

# Spotlight 29 Casino



## Customer

- Spotlight 29 Casino

## Industry

- Hospitality/Casino Gaming

## Challenges

- Competitive local market
- Full-facility remodel
- Future plans for expansion
- Costly TDM environment

## Solution

- Communications server: UNIVERGE® SV8500
- Unified communications: UC for Enterprise (UCE)
- Video conferencing solution: UCE Collaboration
- Contact-center solution: UCE Contact Center
- Voice-mail platform: UNIVERGE UM4730
- Desktop IP terminal: UNIVERGE DT730
- Management platform: UCE Manager
- NEC Associate: Digital Telecommunications Corp. (Van Nuys, CA)

## Results

- Improved customer service in contact center
- Better productivity for front-desk employees
- An IP-based platform for future expansion
- Increased revenue opportunities
- Positioned for competitive differentiation

One of the major challenges for the hospitality industry, specifically casinos, is how to attract and retain guests while differentiating themselves in a crowded industry. In addition, casinos must decide which area of investment will get them the most return both in revenue and loyalty.

Spotlight 29 Casino is located in Coachella, California. A Native-American enterprise, the facility is owned and managed by the 29 Palms Band of Mission Indians. With the help of Digital Telecommunications Corporation (DTC), an authorized NEC dealer in nearby Van Nuys, Spotlight 29 Casino implemented an NEC UNIVERGE solution to streamline communications in its remodeled facility and to accommodate plans for future expansion.

## Challenges

Spotlight 29 shares the greater Palm Springs, California market with four other gaming casinos. To maintain a competitive advantage, Spotlight 29 decided on a full-facility upgrade, modernizing the casino's gaming, food, beverage and entertainment venues.

To create an ever-sustainable competitive advantage and increase its share in the gaming market, the casino made plans to add a 200-room, four-star hotel.

Spotlight 29 has been an NEC end-user company for more than 10 years. While the existing TDM solution was reliable, the casino sought a pure-IP solution that would support more advanced applications, enhance communications in its existing facility and accommodate the casino's plans for future expansion.

## Solution

DTC proposed NEC's UNIVERGE SV8500 Communications Server, a pure, IP-based platform to meet the casino's technology needs during and after its remodeling and expansion. "NEC has trusted technology and the best team of experts," says Bob Bliss, DTC's president.

"DTC's proposed solution would provide Spotlight 29 a most cost-effective way to enable their plans to grow the business."

Spotlight 29's technology staff researched various solutions before narrowing the choices to two vendors, one of which was DTC. The NEC/DTC team invited members of the casino staff to NEC's Executive Briefing Center in Dallas to further demonstrate NEC's current and future technology capabilities, particularly within the hospitality industry. "Our visit to the EBC showed us NEC's true capabilities," says Tammy Thomas, contact center manager, Spotlight 29 Casino. "NEC was not only keeping up with the latest technology, they were better priced than other companies with similar products."

Spotlight 29 ultimately chose the NEC solution because of price and expandability. "The competing vendor solution would have been much more expensive for us in terms of time, money and complexity," says Jim Galvan, information technology director, Spotlight 29 Casino. "The NEC solution was much more cost effective; and, it was much easier to implement."

Since Spotlight 29's existing system was also an NEC solution, DTC performed a cable migration to the UNIVERGE SV8500. The cable migration allowed the casino to convert to a full, IP environment and supported its current and future plans for expansion. "NEC pure-IP solution aligned with Spotlight 29's technology strategy and architecture," says Galvan. "It also gives us the expandability that we'll need in the future."

The transition to an IP-based environment also allowed the casino to upgrade other elements of its communications solution. NEC's UM4730 and IP terminals enhanced voice services for employees, which improved communications and productivity. "We can transfer a caller directly into voice mail without having the phone ring," says Thomas. "We also have shortcuts when listening to our messages, which save us a lot of time."

Spotlight 29 also implemented NEC's UC for Enterprise (UCE), a powerful combination of applications designed to further streamline communications and productivity. The UCE Contact Center application allows the casino to track inbound and outbound call flow throughout the facility, improving customer service and operational efficiencies.

"With UCE Contact Center's indepth reporting capabilities, we know how much call volume each department gets each day as well as the details like callers' average speed of answer and hold times," says Thomas. "This allows us to distribute calls among agents and optimize staffing for peak call volume."

The UCE Manager simplifies management for the entire solution. A web-based, centralized management system, the UCE Manager allows the staff to remotely manage and support the day-to-day tasks for the casino's IP servers and applications. "With the MA4000, I can make changes like adding extensions, changing names and call forwarding without leaving my office," says Thomas. "I make changes directly from my desktop and the application is very user friendly."

The casino is currently in the process of implementing UCE Collaboration, a premise-based video conferencing solution that enables conference calls for globally dispersed employees

## Results

Spotlight 29 Casino has benefited from its new, full IP solution, particularly by way of cost savings. "As a result of the new NEC solution, we've saved by getting rid of our copper and analog lines," says Galvan. "We have also received some cost savings from overall phone-system management, productivity costs and short deployment lifecycles."

Switching to an IP-based communications platform has also enabled applications that deliver significant cost savings. "UCE Contact Center allows us to optimize staffing level and make our contact center a lot more productive, delivering immediate cost benefits to the organization," says Thomas. "It also enables us to provide a better experience for our guests, which can improve customer loyalty and yield even greater cost benefits over the long term."

The casino plans to leverage its UCE Collaboration application for additional cost savings. "We plan to use the UCE Collaboration video conferencing for training, sales, and communications with the tribal board," says Galvan. "This will allow us to communicate with dispersed groups of people in real time, without having to travel."

The casino will also benefit from improved productivity within its IT organization. "UCE Manager provides us the tools to manage day-to-day tasks much easier," says Thomas. "As a result, our staff has more time to concentrate on higher priorities throughout the casino."

## Results (cont.)

Thomas is now confident the casino's new solution prepares the casino for future expansions. "We knew that upgrading our communications solution was critical to expanding our user and management capabilities," says Thomas. "Overall, our switch to an NEC IP solution has positioned us to seamlessly expand and integrate our plans of future expansion of the property."

Both Thomas and Galvan attribute the casino's successful implementation to a favorable relationship with DTC. "Bob and the DTC team were on site for the installation and staff training to ensure seamless integration and end-user proficiency with minimal downtime," says Thomas. "DTC kept staff on site even after the install and they continue to provide excellent service today."

"Overall, I'm very pleased with DTC," adds Galvan. "They were extremely knowledgeable, worked within a timeframe that coincided with our expansion and went the extra mile whenever we needed changes."

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