



RAISING THE GAME WITH DATA + AI

Tabcorp Data Journey

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WE'RE RAISING THE GAME
CREATING THE MOST ENGAGING BETTING AND
ENTERTAINMENT EXPERIENCES

800k+
CUSTOMERS

4,000+
VENUES

3,000+
TEAM
MEMBERS



WINNING GAME EXPERIENCES...



TAB

DRIVEN BY DATA + AI.

PERSONALISED

REAL-TIME CONTEXTAUL
CUSTOMER ENGAGEMENT

OMNI-CHANNEL

IN-VENUE & IN-APP
NOTIFICATIONS

RESPONSIBLE GAMBLING

AI ENABLED HARM MINIMISATION



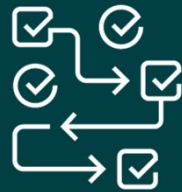
OUR VISION REQUIRED TRUSTED DATA ECOSYSTEM & MASSIVE DATA TRANSFORMATION

01



RATIONALISE
SYSTEMS

02



AUTOMATE
PROCESSES

03



ENABLE
SELF-SERVICE

04



ACCELERATE
TIME-TO-MARKET

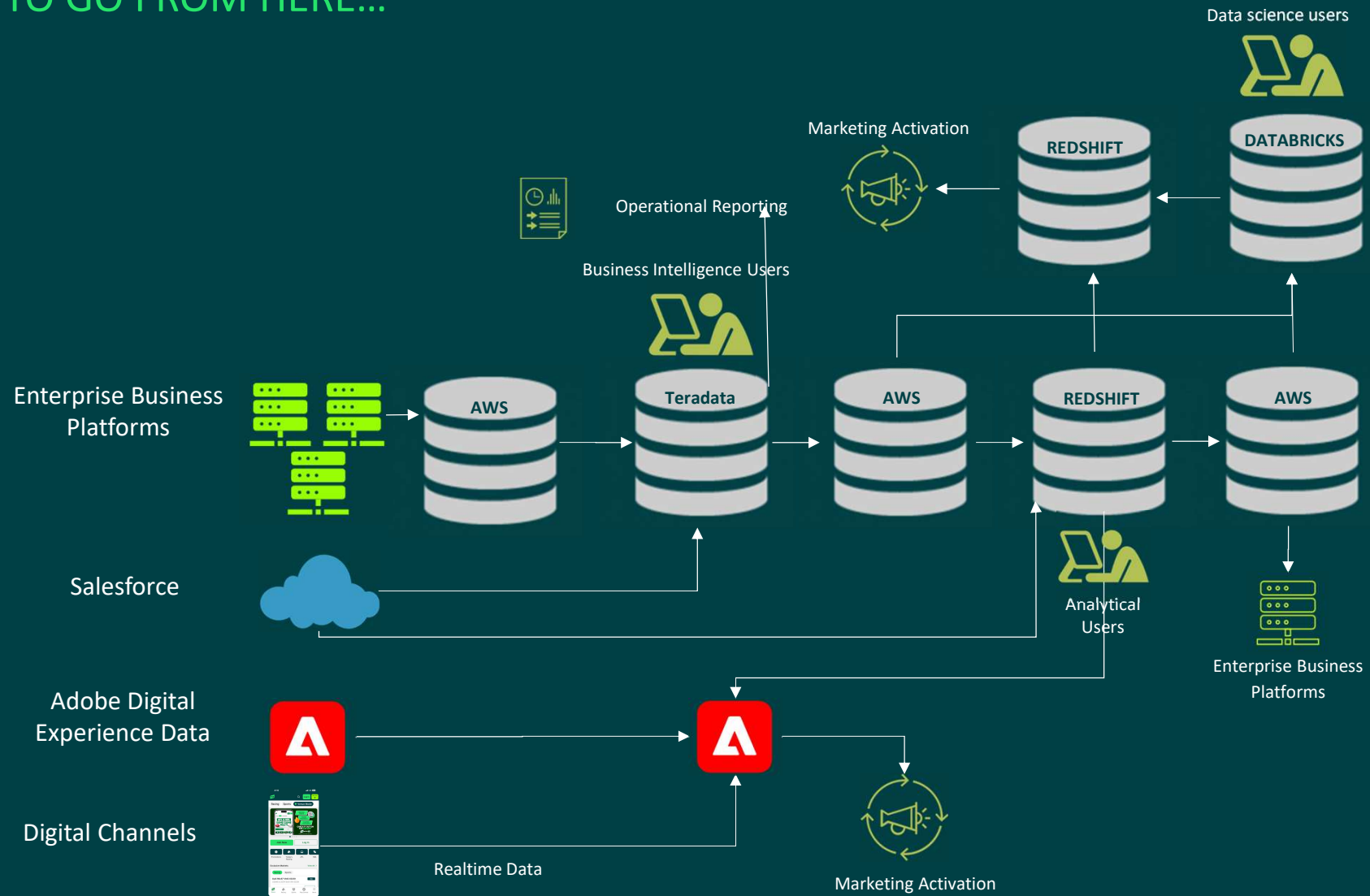
Connected Mission Operating Model

Domain-Driven Data Governance &
Management

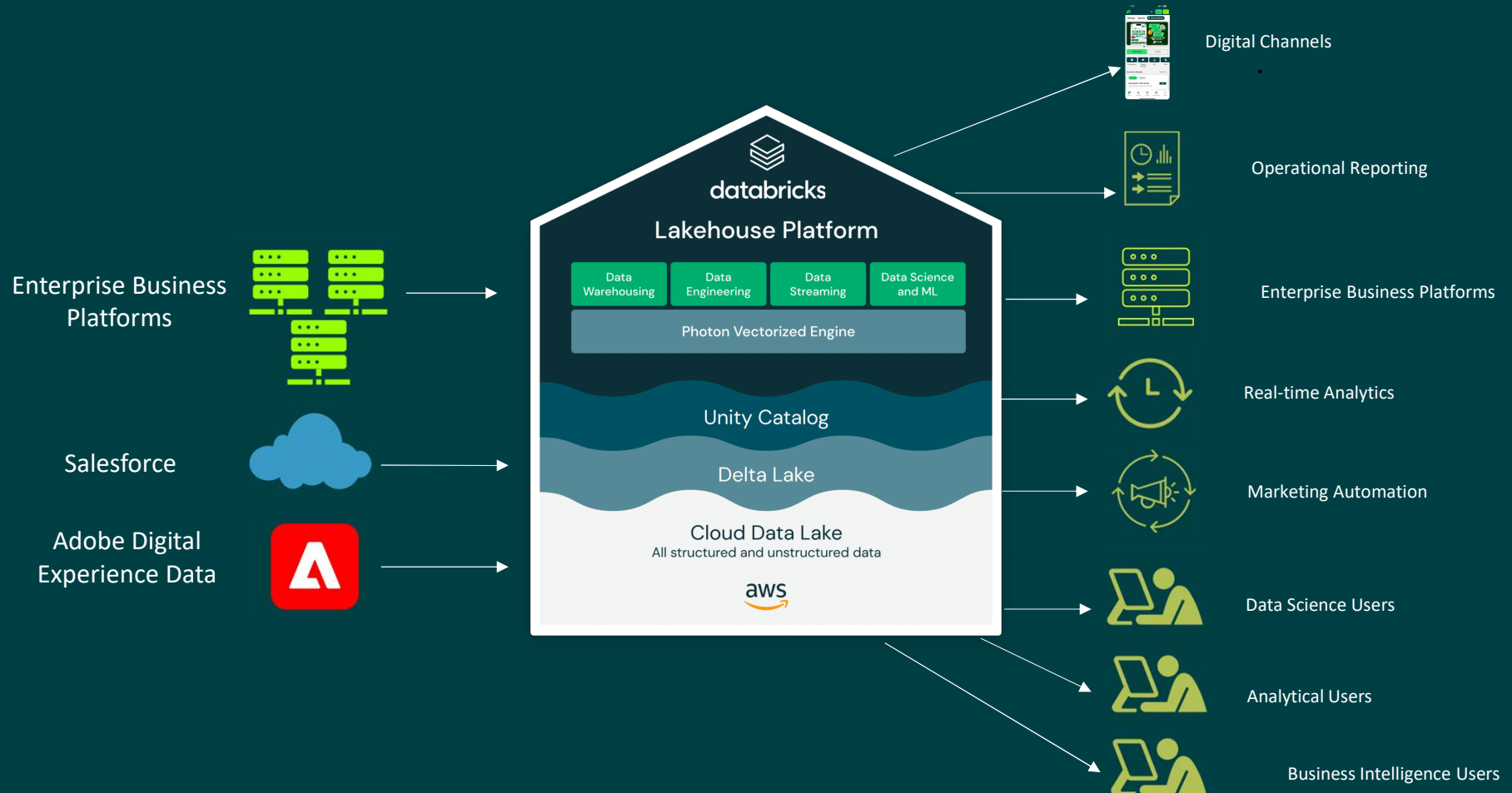
Flexible Data Architecture

UNDERPINNED BY HIGH QUALITY TRUSTED DATA

WE HAD TO GO FROM HERE...



...TO HERE



TABCORP IS TRANSFORMING BUSINESS ON LAKEHOUSE



USE CASE
CX CONVERGENCE – WE'RE ON!

TAB25

+30%

DIGITAL MARKET
SHARE BY 2025



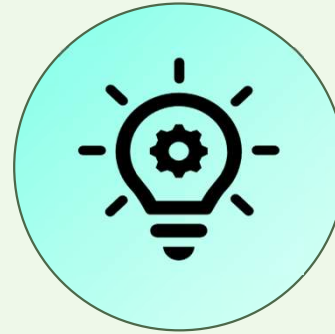
USE CASE
NBX and GenAI

Key Moments that Matter

Customers interests and needs at a particular time

Marketing Hyper Personalisation

AI powered Customer Service



CHANGE THE GAME

Creating new pathways for growth
& Innovation

USE CASE
RESPONSIBLE GAMING

DATA & AI DRIVEN RG

Real-Time Player
Behavior Analysis

Predictive Analytics

Real-Time Interventions



PLAY *Fair*

WE DO WHAT'S RIGHT FOR OUR
CUSTOMERS, PARTNERS, AND
EACH OTHER, ALWAYS.

RAISING YOUR DATA + AI GAME

KEY TAKEAWAYS



ONE PLATFORM

Platform
Consolidation &
Data Unification

GOVERNANCE BY DESIGN

Trust in the Data
drives Adoption &
Confidence

CUSTOMER FIRST

Responsible
Personalised
Customer
Experiences

REAL-TIME RIGHT-TIME

Contextual Omni-
Channel
Engagement

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Data Architecture & Governance



Why Flexible Data Architecture and Data Governance matters?

Data governance is key to ensuring we manage data as a strategic asset

Real-time processing & Advanced Analytics & AI

Support for real-time analytics, enabling faster decision making. Facilities integration with Advanced Analytics, ML and AI capabilities

Scalability & Adaptability

Helps organisations to adapt to data growth, scaling resources, integrating new technologies, adjust quickly to business requirements

Improved Risk Management & Compliance

Protect PIIs, manage access controls, reduce the risk of data breaches, compliance violations, and reputational damage.

Innovation & Agility

Rapid prototyping and deployments of new services and applications.

Enhance Collaboration

Teams use same data and using consistent definitions; drive efficiencies.

Execute Strategy

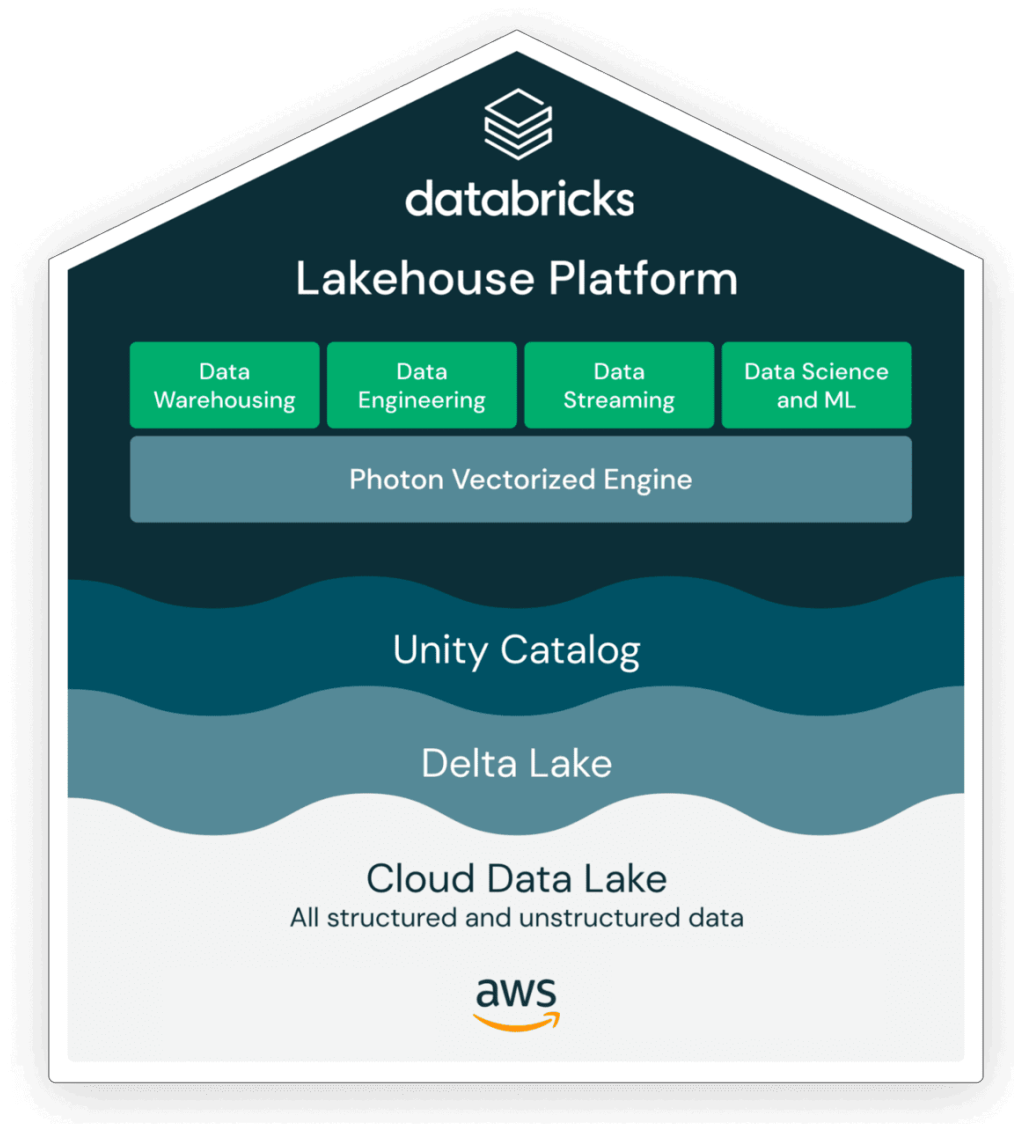
Drives the strategy to shape outstanding customer experiences, enhance customer care and grow our business sustainably.

Increased Data Quality

Ensures that data is accurate, complete, and reliable for decision making.

Increase Trust

Builds trust among stakeholders with clearly documented data-related decisions and controls, compliant with laws, regulations and best practice.



Lakehouse Architecture

Benefits of Lakehouse Architecture

1. Unified Storage and Processing
2. Scalability
3. Cost Efficiency
4. Flexibility
5. Data Governance and Security
6. Real-time Processing
7. Advance ML and AI

NBX

DESIGN PRINCIPLES

REAL-TIME

Build a near real-time solution, to engage with customers at the right time- on course, in venue, when they win their first bet

SCALABLE & RESILIENT

Ensure the solution is scalable to hundreds of thousands of customers, for millions of events, Ability to restart streaming apps from point of failure

METADATA DRIVEN

No Bespoke “data pipelines”, repeatable metadata driven engine

USE CUSTOM AI/ML MODELS FOR BETTER CX

Data driven decisioning, not all customers are equal- use data to provide right recommendations, customer segmentation

DECOUPLED ARCHITECTURE

Event driven Architecture, flexible integration between applications



THANK YOU