

TIBCO SCENARIO

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Example: Total Rewards member slides her membership card into a slot machine, she is pleasantly greeted by name, within the system, the company immediately accesses all of her collected data from all of its properties. From this point forward she is presented with special offers, discounts and incentives that are specifically aligned with her customer behavior patterns.



• Currently, Harrah's is using the TIBCO, IT system to provide real-time CRM.

• Now consider, how might a system such as this active enterprise be linked with applications that manage internal processes such as a large scale office complex?

Active enterprise

Harrah's has been very successful with its various CRM (Customer Relations Mgt) initiatives and they wanted to further extend its current differentiating edge over competition. An active enterprise also known as a closed loop establishes how the company implemented this goal and developed what is known as the "decision science model"

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In 2002, Harrah's was at the top of the industry and asked: "What would bring customers closer to our brand?"

TIBCO and Teradata

- Infrastructure software that enables businesses to seamlessly integrate business systems in real-time
- TIBCO interfaced with NCR's Teradata smoothly and allowed Harrah's-the brand- to communicate with customers.

NCR SOLUTION

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Over 100 million records for Teradata and TIBCO. Includes real-time access to storage used in order to create the decision model.

- Able to communicate data across the web
- Full data integration services
- Strong data layer (data) analysis & usage
- Support data quality
- Data analysis, research, and use of internal and external
- Monitor customer relationship with the company
- Differentiate the company from other competitors in the market

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Active Data Warehouse	Applications	Business Services	Interface (company portal)
(Central IT Warehouse)	<ul style="list-style-type: none"> • Create content • Working time logs (in real-time) • Automated Office management schedules • Employee online requests 	<ul style="list-style-type: none"> • Issue Office Communication • Customer Service • Document Management 	<ul style="list-style-type: none"> • Company website for information • Employee Directory • Office 365 • Data center • Cloudify any system migration/ backup or migrate to

Rovio Entertainment: A Case Study of How Rovio Derived "Place Surplus" in the Finnish City of Espoo

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Active Data Warehouse

(Central IT Warehouse)

Applications

- Climate control
- Tracking time logs (in and out)
- Accessing Office management calendar
- Employee wellness program

Business Services

- Inner-Office Communication
- Customer Service
- Document Management

Interface (company portal)

- Channels within the Interface:
- Company Desktop
- Work ID
- Door access
- Basically, any system requiring you to log on or swipe in

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The Total Reward's Program

- Introduced in 1997 as a measure for tracking, retaining, and rewarding its 15 million nationwide guest regardless of which casinos they visited over time. It combined all of the company's player rewards, and recognition programs
- By 2000, TR was the only multi-branded loyalty program in the industry that recognized the rewarded customers in multiple locations across the country (inclusive of the company Rio and showboats)
- Harrah's owned 3 patent for its real-time data technology, this kept Harrah's one step ahead of its competition in the areas of recognition and rewards

Harrahs.com



TheCasesolutions.com

The website was relaunched in September 2000 and transformed from online brochure to a website that features online reservations, account tracking of TR program, online games and other services.

Check out the website below:

WINet

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- The company's IT dept faced the challenge of linking its properties to enable company-wide information sharing.
- The IT department had to get two different computer platforms (an IBM system that ran lodging, events and casino mgt systems and a Unix system that ran the customer database--to communicate
- The company developed a system of its own, built Winner's Information Network (WINet) in mid-1994 and by 1997 they had a system that connected and consolidated customer information from all of the company's transactional, slot machine, hotel mgt, and reservation systems.
- The marketing department used the data warehouse to analyze, and customer information for patterns and insight and to classify its customers in different segments.
- Harrah's also created individualized marketing programs based on this segmentation.



"Harrah's recognized that if it spent just 10% of the amount invested in marketing and advertising on additional IT initiatives it would be able to achieve most of the solutions needed to gain this competitive advantage"

overall the industry was affected by available new technologies.

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NCR SOLUTION

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Data collection increased for Harrah's and NCR's Teradata was selected to meet the storage need in order to meet the following goals:

- Add a compatible data analysis tool
- Fast data analysis and retrieval
- Manage data through detailed analysis through specific data points
- Offer customer rewards based on individual preferences
- Maximize customer relationship with the company
- Differentiate the company from other company's rewards programs.

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