

## Hospitality & Gaming



### The Challenge

Turning Stone Resort Casino recently completed the first phase of a large modernization effort aimed at maintaining its stature as a premier upscale resort destination.

Turning Stone's vision included a large-scale upgrade of its gaming infrastructure, along with significant investments integrating core assets across the property.

Together, these investments are focused on driving a highly differentiated guest experience via a highly intimate loyalty program poised to reduce manual operations while boosting on-property revenue and growing the guest portfolio.

### The Solution

The Turning Stone team chose to partner with Neudesic based on its industry expertise and a groundbreaking communication solution for hospitality and gaming called Neudesic Real Time eXperience (RTX), which Neudesic has successfully launched at several Las Vegas properties.

In addition to real-time delivery of guest events, such as check-in, dining, golf,

# Premier Resort Destination Delivers Exceptional Guest Experiences Powered by Real-time Loyalty Solution

Named "Most Excellent Golf Resort" in 2010 by Condé Nast and "Casino of the Year" in 2009 by The Academy of Country Music, New York-based Turning Stone Resort Casino offers world-class gaming, golf, entertainment, accommodations and spa facilities, and has earned AAA Four Diamond ratings for The Lodge, The Tower Hotel, and Wildflowers restaurant.

*"Ease of deployment, state-of-the-art technology for integrating disparate applications, and low cost of ownership made Neudesic RTX the right choice for our organization."*

*- Steve Murphy, Vice President of Technology & Supply Chain  
Turning Stone Resort Casino*

etc., Neudesic RTX features superior connectivity and highly configurable interfaces that enable Turning Stone to reduce its short and long-term integration and business workflow costs.

Neudesic connected Turning Stone's CMS, LMS, spa, golf, entertainment and other third-party vendor systems, creating a single source record of all guest interactions and loyalty information.

Every time a guest swipes a loyalty card, Neudesic RTX captures valuable insight to guest preferences that Turning Stone can leverage to track how and when guests interact with various resort amenities.

### The Benefits

Turning Stone can leverage real-time guest information delivered by Neudesic RTX to boost both loyalty and revenue through incentives and comps, like offering breakfast and a relaxing spa treatment to a guest who just arrived after a long, overnight flight.

Neudesic RTX not only enables Turning Stone to deliver special offers to guests in real time, it also allows guests to transact points and offers on the spot at any of the resort's on-site amenities, creating unique and memorable experiences that will keep guests coming back.