



## How APEX Tripled Locations and Expanded Offerings with Embed



### Locations

- Marlborough, MA
- Syracuse, NY
- Albany, NY

Region: North America

Embed Customer Since 2017

### Solution Highlights:

- 360-375 Card Readers in Total
- 5 Kiosks per Location
- 2 POS/Redemption Stations per Location
- All Card Readers and Redemption Stations Transitioning to Tap Only

Apex Entertainment is New England's largest family entertainment center with several attractions that provide high-quality entertainment for thousands of its area residents year-round. Joey Slawinski, Director of Operations, describes its flagship location in Marlborough, MA (also the largest FEC in New England) as "80,000 square feet of pure fun."

Apex's Marlborough location provides a superior guest experience for all age groups under one roof. Its attractions include go-kart racing, laser tag, ropes course, bowling, arcade games, plus three bars and a full-service restaurant. Since opening in 2017, Apex Entertainment launched an additional location in Syracuse, New York and announced a new facility in Albany, New York that's set to open in late 2019.

### CHALLENGE: CREATING SEAMLESS MULTI-LOCATION GUEST EXPERIENCES

Before working with Embed, one of Apex Entertainment's ongoing challenges was to provide a seamless and consistent guest experience at each of its locations, while simultaneously meeting superior operating standards. Joey Slawinski was a key stakeholder in overcoming this challenge and enlisted the help of Embed to develop competitive solutions and offerings for his guests. Apex Entertainment partnered with Embed for its hardware and software solutions that include kiosks, game card readers, game cards, point of sale machines, prize redemption system, and central games management software that connects games across multiple FECs. It's all integrated by a business software that enables clear business visibility, tracking and reporting.

Slawinski explained that increased value from their investment in the Embed product suite occurred as Apex opened additional locations and it continues to build a seamless guest experience.



“Embed solutions align with not only our game model, but also our company goals and the technological advancements we are looking to add to our locations in the future.” Slawinski said.

**ACTION: GUESTS CAN ORDER GAME CARDS ONLINE TO USE AT ALL LOCATIONS**

The Apex Entertainment team is currently working on offering guests new methods of purchasing universal game cards that allow guests to register game cards and save player information at all locations. Guests can now order game cards without having to be physically at one of Apex's locations through its online store, built with Embed's open API.

It's easy for Apex to incorporate Embed's software and customize it to meet the demands of their growing business because of integration through Embed's API license. Embed houses all of the information regarding cards, customers and loyalty, and Apex now can easily analyze and implement features based off that data.

**RESULT: LEVERAGING THE EMBED SYSTEM TO CREATE A CUSTOM-TAILORED EXPERIENCE FOR GUESTS AT EACH LOCATION**

After partnering with Embed, Apex now has the ability to create a custom-tailored experience at each of its locations. Joey Slawinski describes the relationship with Embed as, “A partnership that Apex wants to grow with when looking towards the future and opening additional locations.” He's excited for future projects such as Embed's Mobile Wallet that can be added to the Apple Wallet and Google Pay and used seamlessly to play games. Guests have immediate access to their balance information, ticket counts and more. Slawinski added, “There is no amount of money in the world that would have us switch. It's a smart investment to partner with Embed, and we're in it for the long-haul.”