

## HIGHLIGHTS

**Goal:** How to market to a casino property's current patrons as well as increase overall market share.

**Solution:** Qualex implements a SAS Customer Intelligence solution, which consolidates the casino's vast customer data into a clear picture of guest preferences and requirements.

**Results:** With SAS solutions and Qualex's implementation, casino marketing executives can manage timely, personalized customer communication strategies, thereby increases the casino's revenue.

**Awards:** Pearl River Resort was recognized for its outstanding efforts during the 15th annual SAS Enterprise Intelligence Awards ceremony at the 2007 SAS Users Group International.

## CUSTOMER PROFILE



### Pearl River Resort

www.pearlriverresort.com  
Pearl River Resort offers two spectacular casino/hotel properties in Mississippi offering more than 5,000 slot machines, 115 table games and 14 poker tables including the wildly popular Texas Hold'em.

### Headquarters:

Highway 16 West  
Choctaw, MS 39350  
Phone: 1.866.44PEARL

### Industry:

Hotel and Casino Operator

### Qualex Consulting Services, Inc.

World Headquarters:  
4300 Biscayne Blvd.  
Miami, FL 33137  
1-877-887-4SAS (4727)

[www.qlx.com](http://www.qlx.com)

## Double Down On Your Data With Qualex *Marketing Excellent Is Essential*

Pearl River Resort, the south's first all-encompassing luxury resort and casino in Choctaw, MS, improved its business processes with a SAS financial management solution implemented by Qualex Consulting Services, Inc. In 2007, Qualex teamed up with SAS to provide Pearl River Resort with integrated budgeting, planning and performance management solutions that help enable the organization to maximize profits, align day-to-day operations with strategic goals, ensure financial transparency and respond rapidly to changes in its market.

Pearl River Resort is known for providing unsurpassed guest service, and the resort's executives know that understanding its guests is critical to meeting their needs. To help broaden that understanding, Pearl River Resort counts on insight and understanding from SAS. The SAS solution enables the resort to transform raw financial data from multiple operations into sophisticated financial intelligence that is instrumental to compete and succeed in this challenging economy.

Pearl River Resort relied on Qualex's team of highly trained staff to install and implement the SAS® Marketing Automation solution, which warehouses and analyzes guest data. The results -- more effective marketing programs and enhanced guest experiences. "SAS Financial Management enables us to achieve transparency, consistency and accuracy with a common data model and simplified data management tools. SAS solutions will make it easier for us to react quickly to changing market conditions," said Pearl River Resort President Chuck Miller. Pearl River Resort is aware that, in today's environment, it's imperative for companies to quickly react to their client's constantly evolving needs or they risk losing that client altogether.

"Today's gaming enthusiasts and family vacationers have many travel options. As those options for gaming entertainment continue to grow, it becomes who they are, where they're coming from, why they're here, what their likes and dislikes are. That insight offers an incredible advantage," says John Enriquez, Pearl River's VP of Information Technology.

Qualex and SAS helps Pearl River Resort consolidate its vast visitor data into a clear picture of guest profiles and market segments, giving resort executives the ability to manage timely, personalized customer communication strategies.

"Qualex worked with us hand-in-hand during our SAS Marketing Automation and Financial Management implementations. They guided us on these projects using their vast technical knowledge, professionalism and dedication. They are the epitome of a true partner and we look forward to a long and prosperous relationship," said John Enriquez.

## Benefits

OBJECTIVE	BENEFITS RECEIVED
Deliver a better BI Platform	Qualex has delivered a flexible analysis and reporting tool, using more powerful and easier-to-manage predictive analysis.
Knowledge transfer	Qualex's highly skilled personnel helped to implement the SAS solution, while empowering and educating Pearl River Resort's employees.
Deliver a solid return on investment	What used to take weeks to accomplish can now be accessed in hours.