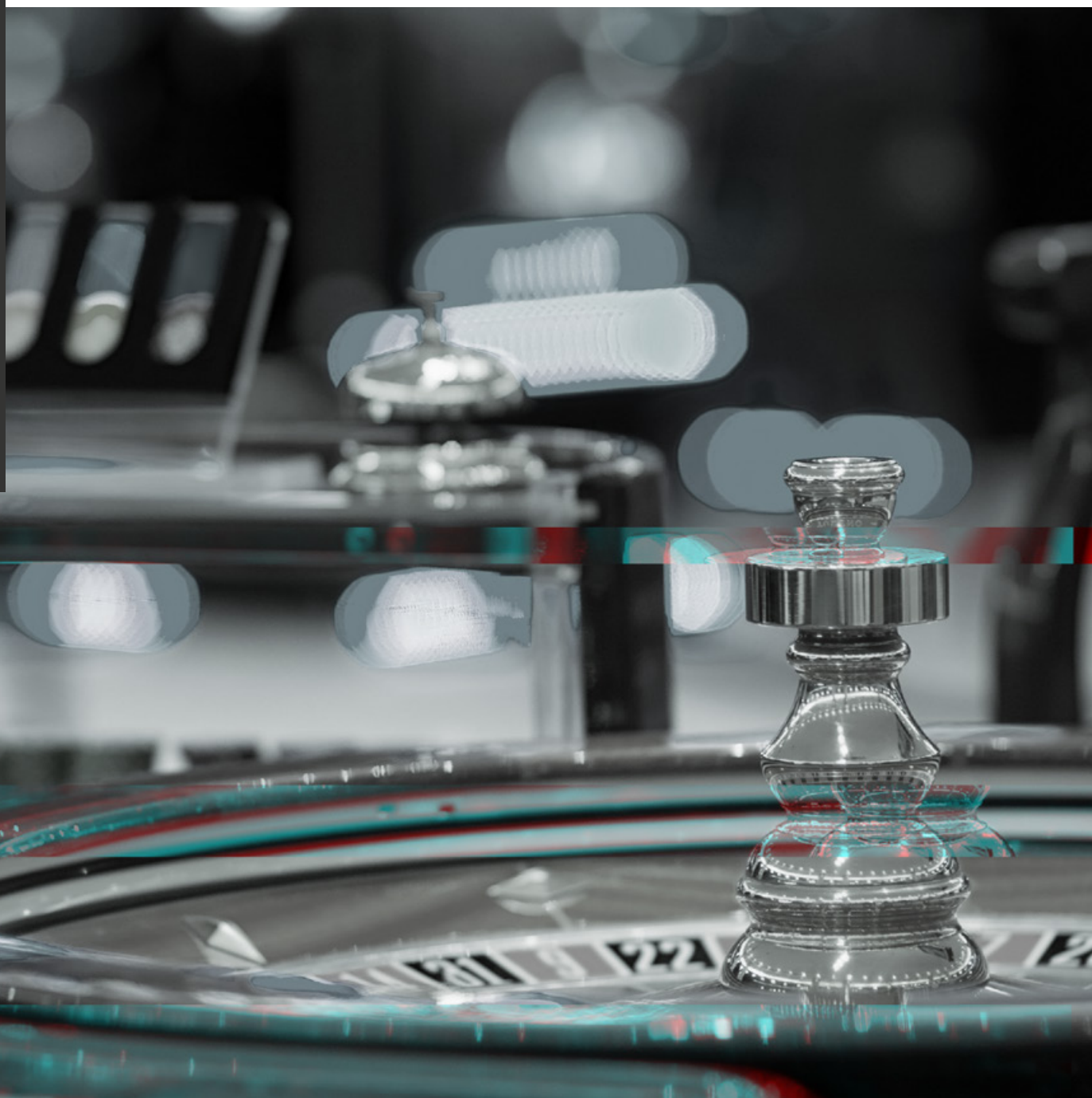Armor Anywhere Case Study

Security & Compliance Are No Gamble

INNOVUM TECHNOLOGIES IMPROVES DATA
SECURITY FOR THE CASINO INDUSTRY

INNOVALINQ | ARMOR™

Security & Compliance Are No Gamble

INNOVUM TECHNOLOGIES IMPROVES DATA SECURITY FOR THE CASINO INDUSTRY

INNOVALINQ

Location:	Las Vegas, Nevada
Market Profile:	Private
Industry:	Compliance Software
Website:	www.innovumtechnologies.com

Innovum Technologies provides software that makes regulatory compliance easier and less expensive for the gaming industry by automating repetitive license application, renewal and reporting processes. Every facet of the industry, from employee licensing, to equipment manufacturing, to the operation of casinos, is highly regulated. This leads to complex processes for compliance.

These processes have unique requirements depending on role and context (as well as the regulatory body), and are normally executed using boxes and boxes of paper. Innovum's software, InnovaLinq™, streamlines the licensing application and renewal process – storing all of this information in Innovum's highly secure data centers.

A tried and true approach

Mark D. West, CEO of Innovum, has a background in the pharmaceutical industry—another highly regulated and complex field. He says, "Working in clinical trials, one of the things I've been involved over the last 15 - 20 years was the electronic new drug application process. When I started, getting approval took figuratively a tractor trailer full of paper records and reports, which we sent to the FDA, and they would page through it as part of their review. The industry developed electronic document management, electronic publishing and other systems so we could send them the files electronically, saving a lot of time, space and trees."

Mark took those lessons and applied them to the casino gaming industry. "We can build a single database of information that is flexible enough to accommodate each jurisdiction." While there are about 10 regulatory bodies governing pharmaceuticals, there are more than 700 gaming jurisdictions worldwide. By using electronic content management, document management, publishing and workflow management to produce gaming license applications, InnovaLinq™ creates a process that is substantially more efficient, accurate and secure than the current paper-based process.

Gaming Industry Snapshot

738 gaming jurisdictions in **136** countries

6,500+ companies (casino operators, manufacturers, suppliers, etc. All with licensing needs)

Supports **1.7 million jobs** in the U.S. alone.

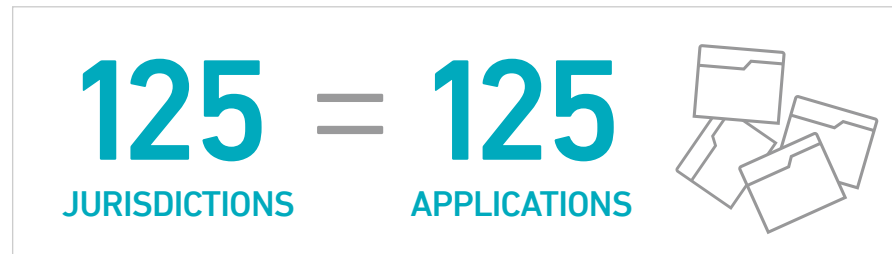**Sources:** IAGR, iagr.org. American Gaming Association, www.americangaming.org

Ditching the paper trail

Mark illustrates the complexity and administrative burden of the existing paper-based license application process in stark detail:

"So you can understand the difficulty and complexity of this field - a senior gaming executive's application starts at 66 pages long, and that's just the questions. By the time they're done filling out their application, they might be sending two to three boxes of information, consisting of thousands of pages, and they do that for each license application.

If they need to be licensed in 125 jurisdictions, they're doing that 125 times. It's an administrative nightmare."

"Today, companies approach this paper-based licensing process by having teams of people, 5, 10 or even more people to keep up with the workload. InnovaLinq™ streamlines the process, storing information for publication onto license application in data centers with military-grade security, while making the information available to authorized users at the touch of a button."

125 **=** **125**

JURISDICTIONS **APPLICATIONS**

"If they need to be licensed in 125 jurisdictions, they're doing that 125 times. It's an administrative nightmare."

Mark D. West, | CEO of Innovum

Constant Visibility. Constant Vigilance

Innovum offers a wonderfully intuitive solution with undisputed value in time-, cost- and space-savings, but that's only one side of the picture. Innovum also needs to be able to provide its customers with the confidence that their information is safer with Innovum than in analog form or digitally on internal systems. That's why Innovum selected Armor Anywhere for an additional level of security for their data center.

When customers raise the issue of data security, Mark can confidently say "... our database is a lot safer than yours, for many reasons." He continued, "Security is provided through multiple layers of logical and physical protection."

Even in the best of times, when Innovum isn't facing a threat, Mark believes that the value of Armor Anywhere speaks for itself. "When nothing bad is going on," he says, "it's the cost of insurance. We're paying something, but nothing bad is going on. But when something does happen, do we know about it right away? My confidence in Armor Anywhere is high because past notifications of suspicious activity have come through very quickly, and that has a great value for us."

Mark stated simply, "Armor Anywhere is uniquely suited to our needs. I can't get the kind of service we receive from Armor Anywhere from any other source."

"One major component of Innovum's security posture is Armor Anywhere. Innovum needs to provide the active, around-the-clock monitoring that is needed when storing sensitive personal data in a database, and needs to react quickly to any suspicious activity."

Mark D. West, | CEO of Innovum

Going Anywhere

- Innovum can act immediately on suspicious activity through constant monitoring and alerting from Armor Anywhere

- Customers rest assured that security of their data is being monitoring 24/7

- Innovum can be confident that the risk of damage resulting from the actions of malicious parties is reduced

Armor protects the most demanding businesses

FIND OUT HOW

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ARMOR™