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MGM Mirage First To Employ Near Real-Time Data Warehousing

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Systems Research & Development (SRD), a Las Vegas-based developer of strategic systems, has licensed its Near Real-Time Data Warehouse to MGM MIRAGE, Incorporated, the first company to acquire this end-to-end solution. Near real-time data warehousing provides MGM MIRAGE with the ability to instantly recognize customer value across its entertainment properties.

Most customer data warehousing systems are batch oriented and are used to produce nothing more than direct marketing campaigns, a questionable cost/value proposition when this is the sole purpose of the data warehouse. The downfall of batch-oriented systems is that they always have yesterday's answers to today's issues. Near Real-Time Data Warehousing is the next generation.

A near real-time data warehouse is current to within seconds of its numerous contributing operational systems. "Near Real-Time Data Warehousing positions MGM MIRAGE to deliver extraordinary new levels of customer service," said Bobby Baldwin, president of Mirage Resorts. "With SRD's Central Messaging Engine (CME(TM)) and our newly implemented near real-time data warehouse, we have an underlying strategic architecture on which to launch revolutionary new capabilities."

SRD's product line leverages industry standard SQL, Microsoft Message Queue (MSMQ) and Extensible Markup Language (XML). Information is processed through a series of programs. These programs handle such essential functions as address standardization, data quality and enhancement and customer match/merge evaluation.

Using only moderate amounts of computer hardware, this system can handle approximately 1,000 records per minute while moving information from operational systems to the data warehouse within eight (8) seconds. Data marts subscribing to information in the warehouse can be kept current to within 12 seconds of operational systems, making the data warehousing architecture ultimately scalable.

"I am thrilled at the performance characteristics of our warehousing architecture and technology," said Jeff Jonas, president and founder of SRD. "Following years of watching data warehousing projects burn through tens of millions of dollars only to achieve a stale database, I am very pleased that we have a break-through product that fully delivers an accurate and timely data warehouse."

Glenn Bonner, Chief Information Officer of MGM MIRAGE, selected SRD's Near Real-Time Data Warehousing solution. "While many companies have embarked on data warehousing initiatives, we knew we needed a different outcome," Bonner said. "Using the SRD near real-time data warehouse provides a core capability years ahead of the competition. Additionally, the CME(TM) interface strategy ensures future properties and systems can be integrated with minimal effort."

MGM MIRAGE is already leveraging the SRD Near Real-Time Data Warehouse to deliver high quality and timely marketing extracts to Epiphany's E5 customer relationship and campaign management software. For 17 years, Systems Research and Development has designed and implemented leading edge technology solutions for high-profile companies all over the United States

States.

Their design and development projects have a proven track record in data warehousing, human resources, financial and security/surveillance systems. In addition, SRD provides companies with powerful new tools to combat fraud including Non-Obvious Relationship Awareness(TM) (NORA (TM)).

The company's past and present client list includes MGM MIRAGE (NYSE:MGG), Cendant (NYSE:CD), Target (NYSE:TGT), Station Casinos (NYSE:STN), Boyd Gaming (NYSE:BYD) and Central Credit. MGM MIRAGE is an entertainment, hotel and gaming company headquartered in Las Vegas, which owns and/or operates through subsidiaries 18 casino properties on three continents.

E.piphany (Nasdaq:EPNY) is the leading provider of intelligent customer interaction software for the Customer Economy. E.piphany E.5's single, enterprise-wide view of each customer helps global businesses better understand and proactively serve customers in real time. E.piphany is headquartered in San Mateo, Calif., and has regional operations and offices throughout the U.S., Europe and Asia Pacific.

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