

Extreme Customer Service



SILVERTON competes with much larger market players and provides customers with personalized experiences



Organization Overview

Silverton Casino Lodge offers all-inclusive amenities characteristic of an upscale, contemporary luxury lodge-themed resort. Silverton’s attractions include the world-class, live action Seasons Buffet, Sundance Grill, Shady Grove Lounge, the Epicurean award winning Twin Creeks featuring boutique bourbons, wine and food and the Mexican-inspired MiCasa Grill Cantina as well as 300 deluxe rooms and suites that offer luxurious amenities. In addition to the 165,000 square foot Bass Pro Shops Outdoor World, Silverton offers 90,000 square feet of gaming with over 2,200 slot machines 30 table games, an intimate Poker Room and the Mermaid Restaurant & Lounge. The property features a 117,000 gallon saltwater aquarium with more than 5,000 sharks,

“ There is a direct correlation between the price-performance quality of DMExpress and our ability to make sound data driven business decisions. The speed, flexibility, and ease of use of DMExpress enable us to deliver data quickly and accurately to users at a low cost. We’ve also seen a real return on investment for our data warehousing initiative.”

— Kirk Golding, VP of Information Technology, Silverton Casino Lodge

stingrays, and tropical fish. Silverton Casino Lodge, located in Las Vegas, Nevada, attributes its success to the ability to make data-driven business decisions, based on timely analytics and predictive modeling. This strategy has enabled Silverton to compete with much larger market players and to provide customers with personalized experiences instead of “boxes with slots.” So topping

the list of initiatives crucial to maintaining Silverton’s analytic goals was a well-managed data warehousing process.

INDUSTRY

- Entertainment

CHALLENGE

- 6 heterogeneous data source types
- 15 source data systems
- Need to extract and load the data source types into a Teradata data warehouse quickly and efficiently

SOLUTION

- Perform complex data transformations on large volumes of data and manage multiple heterogeneous data sources and targets
- Leverage strong technical support team that focused on customer success

BUSINESS VALUE

- Low-cost, high-performance data integration
- Ability to compete on analytics gain an edge over larger competitors
- Time and staff cost savings from ease of deployment and use

Silverton has 6 heterogeneous data source types and 15 source data systems. The data from these source systems need to be extracted and loaded into a Teradata data warehouse quickly and efficiently after undergoing data transformations. To maintain its competitive edge, Silverton's data integration process/ETL solution had to meet certain criteria:

- An attractive price point coupled with speed, flexibility and reliability
- A short deployment time coupled with strong technical support and ease-of-use
- Ability of providing a single view of the customer based on deep experience in the data integration arena

Silverton evaluated some well-known data integration tools and found severe shortcomings: Microsoft SSIS lacked the flexibility and world-class technical support needed to address their needs, while Informatica, who also lacked flexibility, fell short when it came to an attractive performance-price point. Silverton first learned about DMEExpress at the Microstrategy World Conference. Silverton found that DMEExpress ran quickly and efficiently on all platforms with native source and target

connectivity to all their major database vendors including Teradata. They were also pleased to learn that they would have an important voice in the DMEExpress product management process — something unattainable with other vendors. Silverton is considering expanding the use of DMEExpress as more source systems are added to their data-warehousing environment. Troy Freet, Leader of Data Warehousing Initiatives at Silverton Casino Lodge

“Our payback period for DMEExpress was less than 6 months and deployment times were reduced by over 25% compared to using Microsoft SSIS.”

— Kirk Golding, VP of Information Technology, Silverton Casino Lodge

About Silverton Casino Lodge said, “We needed a data integration tool that was attractively priced with strong technical support. The other products we evaluated were either too expensive or not engineered for performance. DMEExpress was the only product that hit the mark. It was also so easy to use that we were able to implement within two days and saved a lot of money by not having to hire an additional ETL consultant to write task scripts.”

About Syncsort

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