Las Vegas continuously reinvents itself, and in an evolving environment only the strong will survive. In the competitive casino industry of Las Vegas, everyone is trying to get an advantage above the rest. The two major players in Las Vegas are Harrah's Entertainment and MGM Mirage. Las Vegas is the most exciting and entertaining city in the world, but due to recent economic woes the competition for gamblers has heated up between casinos.

In a surge to compete with industry leader Harrah’s, MGM Mirage has hired two companies to improve its customer database mining capabilities and boost its guest loyalty programs. The industry and Harrah's in particular will be interested in how MGM uses the information for marketing and product development.
The Las Vegas-based MGM Mirage has partnered with ESS Analysis, a Boston-based advanced analytics-focused consulting firm, and A.T. Kearney, a global management consulting firm. MGM Mirage acknowledges that the two firms will align the state-of-the-art technological resources, including a database of more than 60 million customers, this combined with current business strategies will create innovative marketing solutions.

Bill Hornbuckle, MGM Mirage chief marketing officer, said in a statement. "This initiative increases our ability to cater to our guests' personalized needs with a one-to-one marketing outreach." The move may improve MGM Mirage's competitive position against industry leader Harrah's Entertainment Inc., which is known for mining its own databases with scientific formulas to produced personalized offers to customers through its Total Rewards Program, which launched in 2000 and now has some 40 million members.

Khalid Khan, analytics director at A.T. Kearney, said in a statement, which has offices around the world including 11 in the United States, Canada, Mexico and Brazil. "Sophisticated analytic techniques transform reams of data stored in disparate databases into a vivid 360-degree view of how a customer responds to the onslaught of products and services before them. These detailed profiles provide predictive insights on customer preferences that can be leveraged to improve the overall customer experience through more targeted, cost-effective offers resulting in a true win-win."

There are many who feel that all Las Vegas has to do to get people coming back to gamble is to lower the room rate, drop food prices, increase odds on the table games and loosen up the slots. Of course there are the naive people who come to Las Vegas expecting to make money, but the casinos should make gambling fun again. In reality, what difference is it to them if they get your money in 1 hour or 12 hours? Maybe this new system will help cater to people’s wants resulting in a more enjoyable gaming experience.