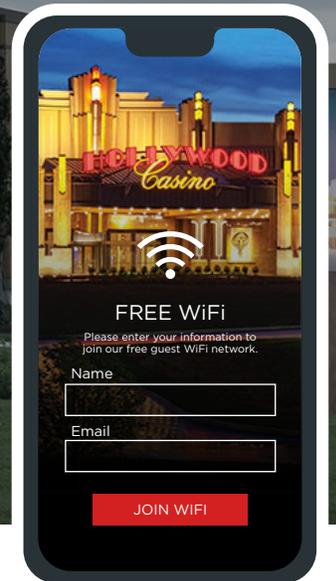




CASE STUDY

Hollywood Casino MANAGED WIFI



Challenges

Prior to Telesystem, the casino did not have a guest WiFi solution in place.

There were density concerns in regards to implementing reliable wireless coverage.

The casino didn't want access points to be easily visible to guests.

Hollywood Casino wanted access to analytics to show them who is connecting, how they are navigating the space, and the ability to offer up customized marketing campaigns at a later date.

About Hollywood Casino

Hollywood Casino is part of Penn Entertainment, Inc. who owns 42 Casinos and race tracks in the Midwest and Eastern United States.

They were looking for a fully Managed WiFi solution to include AP's, switches, analytics, Dedicated Internet services, splash page, SLA's and 24/7/365 support.

Telesystem's Solution

Telesystem was able to provide everything on the casino's wish list as well as supply circuits that were redundant to their current WiFi solution.

Both a predictive and onsite RF survey was performed utilizing advanced WiFi heatmap software to ensure complete and reliable wireless coverage for guest access, and to address any "density" concerns.

Telesystem had custom device skins printed and placed on each access point so that they would blend in with the casino's environment, and worked closely with their inside wiring company to manage the installation of each AP during approved hours since they are a 24x7 operation.



The Results

Hollywood Casino saw the need to provide their guests with a reliable WiFi network that would be beneficial to both the guests and the casino themselves. Telesystem was able to offer a solution that met all of their connectivity, support and analytics needs, along with the ability to grow and add additional functionality down the road.

Their Columbus, Ohio location was the first to be installed in 2020. Due to the success of this benchmark location, Youngstown, Dayton and Toledo, Ohio were installed in early 2021 with the same solution design.

The casino guests at these locations are now able to get fast, reliable WiFi coverage and the casino is able to leverage guest information to make strategic business decisions based on the habits of the guests visiting their venues. We continue to work with Hollywood Casino (Penn Entertainment Inc.) on future managed wireless projects such as M Resort and Casino, Cactus Pete's Resort and Casino, and Ameristar Council Bluffs Casino.

Future Growth

With Telesystem WiFi Engagement and Analytics layered into their Managed WiFi solution, Hollywood Casino will have the ability to collect in-depth user demographics, understand footfall, optimize their venue layout, promote loyalty programs and deliver personalized marketing messages to increase dwell time and overall spend.



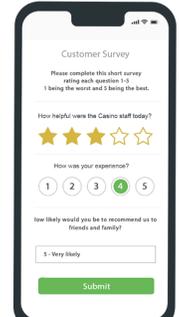
Insight: Learn who your visitors are



Analytics: Learn how your visitors move around



Target: Send personalized marketing messages



Survey: Find out how you're doing

