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Marina Bay Sands in Singapore selects IDEaS. Thursday, 18th February 2010

Source : IDEaS



IDEaS Revenue Optimization announced today that the company's industry-leading IDEaS V5i Revenue Management System has been adopted by Marina Bay Sands in Singapore.

Marina Bay Sands is a premier integrated entertainment destination in Singapore which includes convention and exhibition facilities, a luxury hotel, the breathtaking rooftop Sands SkyPark, celebrity-chef restaurants, theatres debuting with the The Lion King, a casino and a museum.

IDEaS was selected to fulfill Marina Bay Sands' revenue management needs based on the company's depth and breadth of integrated revenue management solutions, combined with its 13 year operating history in the Asia-Pacific region and strong local support teams experienced in the gaming and hospitality sectors.

"Apart from our technology and service, a big differentiator for us in this project is our owning company SAS Institute – who has a strong track record in Casinos and the associated analytics. Through the combination of IDEaS and SAS technologies, Marina Bay Sands is gaining a powerful, unified offering not available from a multi vendor approach," said Grahame Tate, Managing Director of IDEaS Asia Pacific. "Revenue optimisation will be performed across the many different businesses that exist within the Marina Bay Sands Singapore Integrated Resort. All of



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Singapore integrated resort. All of these strategies will be interlinked to ensure that revenue and profitability levels are met across the whole business.”

Marina Bay Sands also will use the SAS® Customer Intelligence software platform. SAS Customer Intelligence will supports business efforts to grow revenue through customer value management, by improving marketing performance and helping to attract and retain profitable customers.

IDEaS and SAS are committed to working closely with gaming and hotel organisations throughout the APAC region, supporting them in reaching their optimal revenue and profit levels through an integrated approach to marketing and revenue management.

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