

Casino Transforms the Guest Experience

Eastside Cannery Casino consolidated its gaming, video surveillance, and hotel system networks with a Connected Gaming Solution.

EXECUTIVE SUMMARY
<p>CANNERY CASINO RESORTS</p> <ul style="list-style-type: none"> Gaming and Hospitality Las Vegas, Nevada 4000 employees
<p>CHALLENGE:</p> <ul style="list-style-type: none"> Enhance guest experience Increase revenue Meet gaming industry requirements
<p>SOLUTION:</p> <ul style="list-style-type: none"> Deployed Cisco Connected Gaming Solution, including Cisco Video Surveillance Stream Manager
<p>RESULTS:</p> <ul style="list-style-type: none"> Delivered personalized experience expected to increase loyalty and revenues Increased efficiency of video surveillance Protected information from alteration and snooping

Challenge

Cannery Casino Resorts operates three Las Vegas casinos (Cannery Casino and Hotel, Eastside Cannery Hotel and Casino, and the Rampart Casino), as well as the Meadows Racetrack and Casino in Washington, Pennsylvania. Its primary market is local residents. The new Eastside Cannery Casino, which opened in August 2008, provides 65,000 square feet of gaming space that includes approximately 2000 slot machines, 21 table games, a 450-seat bingo hall, poker room, and a race and sports book.

Cannery Casino Resorts strives to get to know its guests in order to provide a tailored experience. “When a past guest walks through our doors, we like to know what games they play, their room preferences, and where they enjoy dining,” says Michael Day, chief information officer and vice president of IT. “This helps us offer amenities and bonuses to make their stay more pleasant.” Previously, knowing a guest’s habits and preferences was difficult because each game resided on its own network.

As Cannery Casino Resorts and Data Systems Worldwide (DSW), a Cisco Certified Silver Partner, began planning the Eastside Cannery, the company wanted to deploy a consolidated IP network for all games, video advertising, video surveillance, communications, and hotel systems. Business objectives for the consolidated network included:

- Complying with gaming industry requirements:** Casinos are required to monitor gaming tables with 24-hour surveillance, provide adequate resolution and frame rate, ensure redundancy, and retain video for the required number of days.
- Protecting guest information:** Eastside Cannery needed to help ensure that customer and gaming information remained private and could not be intercepted over the network.
- Transforming the guest experience:** Casino guests are attracted to casinos that use rich media for the “wow” factor and offer bonuses based on previous play.
- Increasing revenue:** Eastside Cannery wanted to use networked video displays throughout the property to promote restaurants and shows and generate excitement by announcing jackpots.
- Automating incident detection and response:** In the future, Eastside Casino wants to integrate its video surveillance systems with other physical security systems, with the goal of accelerating incident detection, assessment, and response. An example is using the network to detect if a slot machine door is open, and then automatically aim a camera at the area so that an operator can determine whether response is required.

- **Preparing for downloadable games and server-based games:** The new trend in casinos is that guests can walk up to any video console in the gaming area and choose the game from an interactive menu. Video is sent over the network to customize the display. Server-based games require a highly available, secure network with high bandwidth and quality of service.

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Solution

Cannery Casino equipped the new Eastside Cannery Hotel and Casino with a Cisco® Connected Gaming Solution, including Cisco Video Surveillance Streaming Manager. “We already had a significant investment in Cisco networking technology and have had an excellent experience,” says Day. “Cisco Catalyst switches have unique reliability features, so that slot machines can continue operating even in the event of a link or equipment failure. And our business partners felt comfortable with Cisco solution because of Cisco’s reputation for quality and service.”

Eastside Cannery uses the Cisco Video Surveillance Stream Manager to view, store, and manage video from more than 600 mostly analog video surveillance cameras throughout the property. The casino has the flexibility to connect analog or digital video surveillance cameras from any vendor. “We liked that we could continue using existing keyboards and monitors from our other casinos, which avoided the time and expense of retraining our video surveillance operators,” says Day.

Cannery Casino Resorts engaged DSW to plan and implement the solution, which Cisco designated as “Outstanding Customer Solution of the Year.” “A casino processing millions in daily wagering is well advised to invest in a reliable network infrastructure,” says Ryan Peterson, chief technology officer, DSW. Day adds, “With help from Data Systems Worldwide, we opened the Eastside Cannery Casino on time and under budget. That’s very unusual for a gaming project.”



Results

Increased Revenue

Eastside Cannery's approximately 2200 video displays can be used for advertising as well as games, because they are all connected to the same Cisco network. The casino plans to send video to unused gaming monitors to announce when someone has won the jackpot, increasing excitement. Similarly, when a restaurant has open tables, Eastside Cannery will be able to instantly advertise a promotion on any video monitor in the property.

Eastside Cannery can depend on the network for gaming, its major source of revenue, because the Virtual Switching System (VSS) feature of Cisco Catalyst® 6500 switches helps ensure that a switch or line failure does not affect operations. A pair of Cisco switches act in unison to provide a highly available connection to the gaming floor. "If a single switch becomes interoperable, there is no loss of data to the floor, and no failover process has to take place," says Peterson.

More Efficient Video Surveillance

The Cisco Video Surveillance Stream Manager is easier to manage than tape-based systems. "Previously, when searching for video on casino or security incidents, operators had to review eight to ten videotapes to look for evidence," says Peterson. "Now, operators can quickly rewind or fast forward video over the network to more quickly find the relevant images." The casino uses archived video to investigate suspicious incidents and customer accidents such as falls. New operators need very little training to use the system. They can quickly copy a file to a USB drive to share with other agencies, adding a watermark that helps prove the recording has not been altered. "Our surveillance people are very happy with the Cisco solution," says Day.

Increased Information Security

The Cisco Connected Gaming Solution helps Eastside Cannery comply with gaming industry regulations by preventing unauthorized people from connecting hubs and switches on the property. For additional protection, Eastside Cannery uses Cisco network technology to divide a single physical switch into more than 60 separate virtual networks for gaming devices and other systems connected to the network. Other tools, such as the Cisco Firewall Services Module for the Cisco Catalyst 6500 Switch, help to prevent attacks on the slot floor infrastructure, keep hackers from impersonating authorized users, and prevent eavesdropping on traffic between gaming devices and servers.

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Next Steps

Cannery Casino Resorts will add the Cisco Connected Gaming Solution in its other properties during scheduled upgrades. Additional plans include:

PRODUCT LIST
<p>Network Systems</p> <ul style="list-style-type: none"> • Cisco Catalyst 6509 Switches with Virtual Switching System (VSS) • Cisco 2960 Series Routers in the slot banks • Cisco 3750 Switches with Power over Ethernet for voice <p>Physical Security</p> <ul style="list-style-type: none"> • Cisco Video Surveillance Stream Manager <p>Security</p> <ul style="list-style-type: none"> • Cisco Secure Access Control Server • Cisco Firewall Services Module • Cisco ASA Adaptive Security Appliance 5500 <p>Voice and Unified Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager • Cisco Unity® Unified Messaging • Cisco Unified Contact Center Express

- **Introducing high-definition video games:** The Cisco network can easily scale to provide the needed bandwidth.
- **Adopting video analytics:** Software in the cameras will alert operators to suspicious events that they might otherwise miss due to information overload. Video analytics can also improve the customer service and potentially increase revenue. For example, using the software to send an alert when there are long queues for table games will give the casino an opportunity to dispatch more dealers, keeping the players in the casino.
- **Deploying high-definition digital video surveillance cameras:** “We’ll begin with our high-limit gaming tables and the money cage,” Day says. “High-definition cameras will enable us to clearly see the suit of a card.”

Day concludes, “The Cisco network is the platform for a variety of applications to enhance the guest experience and increase our efficiency. We’re prepared for the future.”

For More Information

To learn more about Cisco Connected Gaming solutions, visit: www.cisco.com/go/gaming

To learn more about Cisco Video Surveillance solutions, visit: www.cisco.com/go/physec



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