

# U.S.-based global casino operator reduces **operation costs by 25 percent**

HCLTech's global application development service center transformed the client's casino and hospitality services

The client is one of the largest American casino and resort companies with operations in Singapore and Macao. It was looking for a partner who could help them in addressing the challenges of managing delivery across all locations. Due to HCLTech's extensive gaming/casino industry experience, the client onboarded HCLTech for a long-term systems enhancement project.

## Objective:

### Streamlining application development services

The primary goal was to ensure high-quality application development to enhance the capabilities and SLAs of all delivery centers,

positively impact customer satisfaction and drive brand loyalty.

## Challenge:

### Managing time, cost and quality constraints

From the outset, the client updated HCLTech on the issues. Accelerating application development to launch products and features with speed was a challenging task. In addition, legacy systems and outdated processes racked

up operating costs that had to be reduced by 25 percent. Despite the time and cost-related constraints, application quality had to be maintained to sustain the company's market position.



## Solution:

### Holistic product-specific solutions

During the initial due diligence, HCLTech set up three global teams in the service center: a 25-member team for development support, a 30-member team for quality assurance and a

five-member team to handle business operations and delivery across geographies. The team immediately began to tackle the following enhancements and systematizations:



**Card-tracking system enhancements:**

To allow quick and efficient card changeovers and reduce downtime at tables, HCLTech increased the number of card decks supported by the card-tracking system

**Mobile sign-up:** To reduce player registration wait time and improve the player experience, HCLTech implemented registration via mobile devices. This included e-signature capture on iPads and player photo and ID capture with iPad cameras

**MBS marketing kiosk:** HCLTech built a marketing kiosk that offers and manages promotions, sweepstakes and other marketing features to players at all casinos. The initial version of the kiosk was rolled out in nine months; additional features were included in subsequent timed releases

**Optii Keeper integration:** HCLTech deployed HTNG-compatible TIBCO services to integrate the cloud-based housekeeping solution Optii Keeper with

the hotel management system in a relatively short period of 12 weeks

**Migration of the lodging management system to Opera LMS:** From an outdated legacy system, HCLTech facilitated the migration of the Singapore center to the Java-based Opera LMS system. HCLTech helped test its usage over time and systematically introduced it in each casino

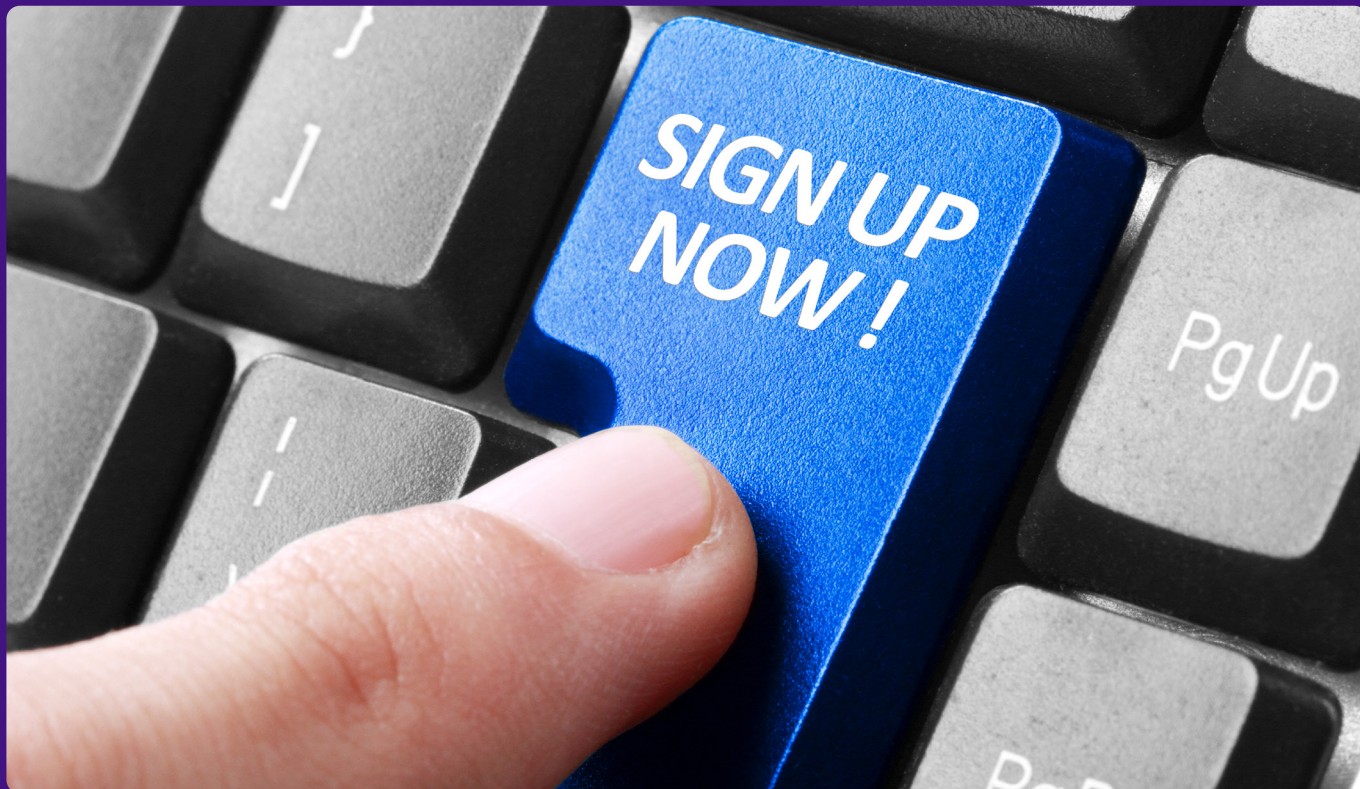
**Application transformation across gaming and non-gaming systems:** To streamline processes at all locations, HCLTech introduced messaging services on casino tables, an integrated reservations system and commercial off-the-shelf (COTS) products on casino floors

**ACSC management system upgrade:** HCLTech upgraded the ACSC management system in the U.S. and Singapore casinos so that operations could continue uninterrupted even during system upgrades

So far, HCLTech's service center has delivered 800+ enhancements, applications and quality assurance tasks that address the client's challenges and help them achieve their long-term goals.

## Impact:

Reduced operations costs of 25 percent



The client realized many tangible benefits from the systemic enhancements made by HCLTech including:

- The **card-tracking system** saved at least one minute of downtime for every card changeover. With card changes at an average of 1,200 each day, which translates to saving 20 hours per day and a cost reduction of \$3.7 million per year
- The **MBS marketing kiosk** has helped launch more than 70 promotions so far. **Mobile sign-up** steadily increased player registration by 1 percent every year. Eliminating the expense of \$20,000 per promotion launch has resulted in savings of \$1.4 million. Patron loyalty improved by a significant 35 percent across all properties
- The **Optii Keeper integration** and **migration of the lodging management system to Opera LMS** increased casino floor efficiency by 1200 hours each year

In addition, HCLTech's compliance enforcement has helped reduce the client's regulatory penalties by more than 10 percent every year.

The bottom line: The HCLTech service center's comprehensive and integrated services transformed the company's casino and hospitality services and helped it meet its overall goal of reducing operating costs by 25 percent. That's a win in anyone's book.