

## LMS, DataMagine™ Streamline Hotel Operations From Arrival Through Departure

### Mohegan Sun Enhances Guest Service with Leading Edge Software Solutions

Mohegan Sun is one of the largest and most distinctive gaming and entertainment destination resorts in the United States. Its first phase, a \$300 million casino, dining and entertainment complex, opened in October 1996. Over the next five-and-a-half years, the resort expanded to include another casino, several more shops and restaurants and a 34-story luxury hotel.

The property, owned by the Mohegan Tribal Nation, is situated on the Thames River in the scenic southeastern Connecticut town of Uncasville. It is an ideal retreat for business people, leisure travelers and families with its 1,200-room hotel, 10,000-seat arena, 130,000-square-foot retail and restaurant complex, and premier meeting and convention facility.

More than 30,000 people visit Mohegan Sun each day, many of whom make short trips from nearby cities to gamble in the resort's casino complex or enjoy its dazzling array of top-name entertainment. On weekends, the hotel operates at 100 percent capacity.

With crowds like that, the resort realized it needed a property management system that would enhance hotel operations and streamline guest service. Mohegan Sun's wish list also included both a Web-based room reservations system that would allow guests to book rooms over the Internet and an on-site activities reservations tracking system that would allow the property to manage everything from restaurant reservations to limousine service in one central location.

#### One-Stop Solution

Mohegan Sun wanted to provide its guests with unparalleled service – from arrival to departure. It evaluated several property management systems and selected the Lodging Management System (LMS) by Agilysys and two of its modules—LMS ResNet and LMS ARTS. It also selected the the DataMagine™ by Agilysys document management system.

LMS is an integrated property management software system designed to create economies of scale and provide greater control of front office, accounting and housekeeping operations. Its versatile foundation expands to incorporate additional software modules from Agilysys and other vendors.

According to Dan Garrow, chief information officer at Mohegan Sun, a primary reason the resort chose the LMS system was the software's ability to meet the property's business requirements. "LMS meets the functionality of our hotel operations and provides the technical interfaces we need."

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LMS easily integrates with software from Agilysys and other vendors



# Success Story

LMS is also stable and reliable. "The system is extremely dependable, which translates into increased efficiency and cost savings for the property," said Garrow.

What's more, LMS easily integrates with software from other vendors. The hotel was already running programs by Infinium and MICROS, and the LMS system integrated seamlessly with them.

Best of all, Agilysys offered customization that enabled Mohegan Sun to meet and exceed guest requirements. For example, a custom interface allows guests to pay for their rooms with Player's Club points. "When a guest checks out, LMS goes over to ACSC to see if there are enough points in that person's account and, if so, it deducts them instantly," Garrow explained. "That's the kind of technology that benefits both the hotel and the guest."

Installation and training went smoothly. Agilysys offered round-the-clock support, remaining on site 24 hours a day the first week the system was running. Training was conducted for approximately 800 staff members in sessions that included approximately 25 employees. The process took two weeks.

## Techno-Savvy Guests Book Online

Mohegan Sun also uses LMS technology to give Internet-savvy customers a choice of how to book a room. The resort already had a Web site, so it simply added LMS ResNet, a Web-based real-time reservation system that gives guests an alternative to the traditional toll-free telephone number.

LMS ResNet allows customers to check hotel room availability, book reservations using any rate in the system, pay for a room with a credit card and receive an e-mail confirmation. Yet, unlike many online reservation systems that require guests to e-mail a request for a room and hotel staff to complete the actual reservation process, LMS ResNet requires no staffing. Instead, all booking is completed through the hotel's own computer.

With LMS ResNet, the resort has reduced the number of telephone calls to its reservation center while providing a service to customers who prefer to make reservations online. What's more, the system allows the hotel to keep 100 percent of the revenue it receives from booking a room rather than having to split it with a third-party vendor.

Mohegan Sun plans to use the demographic information in its LMS ResNet database for marketing purposes. "We have about 2 million customers in our database at this point, and we want to target them for special promotions and incentive programs," said Garrow.

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Owned by the Mohegan Tribal Nation, the 12,000-room Mohegan Sun has a 10,000-seat arena and 130,000-square-foot retail and restaurant complex.

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## From Limos to Concerts

But that's not all. Mohegan Sun uses the LMS Activities Reservations Tracking System (ARTS) to manage the property's diverse venues. "It helps us keep track of everything from limousine service to concert seating," said Ron Caverly, director of VIP services at the resort.

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– Dan Garrow, Chief Information Officer

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LMS ARTS interfaces with the hotel's guest history data to preplan dinner reservations, tee times, show tickets, tennis lessons and even off-site activities. The software also places canceled activities back into inventory for resale, resulting in optimum property utilization and profitability.

Mohegan Sun maintains a fleet of 35 limousines, and it uses LMS ARTS to assign drivers and monitor exactly what time each car arrives and departs. The software is also used to assign seating in the Wolf Den, the resort's concert venue, and to manage reservations in several of the hotel's fine restaurants.

According to Caverly, training took less than two hours per person. "The system is easy to learn." Initially, an Agilysys trainer taught two dozen staff. Now, approximately 70 employees know how to use the system.

Unlike many activities reservations software systems, LMS ARTS is extremely flexible. The property can modify reservations based on a number of factors such as venue, seat, date and time. And, because the software integrates with the LMS property management system, front desk staff can view any guest reservation quickly and easily.

## Reducing ID Theft and Cheating

Mohegan Sun also installed the DataMagine by Agilysys document management system to keep operations running at peak efficiency. DataMagine is a complete imaging and archiving solution that provides a central retrievable depository for scanned images, faxes, e-mails, photos, spreadsheets and more. The system also has faxing, printing and document-flow capabilities as well as electronic registration and signature capture.

DataMagine has a custom interface to the property's casino and slot management system, so integration was seamless. In fact, according to Mark Uihlein, director of business applications for Mohegan Sun, one of the primary benefits of the document management system is its compatibility with other software.

Another benefit is the system's flexibility. "It allows you to archive data from a number of sources and view and print reports on demand," he said.

The resort also uses DataMagine in the casino. "We keep identification theft and cheating to a minimum by using the system for signature and ID verification in the pits," said Uihlein.



Agilysys Hospitality Solutions is a developer of more than 30 software products with a focus on hospitality. Major product lines include LMS property management, MMS materials management and DataMagine™ document management systems. For more information, call 1-800-241-8768 or visit [www.agilysys.com](http://www.agilysys.com).

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