



Cannery Casino Resorts  
2121 East Craig Road  
Las Vegas, Nevada  
United States  
89030

*“On just a few projects we did on Social Media, and Mobile we got our money’s worth. Now we are also utilizing reports from Info-Tech to work on some big ticket items such as CRM, and Data Warehousing.”*

Michael Day, CIO  
Cannery Casino Resorts  
Las Vegas, Nevada, U.S.A

# Client Case Study

Cannery Casino Resorts leveraged Info-Tech Research Group’s services to consolidate a database of 2 million clients for targeted marketing campaigns.

**Company:** Cannery Casino Resorts, LLC engages in the ownership and operation of one racetrack, two hotels and four casinos. The company also hosts concerts, outdoor festivals, boxing, motor sports, parties, and exhibits. Its casino includes slot/video poker machines, table games, and a poker room. The company was founded in 2003 and operates as a subsidiary of Millennium Gaming Inc.

**Industry:** Gaming and Hospitality

**Region:** Las Vegas, Nevada, U.S.A

**Company Size:** 4000 employees

**Technology Profile:** The IT Department manages 40 different applications which run the full business process. Their core apps are SQL/ Microsoft based.

**Business Situation:** Cannery Casino Resorts deploys very targeted marketing campaigns. There existed no system to segment the two million active customers frequenting the various properties.

**Challenge:** The IT Department had to implement a data warehouse and CRM system which could actively segment current and new customers across the different properties. This database would provide marketing with information, as well as offer complete transparency across the organization. The IT Departments had to select vendors, negotiate contracts, and identify the structure of the data warehouse which would best suit their needs.

**Solution:** Info-Tech helped the IT Department identify the right structure and size for a data warehouse CRM initiative in accordance with the business size and environment. Cannery Casino Resorts now has the ability to combine customer databases from multiple systems into one centralized data hub and utilize the data for targeted marketing campaigns.



Case Study:



## Executive Bio



Michael Day is the VP IT & CIO for Cannery Casino Resorts. Prior to his current position he built one of the largest networks and systems in the State of Michigan for an organization with properties located across the State. In addition, Mr. Day is the founder of TribalNet, and serves as Advisory Board Member for several industry organizations including Gaming & Leisure Magazine.

***“In our industry especially, it is crucial to have a 360 degree view of the customer. We are working towards a system which will help the business better serve customers.”***

***“Our account rep, Erin, we love her level of energy and effort in helping everyone get on line. She’s done a great job!”***

Michael Day, CIO  
Cannery Casino Resorts  
Las Vegas, Nevada, U.S.A

# Business Situation

**Seeking a 360 degree view of the customer.**

In the hospitality industry, in order to better serve and communicate with customers, the business requires information on customers at an extremely granular level. In addition, Cannery Casino Resorts offers a wide variety of services and needs to know how customers react to promotions pertaining to hotel stays, table games, slot games, keno, bingo, buffets, cafes, etc. In the past decision-makers at Corporate were not in tune with the ins and outs of each of the properties and sent out targeted marketing campaign material only after sifting through multiple databases and multiple systems across their properties.

## Challenge

**Consolidate, manage and analyze multiple databases across multiple systems.**

In order to overcome the current fragmentation of information across the properties, the IT Department at Cannery Casino Resorts decided to implement a data warehouse and CRM initiative which would aggregate client information across the properties. The IT Department had to identify the dimensions against which they could assess vendors for their data warehouse and CRM needs, as well as plan for implementation and adoption of the system.



***“I truly enjoy working with my clients and assisting them with all of their projects and initiatives. I make it about them because without them, I wouldn’t be here!”***

**Erin Font, Account Manager**  
Info-Tech Research Group

Case Study:



## Info-Tech Research Group



Info-Tech's products and services combine actionable insight and relevant advice with ready-to-use tools and templates that cover the full spectrum of IT concerns. Our practical approach is designed to have a clear and measurable impact on your organization's bottom line.

We serve over 24,000 IT professionals around the world. Since 1997, we have focused on making the work of IT leaders easier - and on helping them achieve greater personal and corporate success.

### Need Help?

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# Solution

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## Info-Tech reports on solutions, vendors, and implementation plans.

Info-Tech Research Group grounded the IT Department's decision to partner with Microsoft Dynamics for their CRM initiative due to its fit with the IT Department's technological setting and skill set. Vendor evaluations from Info-Tech also helped the IT Department pick Informatica for their Data Warehouse needs. Most critically, Info-Tech helped right size the product in accordance with the company size and business environment, as well as helped map out the infrastructure for optimal performance.

# Results

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## Solid implementation plan and adoption strategies.

Cannery Casino Resorts have successfully implemented 70% of an ETL Master Data Management System which will wrap up very soon. This includes ETL processes for data warehousing, Customer Data Integration, Master Data Management, and complete data integration across their various properties. In addition, they have built a solid implementation plan for a CRM system and commenced implementation.

# Critical Insights

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## Leverage IT Departments for a competitive advantage.

Finance, HR, Operations, and Marketing Departments leverage technology in order to stay competitive and relevant. The successful adoption of technology is reliant on IT Departments with a wide skill set, and on IT Managers who are in sync with business requirements. IT research reports help IT managers keep tabs on relevant technologies, and avenues through which they can assist the business.