

90-Minute Webinar

How to Increase Your Table Games' Profits with Effective Yield Management (Part 1)

Presented by

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This webinar is the first session of a two-part webinar series which will focus on increasing table games' profits by improving yield management. Both webinars will provide an in-depth understanding of the science and math that drives yield management decision-making and how to apply it in your casino operation.

In the first webinar, we will begin by reviewing the fundamentals of yield management, specifically the nuances of table games compared to other departments, how to calculate the relevant financial and operational key performance indicators (KPIs), an introduction to theoretical revenue, and the building blocks that form theoretical revenue and profit.

The second webinar will build on these concepts, moving into more complex topics that delve deeper into optimal occupancy, how it's calculated, and how to apply the concepts in your day-to-day operations to improve your guests' experience and your profitability. This webinar will be November 1, 2018.

This webinar series will be presented by Ari Mizrachi and Varun Nayak of Tangam Systems. Both presenters bring decades of operational, optimization and analytics experience from multiple jurisdictions globally.

Topics covered in Part 1 include:

- Understanding and calculating relevant KPIs
 - Financial KPIs - how departmental profit and profit margins are calculated
 - Operational KPIs - how to utilize operational KPIs for performance measurement
- The impact of proper of data collection
 - Overview of data sourcing, sources of operational data, data accuracy and the importance of proper player classification

- Occupancy and its impact on profitability
 - Impact on game pace, play time and player seating distribution
 - Impact on Theoretical Revenue and Profit
- Player sensitivity to table occupancy - Play Time
 - Understanding the effect of occupancy on play time and how play time sensitivity affects Theoretical Revenue
- Applying each of these concepts to the floor with examples.

Presenters

Ari Mizrachi

Ari has over a decade of experience in casino operations and has worked across multiple jurisdictions in North America including Las Vegas, Atlantic City, Florida, Pennsylvania, and Connecticut. Prior to joining Tangam, Ari was the Senior Director of Table Games at Parx Casino where he was responsible for over 100 table games and a team of over 800.



Varun Nayak

As Tangam's Senior Vice President of Gaming Strategy, Varun has over 15 years of experience in technology, finance, and casino analytics. Previously, he oversaw gaming optimization and established analytical processes to measure and improve profitability at Sands China in Macau and Caesars Entertainment in Las Vegas. Varun is a computer scientist by training and received his MBA from UCLA Anderson in Finance and Strategy.



**Don't miss this opportunity to get insights from industry experts!
Develop your team and improve your bottom line.**

Tangam Systems

Tangam Systems is the global leader in table games optimization software, trusted by casinos to maximize profit on over 5,200 tables in the United States, Macau, Malaysia, Australia, New Zealand, Canada, Cambodia and the Philippines. Launched in 2010, Tangam's yield management software, TYM, turns data into actions to optimize spread planning, game mix, and dynamic management for table games. Merging decades of multidisciplinary experience in casino operations, software engineering, mathematics, and statistics, TYM's patented algorithms and visualizations are the first and only product of its category, backed by exceptional support.

Tangam's new product, TYM Floor Performance, revolutionizes how data is utilized by stakeholders to improve table games performance, combining decades of industry best practices in a box.

TYM Floor Performance is the first in the industry that provides executives with unprecedented insights to gain transparency into table games' operations directly on the floor map. Having access to the KPIs that matter, in real-time, rather than days or weeks, gives executives the ability to answer any operational questions at any time when the opportunity is present. TYM Performance changes how operators utilize their data with intuitive designs, always available dashboards and improvements to the guest experience and the casino's bottom line.

Recording Cost: \$179

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