

Tangam Systems to Launch SODA+ Analytics Platform Combining Slot and Table Games Data

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Tangam Systems, a supplier of business-optimisation tools for the gaming industry, is set to launch a new analytics platform, SODA+, later this year by incorporating data from both table games and slot machines. The software builds on the company's existing Slots Optimization and Data Analytics (SODA) platform.

The latest development was outlined by Maulin Gandhi (pictured), president of Tangam Systems, on the sidelines of Global Gaming Expo (G2E) Asia 2025, a major casino industry trade show and conference taking place in Macau through to Friday.

SODA is described by the company as “a data-driven solution that helps casinos maximise slot revenue, efficiency, and player engagement” through real-time analytics and automated insights.

“SODA is primarily for slots. SODA+ is combining table games data as well, into SODA,” Mr Gandhi said in an interview with GGRAsia. “Our goal is for SODA to become the platform for analytics, bringing together all the information for marketing analytics, operations analytics, and optimisation. It consolidates data from all the different sources into one platform.”

The new platform is expected to enter the market within the year. “We’re in the middle of early trials and ... probably in the next two to three months, we’ll have our first few customers using it,” he stated.

Mr Gandhi believes the new system can help gaming operators better understand and enhance property performance. “Today’s world is very complex. We need a whole army of analysts looking at data from each product category to understand what actually improved or didn’t meet the expectations,” he said.

“What we’re able to do is analyse all that data and come up with the exact insights into what drives the performance at the property, without someone having to manually go through all of it,” he added.

SODA has already seen strong uptake in several Asian markets where slot machines represent a significant portion of gaming revenue, such as the Philippines and Cambodia. For instance, major casino resorts in the Philippines – including Okada Manila and Newport World Resorts – have installed the system.

Tangam Systems is also looking to expand into markets such as Vietnam and South Korea. The firm has been happy to see two Macau casino operators adopt SODA, despite the city’s overwhelming focus on baccarat.

The interest in slot optimisation in Macau, as Mr Gandhi explained, is partly driven by regulatory constraints. Since 2023, the Macau government has capped the number of gaming machines in the local market at 12,000, coinciding with the start of new 10-year gaming concessions for the city’s six operators. Before the Covid-19 pandemic and the formal cap, Macau boasted more than 17,000 slots in 2019.

“If you have less capacity, you want to make sure that each slot machine is operating at maximum potential,” he said.

Apart from SODA, Tangam Systems also offers its TYM (Table Games Yield Management) solution. According to Mr Gandhi, analytics and optimisation tools for table games are increasingly in demand, driven in part by the growing adoption of smart table technology.

“The big question for a lot of operators is that, traditionally, they never had high-quality data coming from table games because it was manually entered,” sometimes in a “not very accurate” manner, he said.

“Now they’re getting a firehose of data from each table,” he continued. “Ultimately, operators don’t want more data; they just want answers – which is where we come in.”

In today’s more competitive environment, data analytics have become essential. “Casinos now have to do a lot more to maintain or grow their market share,” said the Tangam president.

“To be more competitive, they have to dig deeper into analytics to find out where they lack and what they need to optimise in their existing offerings to continue to grow both in revenue and in market share,” he added.

Source:

<https://www.ggrasia.com/tangam-systems-to-launch-soda-plus-analytics-platform-combining-slot-and-table-games-data>

