

## Maxgaming uses the ConnXion hosted service to slash document delivery costs by 50%

### Maxgaming calculates gaming taxes on behalf of the NSW Government

Maxgaming, a division of UNiTAB, provides gaming machine monitoring, statewide linked jackpots and other jackpot collation services in New South Wales, the Northern Territory and Queensland.

Maxgaming's Data Monitoring Services (DMS) business unit monitors the 100,000 gaming machines in New South Wales. DMS calculates and invoices for approximately \$1 billion per annum in taxes on behalf of the gaming industry regulator, the NSW Office of Liquor, Gaming and Racing.

After evaluating its existing supplier, DMS sought a more cost effective and timely way to distribute its 8,500 monthly statements to the 3,150 clubs and hotels that it monitors. Since switching to ConnXion, DMS has cut costs by 50 percent and significantly improved delivery times.

*Our previous supplier was not as cost-effective, efficient or clever as ConnXion.*

### Stringent regulations govern Maxgaming's document delivery

DMS' main role is to calculate and invoice for the gaming tax payable by all NSW gaming venues.

Dale Gosbell, Operations Manager at DMS, explains, "We have a rigorous service level agreement with the NSW Office of Liquor, Gaming and Racing, to calculate the poker machine tax payable for every club and hotel in NSW. One criterion is that we deliver

the Gaming Performance Statement, or tax invoice, on the 14th day following the end of the previous month."

In addition to the Gaming Performance Statement, DMS distributes two further statements to its venues each month, as well as ad-hoc correspondence throughout the year.

### ConnXion wins out over mail house after rigorous review

A change in management at DMS brought with it a stringent review of the company's document delivery practices.

"A new General Manager came on board, who looked through our P&L and saw that we could reduce the amount of money we spend on producing and delivering our Gaming Performance Statements," Dale explains.

He continues, "One of our contacts at TAB Limited knew of ConnXion and introduced us. It wasn't long before we decided to partner with them. ConnXion compared extremely well against our previous supplier."

In 2003 DMS seamlessly transitioned suppliers to ConnXion.

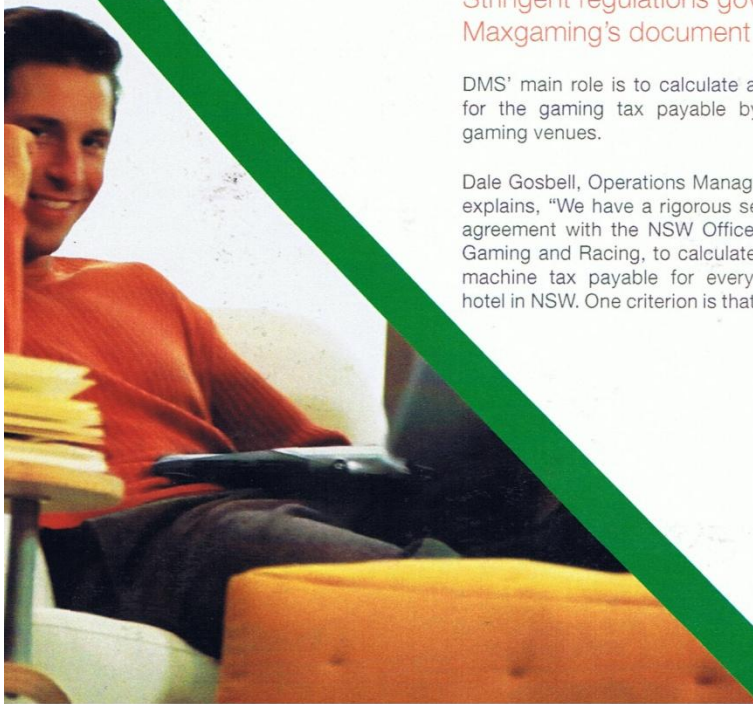
### Notices are faxed and posted within one hour with ConnXion

Today, DMS achieves timeliness in its statement delivery which, Dale says, is as crucial to the hotels and clubs as it is to DMS itself.

*Previously it was taking a day or more to get things out whereas with ConnXion, within the hour they've delivered all the faxes and the mail distribution is well underway.*

**maxgaming**

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"We send our tax invoices 14 days after the end of the month and they are direct debited from our venues on the 21st of the month. That leaves just five business days to get the reports out and, more importantly, gives the venues enough notice to reconcile our reports and ensure sufficient money is in their accounts."

### ConnXion's hosted service is easy to use

The process of using the ConnXion hosted service is easy, comments Dale, "We use an online document delivery service to issue correspondence to our customers. The service works by logging into ConnXion's web interface, selecting the appropriate template and uploading a file, usually a txt format, which contains the contact details. Our notice is validated, faxed out, or automatically redirected via the post, all within a few minutes."

"Following distribution, ConnXion gives us a report on the split of which venues received the fax successfully, and those which needed to be redirected via the post," he says.

### Data integrity and delivery accuracy are vital

ConnXion's SchemaPaks help DMS ensure data privacy and security.

"We have to be very careful with our data because we are only allowed to provide gaming machine data to the venue itself and the NSW Office of Liquor, Gaming and Racing. Maintaining gaming machine data integrity has been of utmost importance to DMS to ensure our successful ongoing relationship with the government and all gaming industry stakeholders," Dale explains.

"ConnXion took on board our strict data integrity requirements and developed

a package that guarantees our data goes to the right people."

Once DMS data enters the ConnXion system, the document production process is automated, including data checks and venue address validation. The recipient's verified address is pre-inserted into a sorted, print ready file that is delivered via fax and to the interfaced mail house, without manual intervention.

*ConnXion helps us meet our reporting requirements by ensuring we deliver what we have to, to the clubs and hotels we need to, on time.*

### Maxgaming cuts costs by 50% with ConnXion

Maxgaming values the responsive service and substantial cost savings that ConnXion delivers.

"The ConnXion team gets back to us straight away. They address technical queries swiftly and are always looking to add value by asking us what else they can do to help. Not only that, but we have at least halved the cost our previous supplier was charging us."

*Now we have a supplier who provides us with an excellent service for an excellent price.*

### Advantages to Maxgaming

- Timely statement delivery
- Cost savings of 50%
- Improved data integrity and security
- Guaranteed delivery through fax or the post
- Adaptable, flexible service

### About ConnXion

ConnXion Limited is Australia's leading provider of document production and multi-channel delivery solutions. We deliver your critical business documents such as invoices, statements and reports to your customers, shareholders, employees and suppliers across multiple delivery channels including email, fax, SMS and the postal system.