



# Silverton Casino Lodge

Leverages DMEExpress to Make Data-Driven Decisions and Compete on Analytics

## Fastest Data Integration at Lowest Performance-Price Point

Silverton Casino Lodge, located in Las Vegas, Nevada, attributes its success to the ability to make data-driven business decisions, based on timely analytics and predictive modeling. This strategy has enabled Silverton to compete with much larger market players and to provide customers with personalized experiences instead of “boxes with slots.” So topping the list of initiatives crucial to maintaining Silverton's analytic goals was a well-managed data warehousing process.

### The Problem

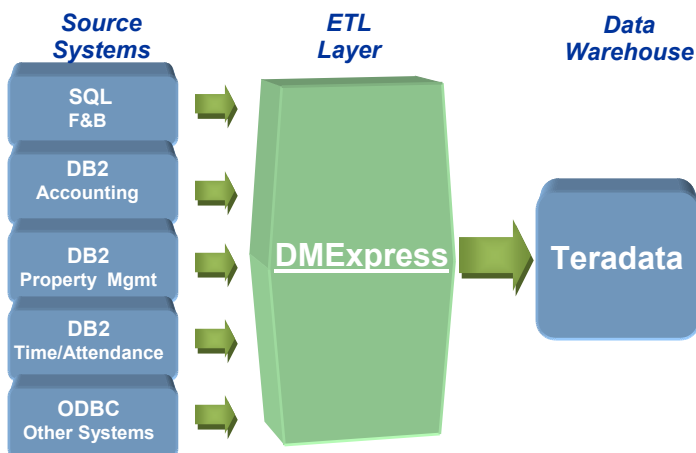
Silverton has 6 heterogeneous data source types and 15 source data systems. The data from these source systems need to be extracted and loaded into a Teradata data warehouse quickly and efficiently after undergoing data transformations. To maintain its competitive edge, Silverton's data integration process / ETL solution had to meet certain criteria:

- An attractive price point
- Strong technical support
- Flexibility
- Reliability
- Speed
- Ease-of-use
- A short deployment time
- The capability of providing a single view of the customer
- Deep experience in the data integration arena

### Solution and Results

Silverton evaluated some well-known data integration tools and found severe shortcomings: Microsoft SSIS lacked the flexibility and world-class technical support needed to address their needs, while Informatica, who also lacked flexibility, fell short when it came to an attractive performance-price point. Silverton first learned about DMEExpress at the Microstrategy World Conference. Silverton found that DMEExpress ran quickly and efficiently on all platforms with native source and target connectivity to all their major database vendors including Teradata. They were also pleased to learn that they would have an important voice in the DMEExpress product management process – something unattainable with other vendors.

Silverton is considering expanding the use of DMEExpress as more source systems are added to their data warehousing environment.



There is a direct correlation between the price-performance quality of DMEExpress and our ability to make sound data-driven business decisions. The speed, flexibility, and ease of use of DMEExpress enable us to deliver data quickly and accurately to users at a low cost. We've also seen a real return on investment for our data warehousing initiative.

Our payback period for DMEExpress was **less than 6 months** and deployment times were **reduced by over 25%** compared to using Microsoft SSIS.

- Kirk Golding, VP of Information Technology,  
Silverton Casino Lodge

## DMExpress: The World's Fastest in Enterprise Data Integration

Syncsort DMExpress, the high-speed enterprise data integration solution, enables informed, money-making decisions by putting information in the hands of business users faster. DMExpress brings “World Record” speed and ease-of-use to processes and applications like ETL, data warehousing, and BI – all while leveraging inexpensive, commodity hardware better than anyone else on the market.

With DMExpress, customers like Silverton Casino Lodge profit from:

- Low-cost, high-performance data integration
- The ability to compete on analytics gain an edge over larger competitors
- Perform complex data transformations on large volumes of data and manage multiple heterogeneous data sources and targets
- Partnering with a strong technical support team that focuses on customer success
- Saving time from deployment to staff training

We needed a data integration tool that was attractively priced with strong technical support. The other products we evaluated were either too expensive or not engineered for performance. DMExpress was the only product that hit the mark. It was also so easy to use that we were able to implement within two days and saved a lot of money by not having to hire an additional ETL consultant to write task scripts.”

- Troy Freet, Leader of Data Warehousing Initiatives at Silverton Casino Lodge

### About Silverton Casino Lodge

Silverton Casino Lodge offers all-inclusive amenities characteristic of an upscale, contemporary luxury lodge-themed resort. Silverton's attractions include the world-class, live action Seasons Buffet, Sundance Grill, Shady Grove Lounge, the Epicurean award winning Twin Creeks featuring boutique bourbons, wine and food and the Mexican-inspired Mi Casa Grill Cantina as well as 300 deluxe rooms and suites that offer luxurious amenities. In addition to the 165,000 square foot Bass Pro Shops Outdoor World, Silverton offers 90,000 square feet of gaming with over 2,200 slot machines 30 table games, an intimate Poker Room and the Mermaid Restaurant & Lounge. The property features a 117,000 gallon saltwater aquarium with more than 5,000 sharks, stingrays, and tropical fish. For more information, please call (702) 263-7777 or visit [www.silvertoncasino.com](http://www.silvertoncasino.com).

### About Syncsort Incorporated

Syncsort is a global software company that speeds data processing, integration, and protection & recovery in data-intensive environments. Supported by a professional services team built on 40 years of expertise, Syncsort helps customers drive ROI with the unique combination of high performance, optimal resource utilization, and ease of use. With over 12,000 licenses worldwide, Syncsort customers include 96 of Fortune 100 companies. Syncsort is headquartered in Woodcliff Lake, NJ, and has international subsidiaries in the United Kingdom, France, and Germany, with support centers in the United States and Netherlands. An international network of resellers provides Syncsort products as integral components of IT solutions. For more information call 201-930-8200 (1-877-FAST-951 in the US and Canada) or visit [www.syncsort.com](http://www.syncsort.com).