

WhereScape®

MGM MACAU

Data warehouse development: in weeks not months at MGM Macau



Key Benefits for MGM Macau:

- **Better reporting:** flexible, detailed reporting solutions for all business areas.
- **Data collection:** integration of data sources from all systems for easier management.
- **Future proof:** controlled, concise expansion through agile data modelling.
- **Efficiency:** faster, cheaper implementation.
- **Decision-making:** Accurate, timely information makes financial and practical decision making easier.

Using WhereScape RED MGM Macau successfully re-architected an integrated gaming analytics platform in 12 weeks. An impossible task using traditional ETL.

Turning data into valuable business information at MGM Macau

Opening in 2007 after changes to gaming regulations in China, MGM Macau is a resort-style casino offering a wide range of services - a 600 room hotel, extensive gaming, food and beverages, entertainment, and on-site luxury retail. It's a business that's constantly growing and changing to meet the needs of its customers.

At MGM Macau, accurate, complete data is an essential part of their service delivery. It's about helping a complex, multi-faceted business make the right decisions, for themselves and their customers.

MGM Macau's data collection and reporting was complex, extremely labour intensive, and didn't provide good coverage across a range of disconnected data systems. WhereScape provided the answer with a Data Warehouse Automation solution. Now, with a flexible, integrated data management system in place, MGM Macau can access the data they need to move their business forward – without all the hard work.

Complex business, complex issues

Several years after opening, they found that their data storage and reporting systems weren't doing what they needed. Each service area had its own systems and its own data, which made it difficult to get an overall picture of how the business was working. The management team explored the idea of resolving the issue in-house, but ultimately found that bringing all their disconnected systems together themselves would be too difficult and expensive.

WhereScape®

Why WhereScape RED?

- *Improve time to value and cost savings in the order 4-10 times.*
- *Flexible business-aligned solutions providing quick access to information and trends.*
- *Well designed and built solutions that adhere to BI/DW best practices and organisational standards.*
- *Solutions that are easy to change and support.*
- *Supports best practice agile project approaches.*

“WhereScape told us that our data warehouse could be rebuilt in 12 weeks, and they were right.”

Tian Han, Director of Financial Planning & Analysis, MGM Macau

The WhereScape solution

MGM Macau were eager to get on with improving their business, and wanted to solve their data problems quickly. After an audit of current data management, there was a clear understanding of business priorities and a drive to streamline data.

Using WhereScape RED data warehouse automation software, MGM Macau were able to design, build and implement a brand new business intelligence system in a very short space of time. WhereScape software enabled quick consolidation of the disparate systems and delivered immediate insight and value to the business.

With minimal training and assistance, MGM Macau were able to use the new technology straight away delivering a solution rapidly, iteration by iteration. Now, WhereScape is a trusted partner for MGM Macau and they are able to constantly evolve the solution to keep up with growth and rapid change in the business.

Real-time reporting delivers real value & real results

Today, MGM Macau’s management team are able to access real, useable business data almost instantly. This gives them insights into all parts of the business – even those areas that were previously difficult to analyse. Having a detailed picture of the inner workings of the business makes decision-making much easier.

Simple, intuitive access to key data and reports means that the management team, marketing teams and smaller business units are all able to get the information they need to do their jobs. That could mean detailed reporting about staffing levels to drive hiring, trend reporting for the hotel which helps the team run promotions during downtime, or in-depth analysis of the gaming floor which helps them understand their customers’ actions and desires.

Flexibility for future growth

Better data management and more accurate reporting has transformed the way MGM Macau makes business decisions. As the business develops, WhereScape software will evolve to meet new business requirements. It helps them test and model new processes and procedures before taking them into the real world – saving time, money and ensuring that the best solution is delivered quickly.



About WhereScape

The pioneer in data warehouse automation software, WhereScape empowers organizations constrained by time, money or lack of resources, to deliver business value from their decision support infrastructure – including enterprise data warehouses, business facing data marts, and big data solutions. WhereScape has global operations in the USA, UK, Singapore, and New Zealand. www.wherescape.com