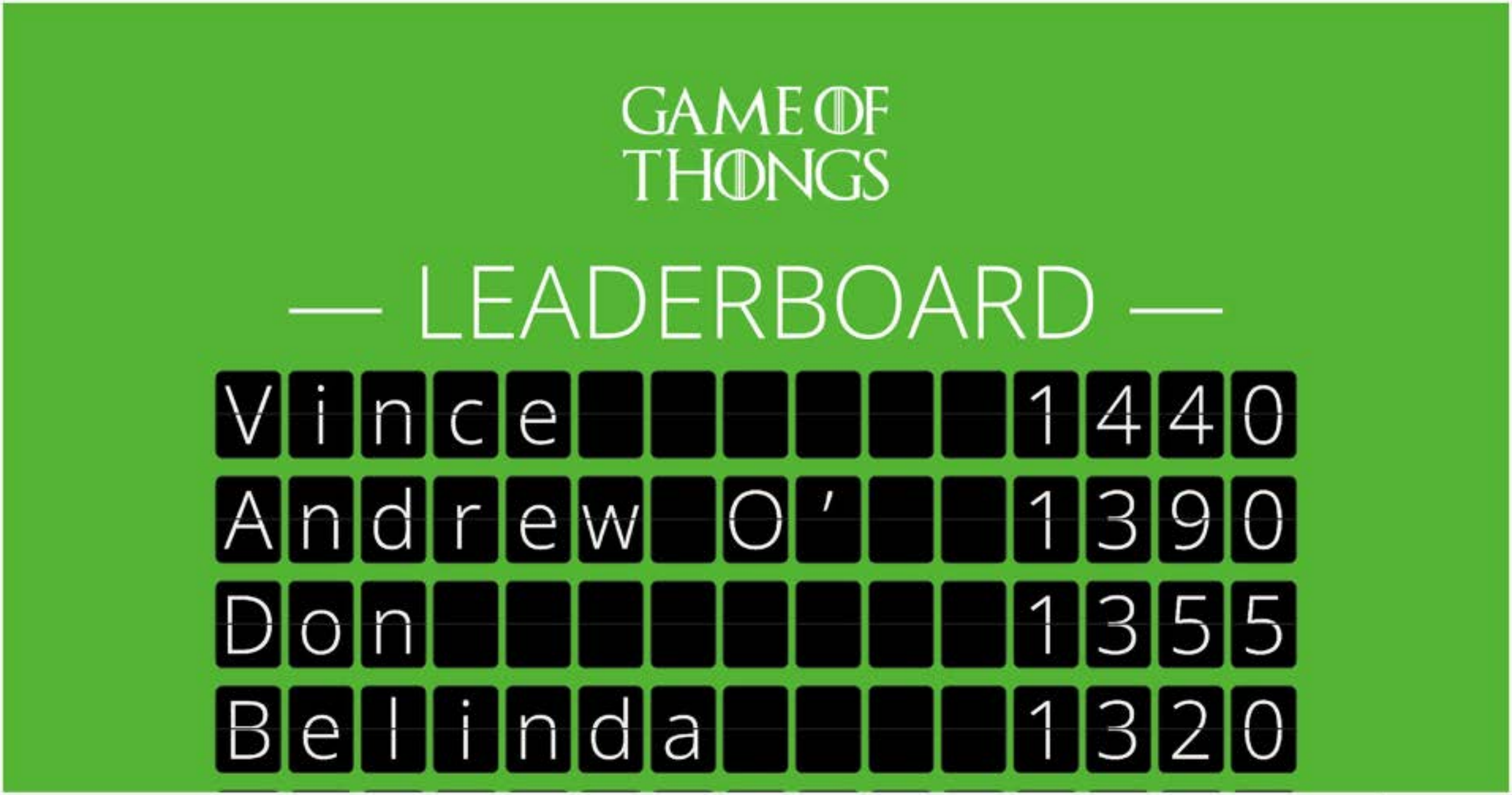
QGMDC
Licenced Monitoring Operators
LMO – Frank Makryllos

April 2021

cherryhub

LET'S WAKE UP YOUR BRAINS



Source: https://cherryhub.private.gamify.com/score
Web Viewer Terms | Privacy & Cookies
Edit

MY EXPERIENCE

1987 - 1998	Hotel Operations NSW (Member of the AHA NSW Gaming Sub-Committee negotiating monitoring arrangements)
1998 - 2002	Tatts Pokies – Product Management and Technical Services (250 Venues 13,750 EGMS 50/50 Hotel and Clubs)
2002-2003	Hotel Operations Victoria and South Australia
2004-2005	Tattersalls Product & Brand Management Gaming & Lotteries (VIC, TAS, NT & ACT)
2005 - 2012	Tatts Pokies - CEO Operating and Monitoring 13,750 EGMs, 250 venues
2013	Interim CEO - Intralot Victorian State Monitor – start up
2013 - 2018	Talarius - UK (sold in2017)operator and monitorer 8,000 EGMS and 170 venues Bytecraft - National Service Business - Gaming & Telstra Payphones Maxgaming (MAX)– Monitorer All NSW EGMs, 80% Qld EGMS, 100% NT EGMs
2018 - 2020	Managing Director MAX as above including eBet & TGS
2020 -	Executive Director, Cherry Hub (Fintech & Martech)

ROLE OF LMO – PRODUCTIVITY COMMISSION DEFINITION

- **All gaming machines in Queensland's licensed clubs and hotels are monitored by a licensed monitoring operator** or by the Dial-Up Computerised Monitoring System owned by the State and operated by the Queensland Office of Gaming Regulation.
- QOGR uses the meter information acquired by the monitoring systems to **calculate the tax, levies and rental due and to produce monthly invoices for the venues**.
- The systems generate the equivalent information for the **monthly Electronic Funds Transfer sweep of venue accounts** to transfer the monies to a Treasury account.
- This meter information **combined with the security event information is used for compliance, gaming services and technical functions**.
- The meter readings and security events obtained are used by QOGR to **ensure both the integrity of gaming machine operations and that the correct revenue is collected** on behalf of the Government.

WHO IS THE LMO

Originally there were 7:

- Queensland Entertainment Services Pty Ltd LTH
- Consulting and Marketing Service Pty Ltd
- TAB of Queensland AWA Gaming Systems Pty Ltd
- Jupiters Machine Gaming Pty Ltd
- Golden Gaming Pty Ltd
- Tattersall's Gaming System Qld Pty Ltd
- TABCORP Holdings Limited

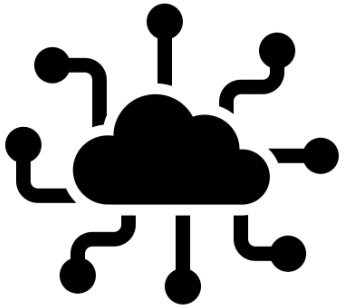
WHO IS THE LMO

Current LMO:

- Maxgaming Qld Pty Ltd (MAX)
- Odyssey Gaming Services Pty Ltd
- Utopia Gaming Systems
- PVS Australia Pty Ltd

MONITORING

Government



Monitor

Compliance

Help Desk

Technicians

Business Intelligence

Site Controller

Payment Devices

3rd Party Apps

Interfaces

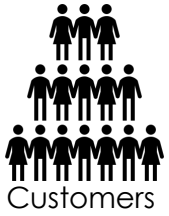
Cashier / Workstation

Loyalty

Interfaces

$JACKPOT$

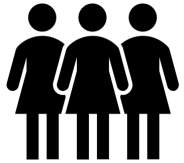
EGM Protocols



Customers

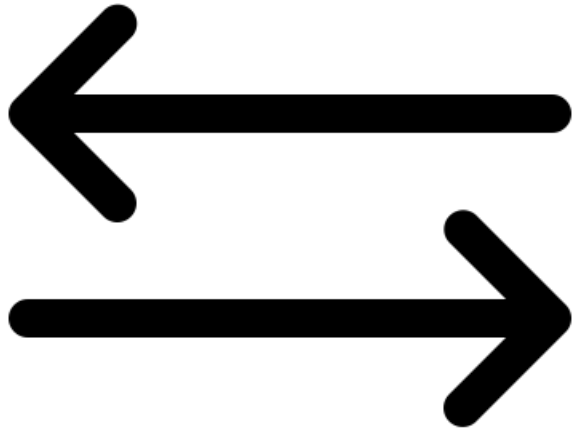
Venue

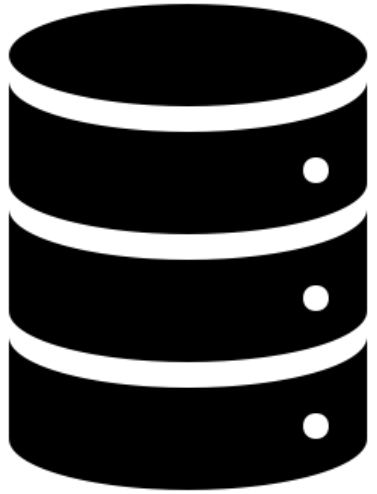
Training



Staff

PROTOCOLS

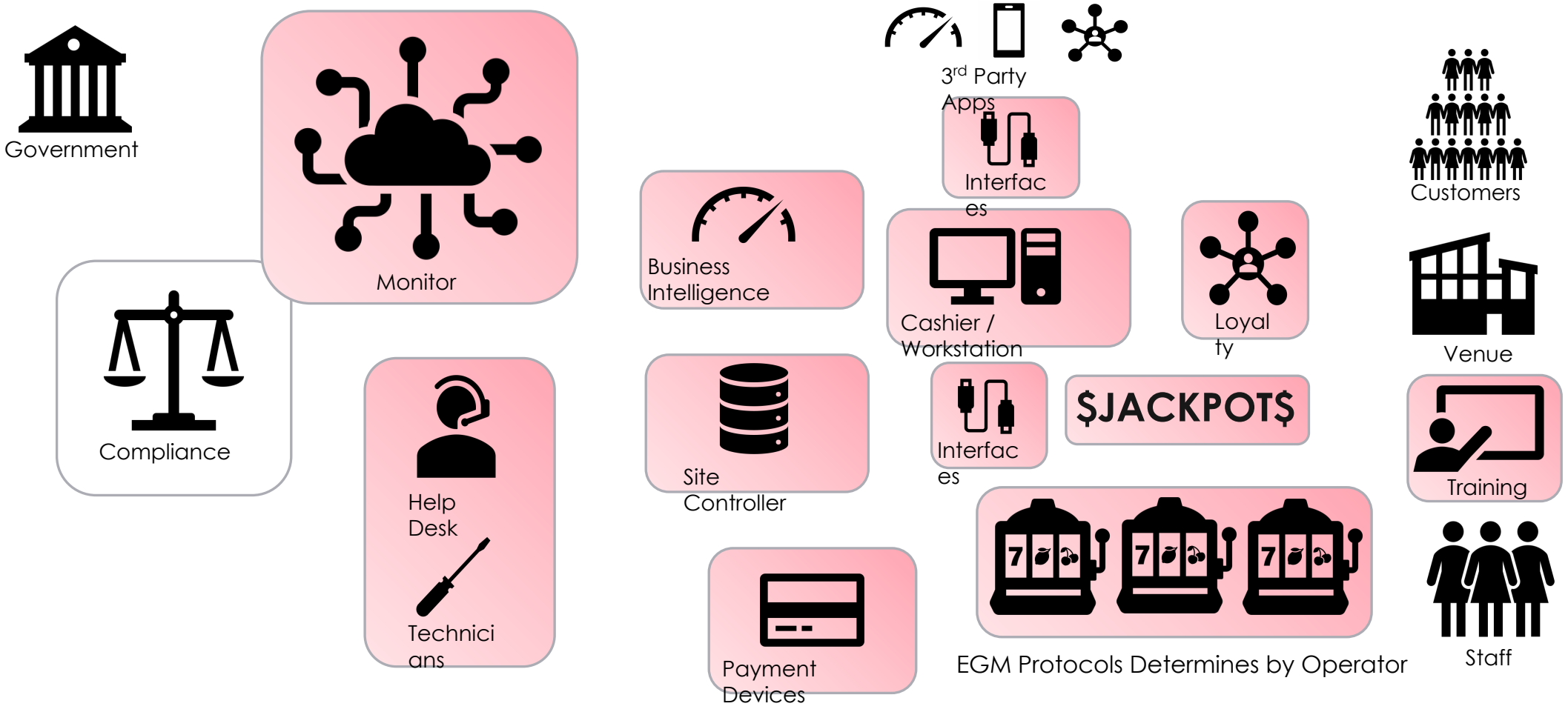




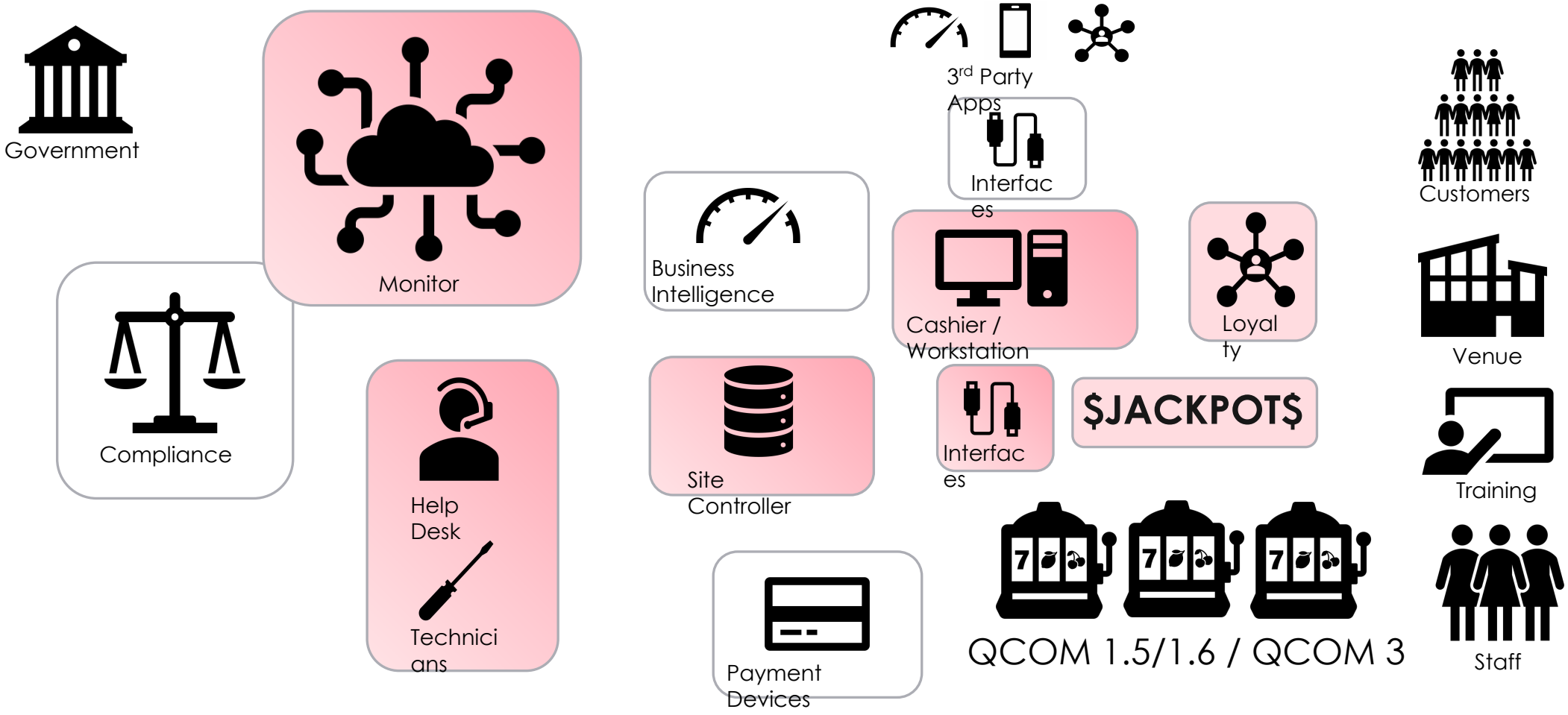
Gaming protocols are either defined or approved by regulators.

They prescribe exactly how gaming machines and other devices communicate

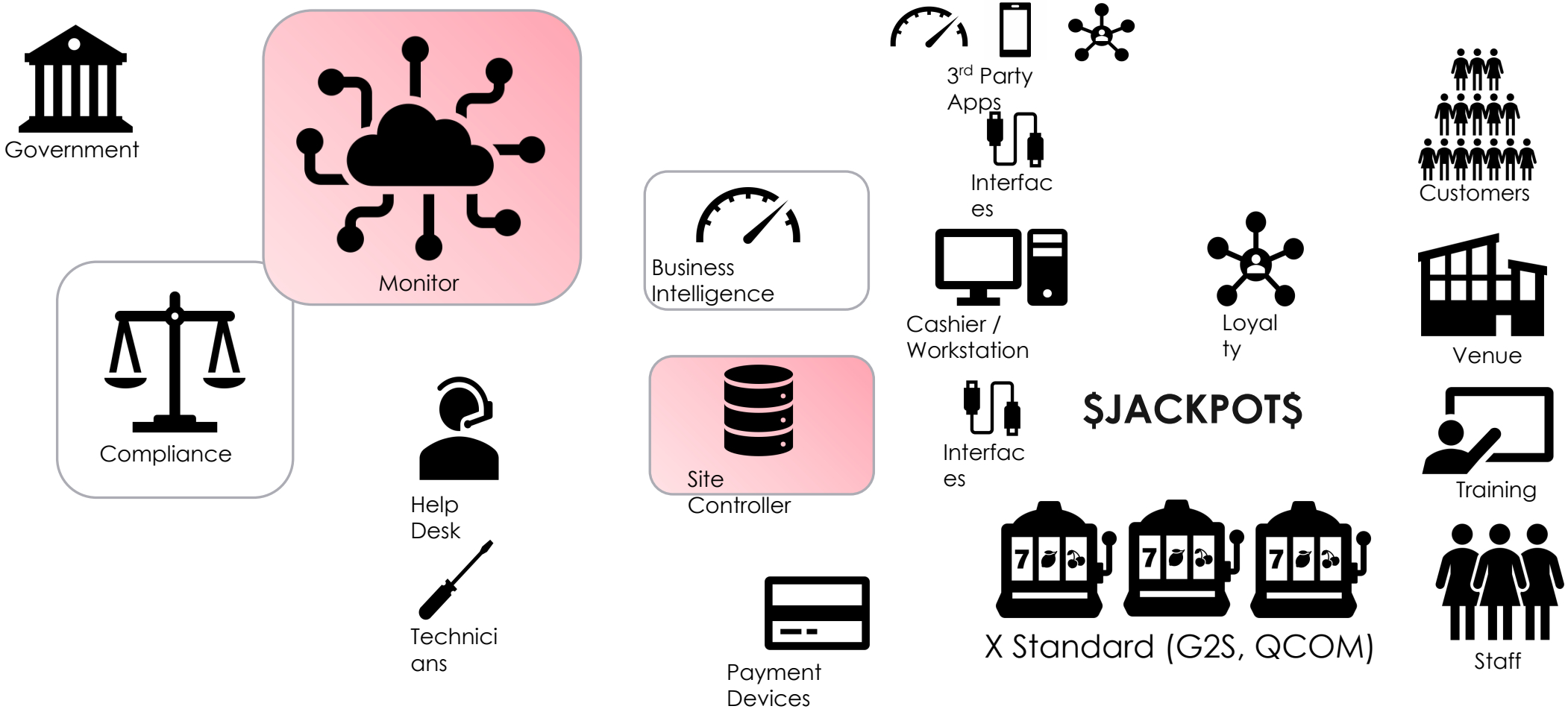
MONITORING BY JURISDICTION – OPERATOR MODEL



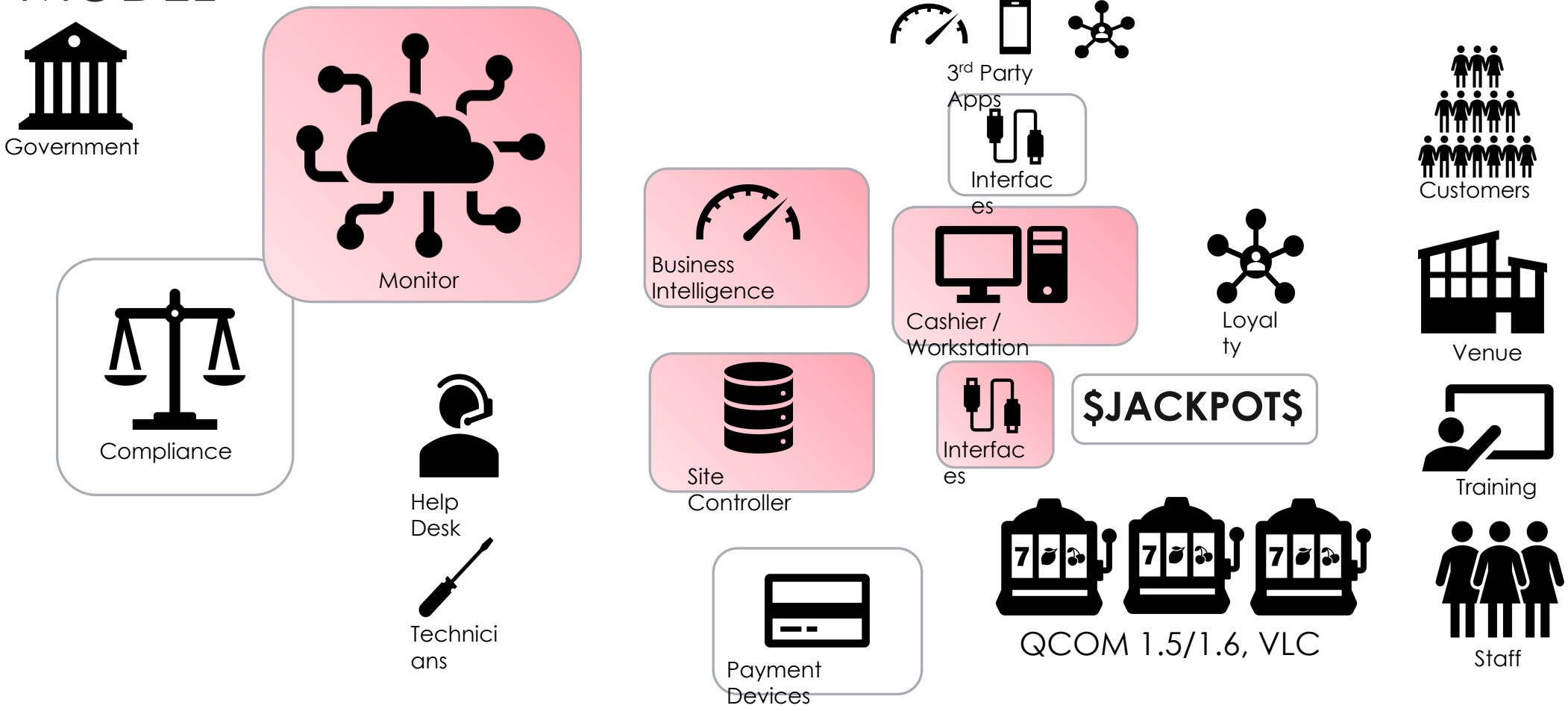
MONITORING BY JURISDICTION – QLD LMO MODEL



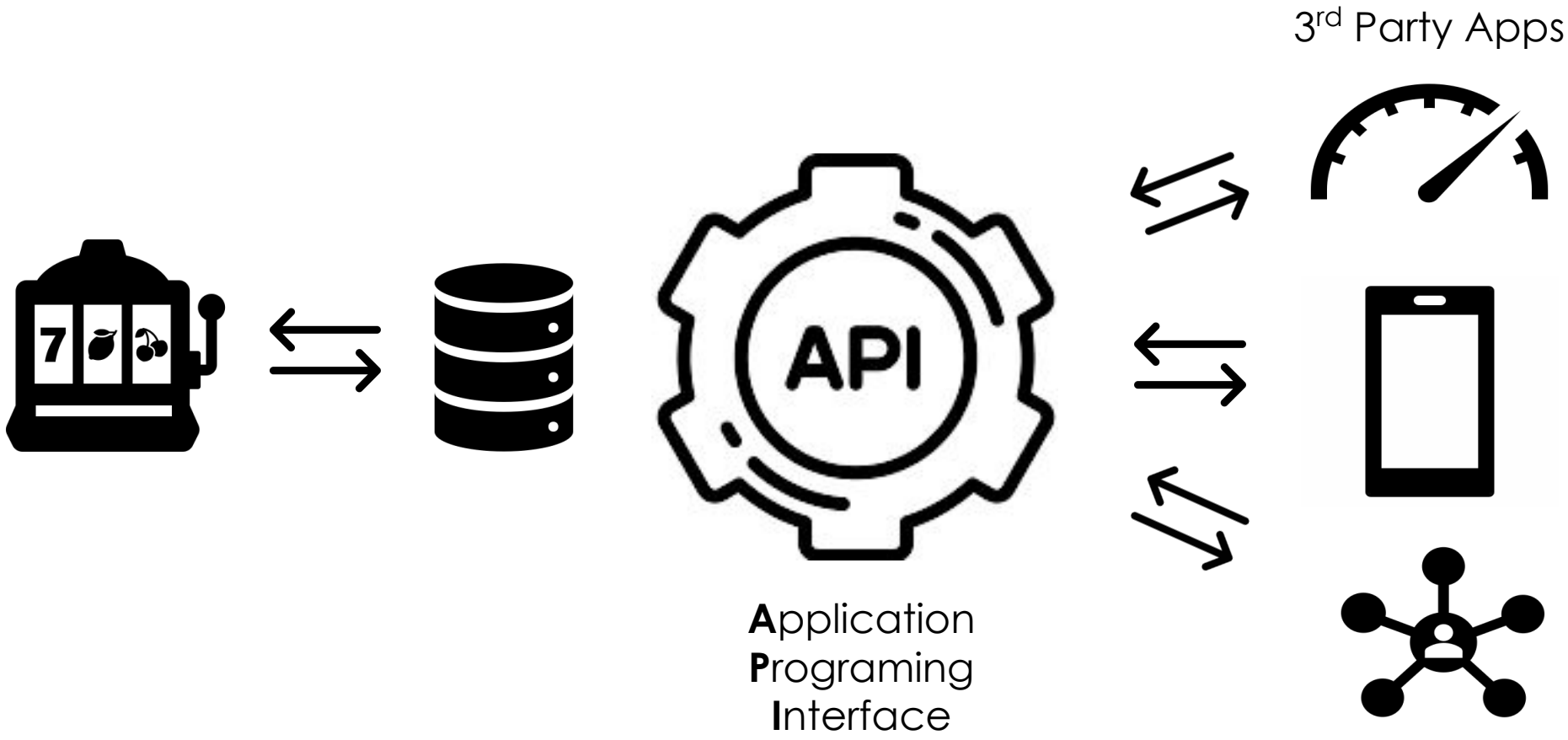
MONITORING BY JURISDICTION – NSW CMS



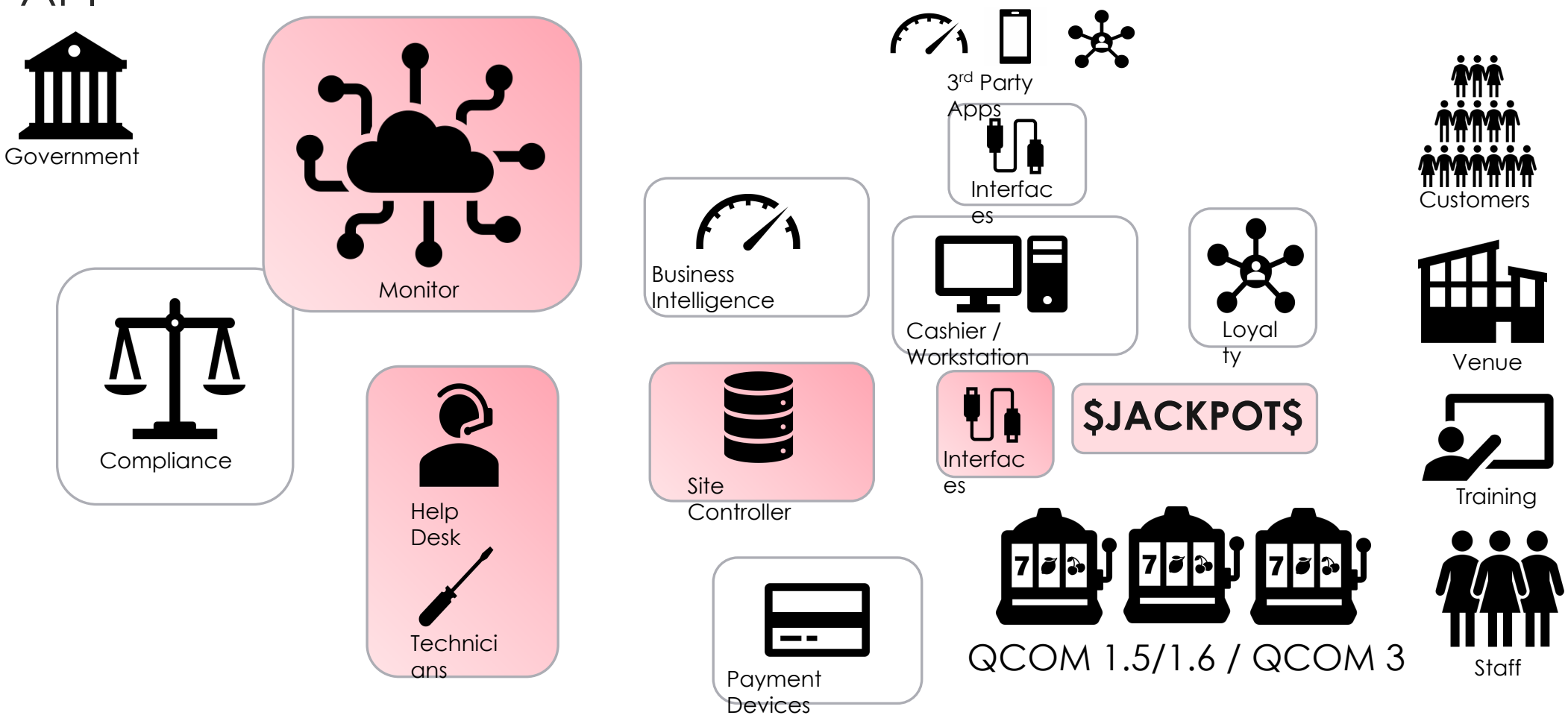
MONITORING BY JURISDICTION – VIC MONITORING MODEL



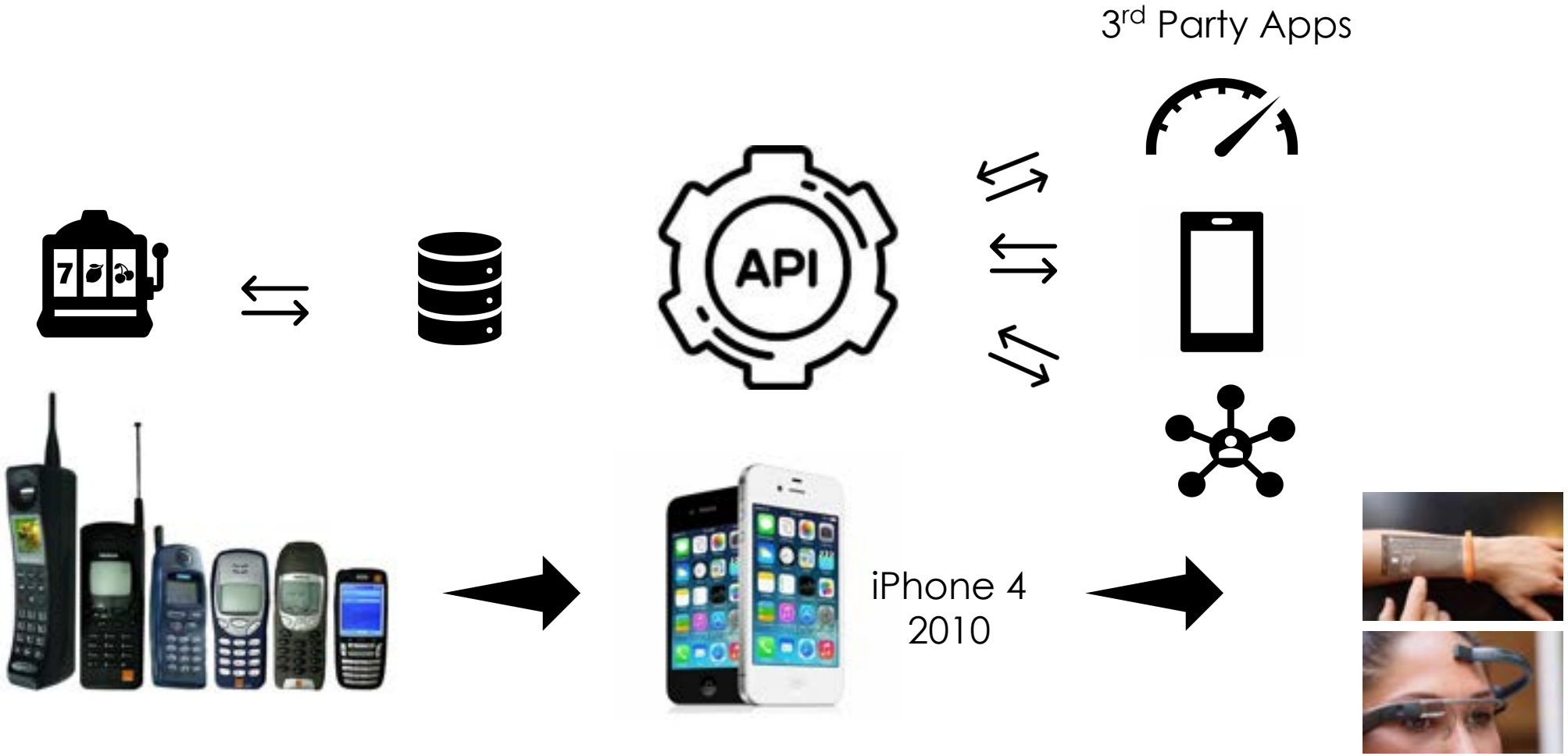
MONITORING EVOLVING THROUGH API PLATFORMS



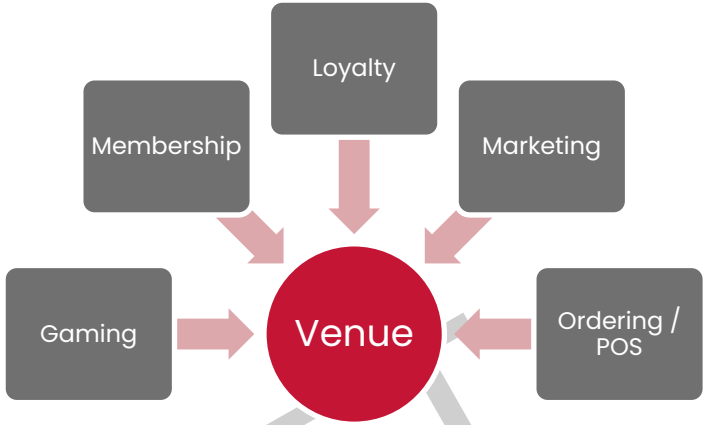
MONITORING BY JURISDICTION – QLD LMO MODEL EVOLVING API



MONITORING NEEDS TO EVOLVE FURTHER



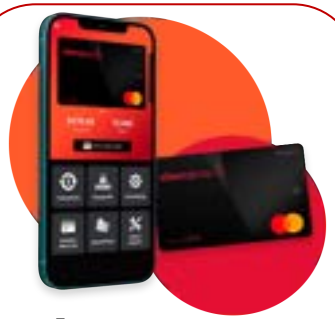
Cherry Hub Solutions



cherryhub ® - *central data platform integrating with venue application systems above & Cherry Hub modules below.*

cherrypass

A branded smart digital membership card solution linked to membership and loyalty enabling improved customer service, communications and marketing opportunities anywhere anytime..

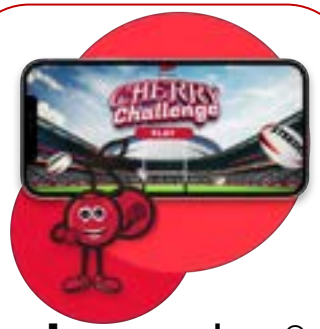


cherrypay®

A branded virtual debit MasterCard mobile wallet solution tailored for the venue. Provides members with reloadable debit card and/or single-load gift card functions linked to membership and loyalty.

cherrychat®

A white-label of the Sprout platform. A simple, intuitive and affordable marketing CRM platform specifically tailored for the hospitality and gaming industry, designed to be used by marketers of all skill levels.



cherryplay®

An exclusive white-label of game templates. Engage with customers anywhere anytime with a fun interactive gamification platform proven to increase engagement remotely and increase visitation.

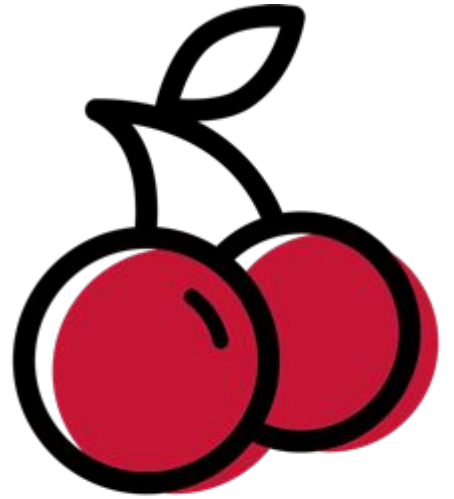
cherrycheck®

An intuitive, systemised and effortless mobile approach to managing risks associated with problem gambling in venues. Designed by gaming professionals to ease the burden of compliance.

FinTech | **MarTech** | **RegTech**

© Copyright of CherryHub Pty Ltd The information provided on this document has been provided on a confidential basis and is not to be disclosed to any third party without the expressed permission of CherryHub.

Connect
Engage
Optimise



cherryhub

frank@cherryhub.com.au