

**CASE STUDY**

# **IMPROVING TABLE GAMES PROFITABILITY**



One of North America's largest gaming resort facilities, with **140+ table games** in a top tourist hotspot, deployed **Tangam's proprietary TYM** (Table Games Yield Management) software & services to **optimize performance**. After 6 months, the property was able to generate **9% in incremental revenues without incurring any new marketing or labor spend**.

## Challenges

- **Static table pricing:** The previous static pricing model led to missed revenue opportunities & a poor experience for high value players
- **Misaligned staffing to player demand:** 4 week decision lag, fixed dealer schedules resulted in inefficiencies in table open hours
- **Lack of cohesive strategy:** Fragmented decision-making process & no transparency to senior management

## Solutions

- **TYM Live for Dynamic Management:** Provided real-time pricing & table spread recommendations, tailored to the property's operational strategy & current demand
- **TYM Planning for Demand-Driven Spreads:** Achieved optimal table spreads & accelerated scheduling, ensuring open hour alignment with forecasted customer demand
- **TYM Floor Performance for Enhanced Transparency:** Facilitated improved executive-level reporting & detailed visibility into floor operations

## Impact

**9%**

**Increase** in table games win with no change in total open hours.

**4x**

**Increase** in frequency in open hour reallocation to demand forecasts.

**5x**

**Increase** in productivity and time-savings for operations and analytics.

## About Tangam



Tangam Systems is the global leader in recommendation-driven gaming optimization software, trusted by casino gaming resorts to maximize profits in over 125 casinos across nine countries.

Tangam's award-winning flagship software, TYM, turns data into actions to optimize spread planning, game-mix, and dynamic management for table games. Tangam's Slot Optimization Platform, SODA, delivers unique insights to optimize slot floor-mix, settings and placement.

Merging decades of multidisciplinary experience in casino operations, artificial intelligence, software engineering, mathematics, and statistics, Tangam's patented algorithms and visualizations are backed by exceptional business and IT support.

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