§sas
THE POWER TO KNOW®

■ **Business Impact**

"SAS allows us to get to guest information in a timely sense. What used to take weeks to accomplish can now be accessed within hours."

CEO of a large Southeastern US resort and casino

■ **Challenges**

- **Data overload.** The vast amounts of data generated by gaming and other guest experiences (dining, entertainment, shopping, sports, fitness, etc.) are captured in disparate systems, making it difficult to consolidate that data into a 360-degree view of patrons.

- **Limited patron insight.** While many casino operators have access to historical views of patron behavior data, they often lack the analytical insight into each patron's life cycle and the ability to predict future behavior patterns.

- **Manual campaign and reporting processes.** Inefficient marketing processes (e.g., long processing times, mistakes or ineffective communications) result in high overhead costs and lost patron revenue over time.

- **Competition for patron loyalty.** Patrons demand offers and services that meet their individual needs and preferences, and they seek out those properties that are able to understand and accommodate them.

- **Difficulty sharing information.** Reporting processes are unable to deliver timely, relevant information to internal users and external partners.

How can we recognize and effectively market to our most valuable and profitable patrons both on-property and online?

YOUR GOAL: Turn detailed behavioral information from every patron interaction into more profitable marketing campaigns

The gaming industry is experiencing unprecedented changes. Casino property executives, who for decades focused primarily on gaming revenue, are now viewing other aspects of their operations as profit centers. That requires not only looking across all leisure activities to determine a patron's true value, but also anticipating which activities are most important to each patron in order to ensure that staffing, logistics and marketing programs are tailored to a patron's unique needs.

Online gaming establishments have their own set of challenges, including high patron attrition rates due to the thousands of online gaming sites that fight for each patron's wallet share. Online sites also have tended to structure data around accounts tied to a specific gaming activity rather than patrons, making it nearly impossible to get a clear idea of how many people they interact with, let alone increase patron retention long enough to meet profitability targets.

While physical and virtual establishments have distinctly different business models, they share the need to integrate data across all touch points for a holistic view of the patron. In addition, years of history across millions of patron records must be stored and readily accessible in order to build patron profiles that support deeper behavioral insight.

OUR APPROACH

Understanding patron behavior and value is necessary for long-term growth and absolutely vital for survival. Gaming executives need technology-enabled strategies that can enhance the overall patron experience while improving margins and reducing marketing costs. SAS approaches the problem by delivering software and services to help you:

- **Gain a comprehensive view of patron behavior** by automatically cleansing and consolidating disparate gaming and nongaming data into a single version of the truth.

- **Understand patron activity and behaviors** using segmentation to analyze data gathered at multiple touch points and segment patrons according to subtle differences.

- **Identify the greatest drivers of patron value** and project how those drivers will affect profitability and revenue projections months from now, with enough lead time to take corrective actions, using powerful, predictive analytics.

- **Create highly effective promotions** tailored to appeal to your most valuable patrons by automating and personalizing marketing campaigns on a recurring basis.

- **Maximize patron satisfaction and profitability** by optimizing valuable resources to meet patron needs at every touch point.

- **Get valuable insights into the hands of patron-facing personnel, decision makers and others who need it** with high-end reporting and data visualization capabilities.

SAS combines a fully integrated solution with a proven road map for success. Our industry experts can help you define your marketing strategies and propel you toward success.

THE SAS® DIFFERENCE: Superior analytics, complete integration, industry expertise

SAS understands that analytics are the foundation for truly great marketing programs. But those analytics must accommodate the unique needs of the hospitality and gaming industries and seamlessly integrate into solutions that marketers can readily interact with. With SAS, you get:

- **Superior analytics.** No other solution provides the complete range of analytical support necessary to analyze and apply insights from patron behavior, as well as predict future behavior-driven demand. SAS lets gaming and hospitality executives develop, analyze and track progress within intelligently defined patron and property segments as well as gain the insight needed to drive decisions around future patron-specific demand.

- **Complete integration.** The solution is completely integrated with the SAS gaming intelligence solutions infrastructure, providing an established gaming-specific data model as well as the ability to take advantage of analytical models, targeted campaigns, personalized offers and comprehensive reporting to meet the needs of a variety of reporting builders and consumers. SAS offers a truly integrated approach that supports a flexible growth path to evolve the solution as your needs change.

- **Industry commitment and experience.** For more than 30 years, SAS has been the vendor of choice for leading companies worldwide spanning multiple industries – including gaming – for uncovering deeper patron insights that drive greater profitability.

Only SAS provides unmatched power and flexibility for coordinating and delivering analytically driven patron communications in an intuitive environment that lets you accomplish all of the tasks necessary to ensure successful marketing campaigns.

CASE STUDY: LARGE SOUTHEASTERN US PROPERTY AND RESORT

■ Situation

This large property and resort competes with other casinos in the Southeastern US for the same valuable patrons. The casino's numerous patron touch points include 5,000 slot machines, more than 100 table games and over 1,000 hotel guest rooms. Even though data on patron interactions at each touch point was being captured, it took too long to convert that data into insight, making timely decisions impossible.

■ Solution

SAS provided a solution that:

- Consolidates the casino's vast patron data stores into a single version of the truth.
- Provides a clear picture of guest preferences and requirements.

■ Results

- The time it takes to process patron data decreased from weeks to hours.
- More granular segmentations have been identified that expose new niches of previously undiscovered profitable patrons.
- More targeted marketing campaigns have doubled previous campaign response rates.

■ SAS® Solution Overview
Data integration

What if you could effectively organize and cleanse disparate sources of data to create a comprehensive view of patron activity across all touch points?

Forecasting

What if you could effectively forecast patron volume to support staffing plans and allocations among your properties?

Marketing automation

What if you could automate campaigns and provide personalized offers supported by profitability-driven analytical insight?

Segmentation

What if you could easily segment patrons based on their affinities, and then use those segments to optimize your operations to gain maximum efficiency and profitability?

Measurement and reporting

What if you could measure and report on the effectiveness of existing marketing campaigns and programs to drive better decision making and to continuously improve future marketing initiatives?

SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.

- SAS customers make up 91 of the top 100 companies in the 2008 FORTUNE Global 500®.

- *CRM* magazine has named SAS the leading provider of CRM analytics for four consecutive years.

Learn more about SAS software and services for gaming and hospitality at:
www.sas.com/industry/hospitality

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