

Revelation from InfoGenesis

enhances service for Las Vegas Strip resort-casino operator

By MINA WILLIAMS

With nine separate systems running 1,000 cash registers all under the umbrella of a single food and beverage operation, it is an easy gamble to suggest that centralization could be the key toward optimal profitability.

That is exactly what MGM MIRAGE recently discovered, inducing the company to make centralization its leading initiative when seeking a new point-of-sale (POS) solution. The resort-casino operator chose *Revelation* by InfoGenesis as its enterprise POS solution, and is currently in the process of rolling it out, creating what could be the world's largest enterprise POS solution. MGM MIRAGE intends to link 1,000 IBM SurePOS 500 terminals connected in real-time to a highly-available application

and database environment. *Revelation* is currently running at New York – New York and Treasure Island in Las Vegas.

"Our mission is to design and operate an unmatched collection of resort-casinos providing unsurpassed service and amenities to our guests," says Glenn Bonner, chief information officer and corporate vice president of MGM MIRAGE Las Vegas. "By centralizing and consolidating our POS systems, we can establish a cost effective business continuity architecture, thereby providing increased availability while reducing the cost of management and improving guest service."

Getting it together

In the past, MGM MIRAGE had simply upgraded the equipment

of its nine separate POS systems to meet its needs. However, Bonner felt that nine systems in nine locations represented nine separate problems.

"Our existing systems and terminals were worn out. They needed replacing," said Bonner. "The ability to have a centralized enterprise system was a major differentiating factor in our selection of the InfoGenesis product."

"Moving to a centralized system has always been in the plan for food and beverage," Bonner continues. "We have centralized systems with our Player's Club and Convention Sales systems. And now, with food and beverage well on the way, we will take a look at property management next."

He also intimated that in the future MGM MIRAGE plans to evalu-

ate wireless options. "We also look for this new system to support future wireless applications," says Bonner. "Wireless can drive the efficiency in an outlet. Cocktail servers, using wireless, are able to serve and satisfy guests more quickly. The technology speeds the order taking process and is less fallible. Having the menu, for example, in hand drives efficiency and continuity. That drives guest satisfaction."

Another benefit of the InfoGenesis solution is that it works off of a cluster-based server set up, allowing it to be architected for business continuance. Should one node of the cluster in one computer room fail, data is rerouted on a per transaction basis to another cluster. Additionally, *Revelation* runs as a standalone

solution providing uninterrupted service should a terminal's network connection fail.

Gaining visibility

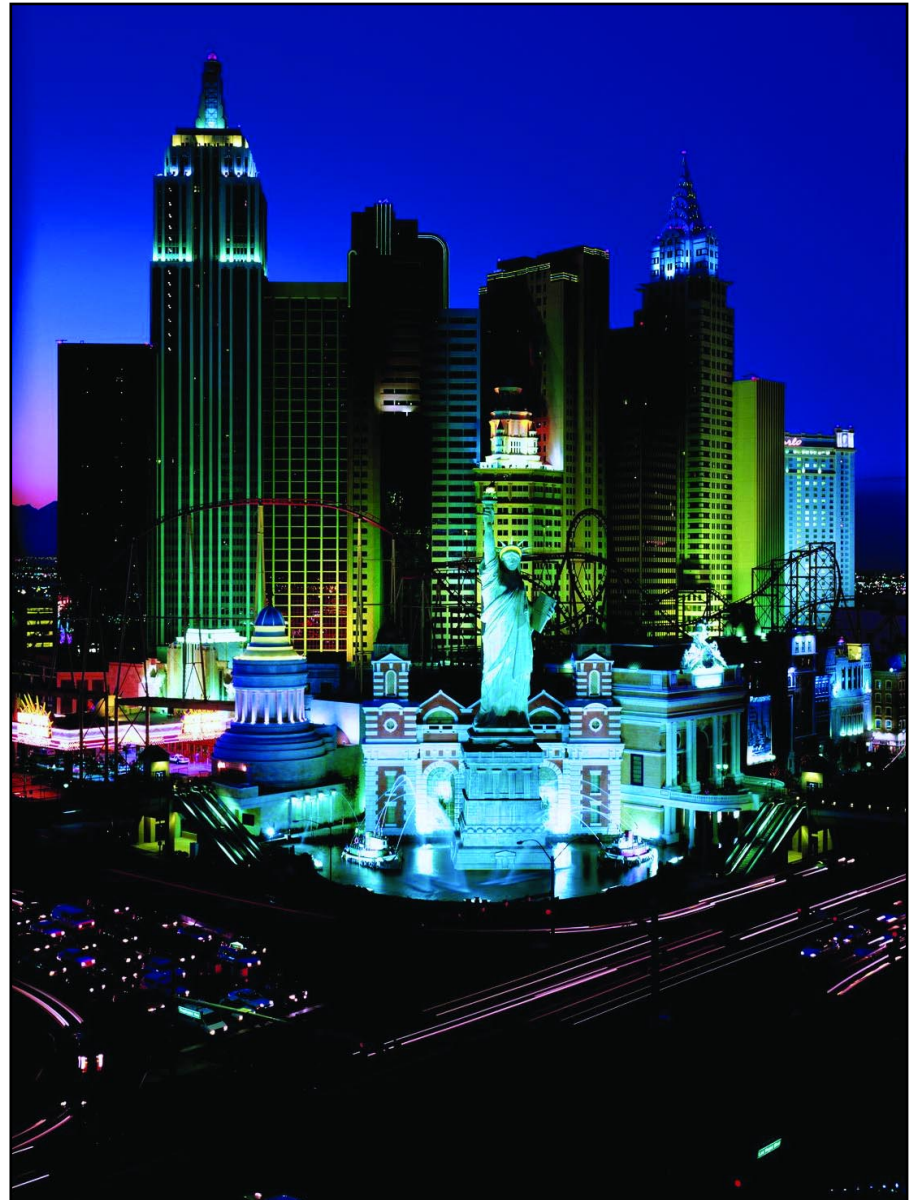
In addition to greater guest services flexibility, Bonner sees the new centralized system bringing visibility to the food and beverage operations, including cross corporate reporting.

"Once all properties' POS units are linked we will have the ability to compare and analyze properties with averages and statistics at the corporate level," says Bonner. "On the macro-level we could evaluate why the buffet at Treasure Island does better than the one at New York - New York, for example."

The visibility over the properties' food and beverage operations will enable MGM MIRAGE food and beverage executives to easily compare not only operation-wide systems but also menu items.

"We will be able to look at filet mignon prices from one property to another," says Bonner. "The visibility will give us the ability to spot discrepancies in pricing models."

The leading goal is to have all food and beverage operations in all locations in the



United States running on a single POS solution by the end of the first quarter of 2005.

"As we centralize, we will put all our eggs in one basket," says Bonner. "However, by using cluster servers in geographically diverse areas, we will have a

safety net. For instance, even during upgrades there will be no downtime. We will simply take one side of the cluster down, implement the upgraded application, and then switch over to the other side. This will give us a seamless upgrade with-

out affecting the outlets."

"All these benefits point to the tremendous value in having a single system," says Bonner. "Managing the application more efficiently is easy because there are fewer systems to manage." **ER**