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12 May

Prairie Band Casino Selects IDEaS Revenue Optimization to Maximize Player and Room Revenue

IDEaS Revenue Optimization, the leading provider of pricing, forecasting and optimization solutions and services, today announced that Kansas-based Prairie Band Casino has deployed IDEaS V5i Revenue Management solution via Software as a Service (SaaS). Prairie Band chose IDEaS' unique pricing tools to maximize company-wide profits and better capture business opportunities during peak demand.



"As a casino, we operate in a destination market and see a cyclical pattern within our business. We chose IDEaS V5i to further maximize the value of demand during heightened travel times," said Stephen Ortiz, Director of Marketing, Prairie Band Casino. "Implementing the IDEaS V5i solution has heightened our confidence level and made us better business operators by providing us with the data detail necessary to forecast our hotel each month. This elevated view of our demand system helps further our understanding at what our opportunities are during peak times."

The IDEaS V5i solution is fully integrated with Prairie Band's Agilysys Proper Management System (PMS) and provides casino-specific features; including Last Room Value (LRV), Best Available Rate (BAR) and Overbooking. Each feature produces outputs that are recalculated several times each day and a passed across the interface to the PMS system.

"We have a unique understanding of the needs of our casino hotel clients. IDEaS' science accounts for not just the optimization of room revenue but also for the successful accommodation of gaming players to ultimately yield the greatest overall profit to the business," said Ryan MacLagan, Client Relationship Manager, IDEaS. "There are significant benefits that Prairie Band can gain through employing our revenue management methodologies to ensure that player value and room revenues are maximized."

About Prairie Band Casino | Prairie Band Casino & Resort has been providing gaming excitement to residents in Northeast Kansas and beyond since January of 1998. Owned and operated by the Prairie Band Potawatomi Nation, Prairie Band Casino & Resort is located on tribal land just north of Topeka, Kansas. The casino offers over 1,000 slot machines and over 30 table games including Poker, Blackjack, Craps, Roulette and more. The property also offers 297 luxurious hotel rooms, three delicious dining options, a 67 space state-of-the-art RV Park and a 12,000 square foot Convention Center.

Voted Best Casino for 12 years in a row, Prairie Band Casino & Resort offers the gaming excitement and great service that will make your visit a memorable one. For more information on Prairie Band Casino & Resort, visit www.pbpgaming.com.

About IDEaS Revenue Optimization | IDEaS, a SAS COMPANY, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDEaS' Solutions are implemented Software as a Service (SaaS) deployment with very little infrastructure, guaranteeing small upfr costs and easy implementation. IDEaS' Services help at all levels of a client's organization— strategic through operational— and our integrated approach differentiates IDEaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneap IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

MARKETPLACE

[CLICK HERE](#) to learn more about IDEaS Revenue Optimization

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TAGS

client relationship manager, property management system, pms system, management methodologies, revenue optimization, optimization solutions, gaming excitement, agilysys, cyclical pattern, confidence level, maclagan, northeast kansas, revenue management, business opera

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