



Casino Giant Hits the Jackpot with Oracle Cloud Applications

Navigate the Digital Future with Zensar and Oracle Cloud



Overview

Betting on data

Our client is the largest US casino operator and one of the world's leading gaming companies dealing with mobile and internet gaming, hospitality, entertainment, and sports betting. The client wanted to improve the guest and employee experience but struggled to do so. As one of the world's most diversified casino-entertainment providers, the data across its processes sat on 600+ disparate systems. The client needed a solution to harness the scattered data effectively and streamline and centralize processes to deliver best-in-class experiences. Using Oracle Cloud Applications, we unified data, integrated systems, and built applications that drove accountability and innovation and enhanced customer satisfaction for the client.



Challenges

A poker face on data

In keeping its reputation as an excellent entertainment provider, the client wanted to provide its customers with the best-in-class customer experience. Much of the data was siloed across disparate legacy systems, and the manual processes made it challenging to gather intelligent insights.

Without critical data points, the client could not deliver personalized experiences to customers based on their gaming history. By maintaining customer data, grading the royal or high-spending customer base, and providing meaningful offers, the client aimed to drive repeat business and enhance profitability. It also wanted to improve its payroll functionality and employee experience.

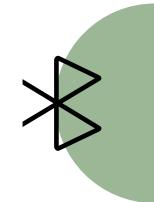
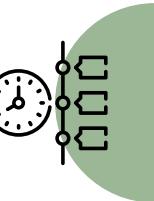


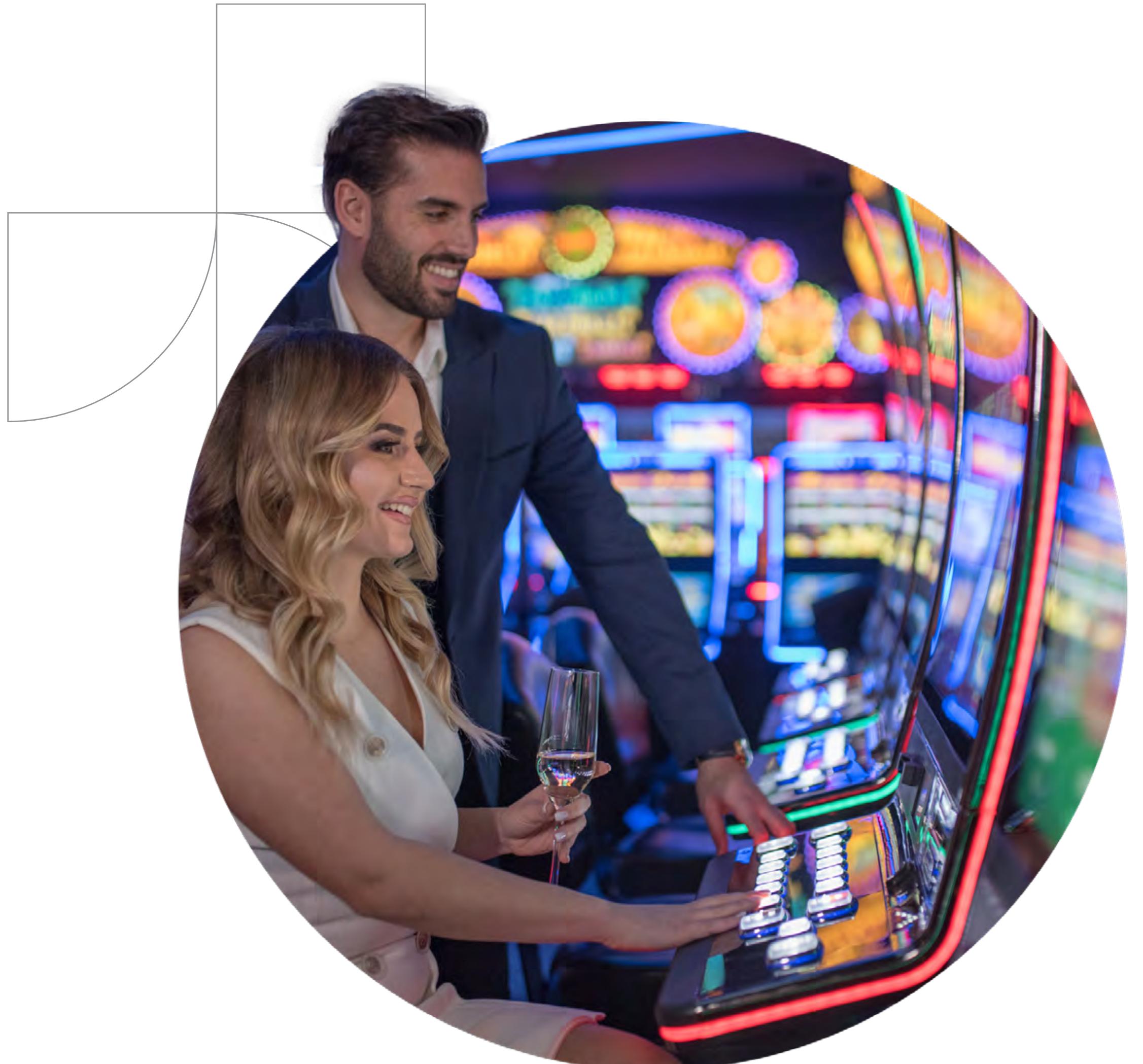


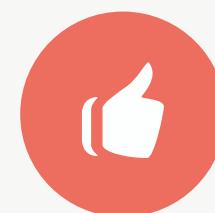
Solution

Doubling down on stakeholder experience

Oracle Cloud Applications helped improve the experience of guests and employees by:

-  Connecting over 600 disparate systems on a modern unified platform
-  Maintaining and identifying high-value customers
-  Building custom applications for racing and sports through integrations to on-premise and Oracle Cloud Applications
-  Enhancing productivity through a low-code platform to execute key apps and marketing initiatives faster
-  Transitioning payroll to Oracle Cloud Infrastructure (OCI) and Oracle Integration Cloud (OIC) technologies





Impact

Cashing in on Oracle Cloud Infrastructure

As one of the first companies in the casino gaming sector to move to a cloud-based system, the client achieved several benefits with Oracle Cloud Infrastructure (OCI). By shifting from old manual processes and legacy systems, it has been able to:



Integrate disconnected processes and automate to work faster and more collaboratively



Standardize old back-office processes and centralize information to make real-time business decisions



Save millions of dollars in IT and use resources in high-value ways to improve profitability



Go live with the human capital management system and enhance employee experience



Adhere more effectively to financial security regulations



Optimize daily incremental loads to a much greater extent



Improve customer experience by providing personalized offerings



Benchmarks

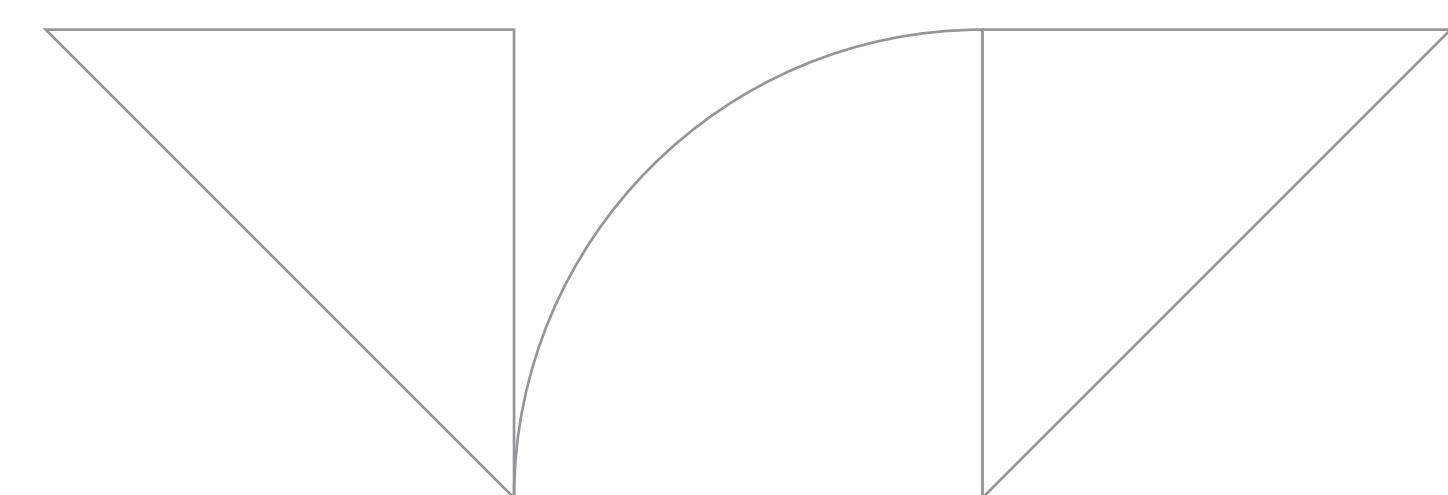
A bonanza of outcomes with Oracle

80 percent increase in customer satisfaction

Up to 25 percent improvement in revenue figures

40 OIC integrations and eight VBCS applications supported

6,000 transactions per day





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