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## Casinos play SAS analytics card, win prestigious Innovative Solutions Award

*Total enterprise profit optimization software offers big payback at The Venetian and The Palazzo*

CARY, NC (Nov. 18, 2009) – SAS, the leader in [business analytics](#) software and services, and its customers at The Venetian and The Palazzo received the 2009 Innovative Solutions Award from SourceMedia and Information Management. In its efforts to keep room occupancy up despite seasonal or economic ebb and flow, The Venetian and its sister property, The Palazzo, adopted SAS' [analytics](#) and campaign management technologies, including IDEaS' [revenue management](#) capabilities. Now, they can better understand their customers' past and future stays, their casino activity and purchases throughout the hotel. With more accurate forecasts in hand, both properties are making pricing and promotion decisions that improve top and bottom lines.

### The future of profit optimization

"We have stepped into the future of profit optimization by combining revenue management, sales and marketing, and CRM," said Rom Hendler, Corporate Vice President Strategic Marketing, Las Vegas Sands Corporation. "By aligning all distribution channels with pricing strategy, we're allocating inventory in ways that better serve our most profitable customers."

The company's top priorities were to address its organizational structure and leverage integrated software systems. Integrating [IDEaS Revenue Management](#) with [SAS Customer Intelligence](#) enhanced The Venetian and The Palazzo [forecasts](#), helping them offer the right product, to the right customer, at the right time and price. Their marketers and revenue managers agree that analytic insights are improving decisions, helping them increase profits.

"Better inventory and pricing requires visibility into customer-specific buying behavior, pricing history and performance," said Kelly McGuire, Product Marketing Manager for Gaming and Hospitality. "SAS and IDEaS help give decision makers at The Venetian and The Palazzo that closer look so they can optimize pricing."

Building on the SAS Business Analytics Framework, SAS offers [targeted business solutions](#) for enterprise intelligence, customer intelligence, financial intelligence, supply chain intelligence and more – with turnkey solutions for various [vertical markets](#), such as hospitality and entertainment, financial services, life sciences, healthcare, retail and manufacturing. As IDEaS incorporates

SAS' technology and data from SAS solutions, customers immediately benefit thanks to Software as a Service (SaaS) delivery.

### **About IDeaS**

IDeaS, a SAS company, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDeaS' Solutions are implemented via Software as a Service (SaaS) deployment with very little infrastructure, guaranteeing small upfront 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 Minneapolis, 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](http://www.ideas.com)

### **About SAS**

SAS is the leader in [business analytics](#) software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

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