

WhereScape®

MGM MACAU

Accelerate Time-to-Value with Data Warehouse Automation



“WhereScape software and consultancy was a perfect fit for MGM Macau. It enabled us to solve complex and fast changing data modelling requirements in a cost-effective way”

*Tian Han,
Vice - President of
Strategic Planning &
Analysis,
MGM Macau*

WhereScape RED enables MGM Macau to build its data warehouse quickly and iteratively instead of the traditional approach of designing a complex enterprise data model up-front. Through rapid prototyping, MGM Macau is able to validate user requirements early and deliver value to business fast.

Complex business, complex data

MGM China is a leading developer, owner and operator of integrated resorts. It is the holding company of MGM Grand Paradise, SA that owns and operates MGM Macau, an award-winning premium integrated resort located on the Macau Peninsula. With around 580 guest rooms/suites, world-class conference and event facilities and operations in gaming, hotel and retail services, it requires different systems and manual processes to run the business efficiently.

For MGM Macau, the ability to model customer behavior and personalize services for specific customers is at the heart of its business. To achieve this, disparate transactional data integrated at the finest detail is critical to support fast decision-making. However, the data captured in disparate systems, manual processes and numerous customer touch-points make a single view of the business extremely challenging.

Using WhereScape RED Data Warehouse Automation software, MGM Macau was able to build their data warehouse quickly and iteratively, engaging WhereScape consulting to further speed up the process. The data warehouse provides a wide coverage of data at the finest detail to support complex analytics and customer behavior modelling. Today, the MGM Macau analytics team is self-sufficient and continually working to enrich the data warehouse further with WhereScape RED.

Speed and agility is top business priority

The laborious hand-coding to integrate data is unproductive to meet the ever-changing needs for more complex business analytics. Yet, building a gigantic enterprise data model to satisfy every foreseeable

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Key Benefits for MGM Macau:

- **Fast decision-making:**
with an integrated view of business performance data; users can make decisions faster and with greater confidence.
- **Data governance:**
data warehouse design, changes, and data lineage are automatically tracked and documented.
- **Delivers value faster to business:**
The analytics team can stay focused on business requirements and not be distracted by data management tasks.
- **Cost reduction:**
The analytics team was able to quickly build and enhance the data warehouse without technical infrastructure

requirement is impractical and costly as business needs and market conditions are constantly changing. The MGM Macau team needed an agile and iterative approach to build a data warehouse that can change quickly with business requirements.

The WhereScape Differentiator

WhereScape consultants worked with the MGM Macau analytics team to architect the initial data warehouse and WhereScape RED software provided the ability to model with real data to validate business requirements up-front. The team was able to experiment with different data sets quickly and make changes to the design before development work. In addition, WhereScape RED automates the underlying SQL code to build data models and integrate data so that the team could stay focused on the business requirements. WhereScape RED also manages the data warehouse workflow and documents system/design changes. It automatically tracks data lineage so that every data field is traceable from target-to-source.

Using WhereScape RED, MGM Macau was able to leverage its existing SQL data warehouse skillsets and infrastructure. As WhereScape RED embeds data warehouse best practices, the models and code automated are easily understood by the analytics team. As a result, the team was able to extend the data warehouse after the initial project.

Integrated Data, Accelerate Business Decisions

Today, MGM Macau has a data warehouse as an integrated source of data to support complex analytics that is easy to change and operate. The data warehouse empowers a data-driven decision-making culture and accelerates the decision-making process. MGM is able to personalize services for specific customers in the highly competitive gaming industry. The MGM Macau analytics team is able to continually enhance the data warehouse and focus on delivering business value quickly while WhereScape RED does the technical heavy-lifting.



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