Cordish Gaming

Seamless technology integration enhances the guest and staff experience across venues.

"We chose ALE over other vendors because they had the same values we had, and they listen. Cordish Companies' values are family oriented and team-member oriented, and we see the same values in ALE."

Frank Bonini, SVP/CIO Cordish Gaming and Live! Casino and Hotel

Cordish LIVE! Casino in Maryland is a division of Cordish Companies and Cordish Gaming. With a focus on high standards of integrity and excellence across its entertainment venues, casinos and hospitality facilities, Cordish Gaming created a next level customer service experience at its LIVE! site. Guests, staff and internal clients experience enhanced enjoyment, services and safety with behind-the-scenes technology supported by Alcatel-Lucent Enterprise Ethernet and wireless switches, and network management tool.

CHALLENGES

Operating a casino environment presents complex challenges in supporting secure gaming systems, enterprise applications and guest services. Casino organizations must also navigate stringent and increasingly sophisticated regulatory requirements, as regulatory bodies intensify their focus on cybersecurity.

Additionally, effectively managing and securing audio, visual, wireless and data center systems, as well as internet infrastructure, requires comprehensive and robust management capabilities.

ACTION

ALE's business partner Magothy Technologies supplied networking equipment showcasing the advantages of ALE products. By highlighting the technical capabilities and cost savings of the ALE solution, Magothy was able to demonstrate what the casino had been missing.

PRODUCTS AND SERVICES

- Alcatel-Lucent OmniSwitch 6360
- Alcatel-Lucent OmniSwitch 6860
- Alcatel-Lucent OmniSwitch 6900
- Alcatel-Lucent OmniVista 2500 with UPAM
- Alcatel-Lucent Stellar AP1321
- Alcatel-Lucent Stellar AP1301

RESULTS

Technical Benefits

- OmniVista NMS centralizes monitoring, and lets IT team easily add and manage devices
- A segmented network environment effectively **manages and contains potential cybersecurity threats**
- OmniSwitch solutions provide secure, resilient operations infrastructure operations

Financial Benefits

- Technology provides back-of-house teams with detailed, real-time insights into guest interactions and experiences, **increasing service quality and guest satisfaction**
- ALE solutions offered greater value and affordability with built-in security over the previous vendor
- Automated network saves time and effort

User Benefits

- Every aspect of **guest and staff experience is enhanced** through seamless technological integration
- Back-of-house teams receive detailed, real-time insights into guest interactions and experiences, giving staff the information needed to address, support and improve service quality
- IT staff are developing a mobile app for guests to access self-service options and view details about their play and account status without visiting a card desk
- End users benefit from less frequent and shorter downtime

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Customer Story

MARKET: HOSPITALITY	COUNTRY: UNITED STATES OF AMERICA	COMPANY: CORDISH LIVE