

RePlay magazine

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20 years holding the keys to success!

Sacoa Marks 20 Years Of PlayCard Success

The *Sacoa PlayCard System*, which was developed as an in-house solution for a chain of FECs and family fun parks in Argentina in the early 1990s, celebrates two decades of success this year.

Once installed, the systems helped the locations generate more than 30% in additional revenue. At that point, the developers realized they were on to something good.

"The Sacoa System was first created to optimize the entire game operation using a rechargeable magnetic debit card with centralized management from a remote corporate office," explained Sebastian Mochkovsky, a third-generation member of the family that created this debit card innovation.

"The first goal was to achieve some basic features to control prices, get automated digital revenues reports and avoid silent sales partners (a.k.a. leakage). Suddenly, we realized the power of the marketing system, and we added new features like VIP status, automated price tables, instant lottery on POS recharges, time cards and more. Today most of them are standard in the card system industry."

Señor Mauricio Mochkovsky and his son Jorge started the business that became Sacoa back in 1957, operating jukeboxes and Bally bingos in bars and sports clubs in Argentina. Over time, the business expanded into arcades and fun parks. In the late '80s, Jorge realized the need of a better way to control the business, keep track of revenue, rotate games wisely, modify prices to compensate for inflation and avoid theft.

Although the game

business was hard-wired to run on coins and tokens, many operators around the world were prepared to adopt this new technology in order to capitalize on the

opportunities debit cards afforded them.

Today, the *Sacoa System* allows operators to manage all aspects of the business, such as redemption, food and beverage inventories, party bookings, membership, loyalty programs, online sales and many more options.

"As the market has become more demanding, new requirements surfaced from operators all over the world. We have strived to lead by developing and introducing new features every year," said Sebastian. "For example, the implementation of a wireless game network eliminated the hassle of running wires to or from the games, allowing for new site layouts as easily as just moving furniture around."

Additionally, self-service kiosks allow customers to purchase, recharge and analyze PlayCards on their own. Redemption counters utilize barcode scanners to provide speedy customer service. Lastly, Sacoa recently introduced a new line of colored card readers with various functions for operators with different budgets. All of this adds up to greater flexibility and automation for game room operators.

"One early and now popular feature we created in the early '90s did not succeed until a few years ago," added Pol Mochkovsky, Sebastian's brother and fellow company exec. "It was the implementation of the electronic ticket for redemption games.

Customers and players were not ready for such advanced development. E-tickets eliminate jams and down time at the games, reducing counting time at the redemption

Sacoa

Wireless Debit Card System



Sacoa's latest card reader, the **Color Shot HD**.



Pol, Jorge and Sebastian Mochkovsky are the leaders at Sacoa Systems, which makes debit cards systems and operates FECs and fun parks in South America.



At left, Dave and Buster's co-founder Dave Cormiveau and Jorge Mochkovsky have every reason to look pleased after the successful launch of the PlayCard System at D & B. **Above,** Pol. Sebastian Mochkovsky and their team celebrated a successful Dave & Buster's installation in 1996.

booth as well as personnel needed to manage these issues."

New Products

During 2012, Sacoa introduced an Online Party Booking module that allows customers to book parties directly over the Internet from the comfort of their homes. They can select the desired location, date and times, party packages, food, gifts and payment options.

Sacoa also offers an Online Sales module that allows customers to recharge credits on their PlayCards from the store's website or on location at the new and redesigned full *HD ColorShot* reader. That reader features a 3.5" display that supports multiple images and multi-lingual messages in any alphabet and can serve as an excellent media platform for in-house advertising and promotion.

"Our biggest challenge is to keep up with the ever changing needs of operators, in a world where new technologies are introduced daily," said Sebastian. "One of our biggest strengths is that being opera-

tors ourselves, we can foresee these needs and work diligently to deliver a solution right on time. Online solutions, remote management and immediacy of information access are major areas of focus for us today."

Surveying the market, the Mochkovsky brothers predict FECs will be increasingly redemption focused as a way of offering patrons something they can't get at home or on their smart phone. Sacoa's products and services are designed to help operators maximize their relationship with players through price promotions and their redemption profits through effective point, price and prize controls.

"Sacoa will help the operator increase sales and better control costs adding marketing strategies," said Pol. "Operators, no matter what size, really cannot afford not to have a card system."

Other areas of future growth for Sacoa include integrated POS systems that allow customers to purchase not only cards and credits, but also food and beverage, retail merchandise, attraction and ride passports,

laser tag sessions, bowling and even charges to a hotel room account.

Global Growth

Sacoa continues to operate more than 30 FECs and amusement parks in Argentina and Ecuador. Thus, all of its products are developed and tested in-house with first-hand knowledge of the operator's business and marketing needs.

"Our company is known for its outstanding performance and reliability as well as for its post-sale service and flexibility for product customization, which accounts for the constant evolution and improvement of features," emphasized Sebastian. "The *PlayCard System* has been in use since 1992 and is the most widely spread system in the world. And we offer unparalleled support, a 24/7 help desk at no extra cost."

Sacoa has taken a global approach to marketing its products, exploring new opportunities at major trade events in the U.S. and around the world. Additionally,



A wide variety of locations in the U.S. have adopted the *PlayCard System* including Uptown Alley in Arizona and GameWorks in Florida.



Sacoa has opened 10 offices worldwide for better service.

The U.S., Latin America and more recently Russia represent strong markets for Sacoa, which is also focused on Australia, South Africa, the Middle East, eastern European countries and India.

"In the last few months we have installed the *Sacoa PlayCard System* in more than 30 locations," concluded Sebastian. "In the U.S., those locations include The All Star in Riverhead (N.Y.), Lucky's Complex in Daytona Beach (Fla.), The Epicenter Family Entertainment Complex in Klamath Falls (Ore.), Restaurant 180 in Dallas (Texas), Laser Legend in San Antonio (Texas) and many more. Worldwide, we have also installed systems in India, Brazil, Paraguay, Colombia, South Africa, Kuwait, Oman, Morocco, Australia, Mexico and Georgia."

As the third generation of Mochkovsky men help grow the firm on the global stage, evidence of even more to come is often on display when they bring their kids to various international trade shows.

"Our children love to play games and collect souvenirs, which is exactly what Pol and I did when we were kids," concluded Sebastian.

To learn more, log on to the Sacoa website at www.playcard.com.ar.



Above, a look at Castles -n- Coasters Park in Arizona where Sacoa Systems installed eight self-serve kiosks to manage the package sales options. **Right,** turntables rolling off the production line at the Sacoa manufacturing facility. **Below,** Sacoa Systems' support and development team.

