

The Star Entertainment Group partners with Tangam for a chain-wide deployment

WATERLOO, ON, CANADA, August 23, 2017 /EINPresswire.com/ -- Tangam Systems announces entering into a five-year agreement with The Star Entertainment Group, which includes expanding Tangam's Table Games Yield Management (TYM) software to The Star Entertainment Group's Queensland properties. TYM is already in use at The Star's flagship property in Sydney.



With this agreement, Tangam enters a new milestone: optimizing all Australian Table Games Operations over 50 tables, using TYM to increase table games performance and enhance their patron experience.

“The Star Entertainment Group is dedicated to continuously improving efficiency at all our world-class properties and providing an extraordinary guest experience. Partnering with Tangam aligns with these goals,” stated Peter Foley, General Manager Performance Improvement at The Star Entertainment Group.

“Due to our ongoing success with Tangam at Sydney, we’re able to deliver the right product at the right time, leading to improvements in efficiency, transparency, decision-making and our bottom line. We look forward to the same benefits across our Queensland properties,” added David Croft, General Manager Product & Strategy at The Star in Sydney.

“We are excited to announce this long-term partnership with The Star and expand to their full portfolio of properties,” stated Maulin Gandhi, President at Tangam Systems. “The table games industry is evolving into to a more dynamic and data-driven model of managing revenue and costs. With the vote of confidence from The Star in our team and product’s ability to deliver results in Sydney, we look forward to working with the Queensland team to improve operational efficiency and enhance the gaming experience across their most valuable patron segments.”

About Tangam Systems

Tangam Systems is the global leader in table games optimization software, trusted by casinos to maximize profit on over 4,400 tables in the United States, Macau, Malaysia, Australia, New Zealand, Canada 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.

About The Star Entertainment Group

The Star Entertainment Group (formerly known as Echo Entertainment Group) is an ASX 100 listed

company that owns and operates premier entertainment destinations and resorts including The Star Sydney, The Star Gold Coast, and Treasury Brisbane. The Star Entertainment Group is committed to optimising its properties, supporting the communities in which we operate, and capitalizing on the opportunities presented by our world-class locations in Sydney, Brisbane and Gold Coast. Underpinned by the multi-billion dollar transformational projects planned or in progress at our properties our vision is to become Australia's leading integrated resort company.

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