

Resort Casino Readies for Growth with Cisco Video Surveillance

Hybrid analog and network video solution helps protect Pechanga Resort and Casino’s system investments while enabling new capabilities

EXECUTIVE SUMMARY
<p>PECHANGA RESORT AND CASINO</p> <ul style="list-style-type: none"> • Industry: Hospitality/Gaming • Location: Temecula, California • Restaurants: 11 • Entertainment Venues: 5 • Guest Rooms: 522, 4—Diamond rated Property • Convention Space: 41,000 sq. ft • Theater seats: 1,200 • Gaming Floor: 188,000 sq ft • On-site gas station and 5 level parking structure • 400,000 sq ft, \$158M+ Expansion • Video Cameras: Over 2000
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Analog surveillance system limits flexibility and planned growth • Upgrade must not affect gaming operations • Improve recorded video quality and retention capabilities • Enable greater operator/user productivity, but avoid retraining
<p>VIDEO SURVEILLANCE SOLUTION</p> <ul style="list-style-type: none"> • Hybrid analog / digital implementation enables new network capabilities and greater scalability • Retained familiar operator controls • Improved video storage and enhanced fault-tolerance • Ease of use and policy-based access to video
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Uninterrupted casino operation during upgrade • Transition to new system needed little operator training • Faster event investigation resolution

Business Challenge

The Pechanga Resort and Casino, located in Southern California, was designed as an upscale resort casino that delivers a Las Vegas gaming experience with class and elegance. It also boasts revenues that rank it among the elite U.S. casinos, and it is poised for a massive expansion. With growth in mind, Pechanga’s security and gaming surveillance groups set out to upgrade their surveillance operations from an analog to a digital video solution that could easily scale to support their growth. Adding to their challenge, the upgrade could not disrupt gaming operations or impede the capture and retention of regulated video.

Video is used to ensure fair play and employee procedural compliance. The video surveillance system upgrade had to be compliant with gaming regulations in terms of live and recorded video quality. Ray Magee, Pechanga’s Gaming Commissioner, explains that system reliability is of paramount importance, so a recording scheme that supported failover would be very desirable.

With over 20 years of direct management and consulting experience in the gaming industry, Pechanga’s Surveillance Director Gary Vicchirelli, knew that the system had to be easy to use as well. Most operators are far more productive and accustomed to using special-purpose analog control keyboards rather than the PC applications required by many digital video recording products. Having

deployed a Cisco® video surveillance solution at another casino previously, Vicchirelli knew the surveillance and security operators could keep their familiar keyboards, and increase their productivity. The Cisco solution would enable them to access live and recorded video from the same keyboard, a capability that their analog system could not provide.

“Ease of use is a big advantage with Cisco’s approach, we didn’t need to retrain surveillance operators. But, we were able to make them more productive by allowing them to use the same analog workstation to access live and recorded video.

With fault-tolerant storage that also supported inter-chassis failover, we are very comfortable with system reliability. Maintenance is a snap, and we don’t require any special support from IT.”

—Gary Viccharelli, Director of Surveillance, Pechanga

The video surveillance system also had to support safety and security applications in non-gaming/resort businesses operations. These applications include monitoring financial transactions, protecting property and assets, and supporting loss prevention activities for retail and restaurant/bar operations. Finally, it needed to support safety and security services for large crowds visiting conventions and entertainment events at the resort.

Viccharelli recognized that having a video surveillance system integrated with other applications could also transform it in to a business tool to grow revenues. A system that could provide policy-based access using Pechanga’s IP network would provide flexibility to evolve over time, making the most of the company’s investment.

Video Surveillance Solution

Pechanga selected a video surveillance solution from Cisco that addressed all its goals:

- Flexible and scalable system for future expansion
- High-quality video with reliable, easy-to-manage storage
- Compatibility with existing analog system investments enabling a smooth, nondisruptive migration from analog to digital recorded video
- Increased operator productivity and capability to support other policy-based user access to video

The Cisco solution transition was virtually invisible to Viccharelli’s surveillance team and Pechanga security from an operational perspective. Operators were able to keep using their existing analog keyboards and saw no latency increase in controlling their PTZ cameras used to catch cheaters, follow suspects, and help ensure employee compliance. This capability was enabled by Cisco’s high performance, hardware-based IP Gateway keyboard decoders. The decoders also allowed the operators to access live and recorded video from a single workstation. In the past, operators had to spend additional time moving to a different workstation to retrieve and review recorded video, but the new system allows them to quickly recall recorded video from the same keyboard and display that they use for monitoring live video.

The IP Gateway decoders also enable new investigation capabilities, allowing any key on the control keyboard to be configured to support a new command. For example, an unused key can be configured to become a “hot key” that signals the decoder to retrieve recorded video for a given

camera. The joystick can be then used as a shuttle control to advance or rewind the recorded video. Other possibilities include using a key to pause a video sequence, digitally zoom on the video, and capture a still image for export purposes. Thus, the IP Gateway decoder eliminates the cost of an additional playback video station and saves time during investigations. Moreover, from the operator's perspective, PTZ camera control speed is the same as it was when using the previous analog system.

For more casual users or for security/surveillance management, Cisco's PC-based client not only provided configuration capabilities, but could also be used to access live and recorded video.

Magee and Viccharelli were pleased with the IT-caliber digital video recording and storage supported by Cisco Integrated Services Platforms. The platforms addressed all the requirements for gaming floor surveillance but also had the ability to more easily archive video from thousands of cameras deployed throughout the Pechanga property. Viccharelli also had flexibility in video frame rate and days of retention for cameras that were not used for the regulated gaming side of his operation, so he could keep storage demands to manageable levels.

Cisco's video surveillance software also improves operator productivity by supporting event-tagging of video to facilitate quick investigations. It can also be upgraded with future capabilities, facilitating tighter integration with other networked systems and applications.

Business Results

Today, Pechanga's surveillance and security groups have a video surveillance system that allows them to spend more time focusing on protecting people and assets and less time on maintenance and searching for video. Operators can quickly review and zoom in on recorded video from their monitoring workstations, minimizing game play delays and improving the player experience. Investigators can quickly assemble event-tagged video in minutes, rather than the hours that it might previously have taken to find, retrieve, and search through hours of taped video. Now they can close cases of theft, slip and fall, and employee policy violation in a fraction of the time, increasing the productivity of both these groups.

Because Pechanga was able to continue to use its third-party analog matrix switch, analog keyboards, and cameras, the company avoided a major operational expense. And as a result, rather than spending hours in training classes, the operators found that the transition from analog video recording to hybrid digital recording was transparent. Moreover, they did not have to adjust to less responsive PTZ control, as the latency of the Cisco video surveillance system was identical to that of their matrix switch.

Additionally, Pechanga now has a far more scalable and flexible platform for future gaming and business system integration as well as the ability to support IP-enabled devices. With the multivendor camera, keyboard, and matrix switch compatibility offered by the Cisco IP Gateways and Cisco Integrated Services Platforms, Pechanga can now mix and match multiple vendor products, enabling a "custom-built" system that meets their specific needs in every location of the property, from casino to hotel, restaurants and bars to parking lots and more.

Next Steps

As Pechanga begins its next wave of expansion, featuring one of the largest gaming floors in the US, Viccharelli will extend the video surveillance system using the same products, allowing for a single common video surveillance architecture. And this video system will also allow Pechanga

further realize their goal of providing guests with the experience associated with the most elegant resort and casinos.

With the ability to access video over the IP network, Pechanga business managers can use video in new ways that help increase revenue and enhance the customer experience. For instance, the ability to integrate video analytics with line and people counting applications can alert managers to potential opportunities to increase revenue by minimizing customer waits in long queues, opening additional tables, adding hotel front desk support, or offering buffet customers no-wait fine dining alternatives.

The future for Pechanga is bright and with a Cisco Video Surveillance solution, they have a system that can keep up with their goals.

PRODUCT LIST

- Cisco IP Gateway Keyboard Decoders
- Cisco Integrated Services Platforms
- Cisco Services Platforms
- Cisco Video Surveillance Convergence Chassis
- Cisco IP Gateway Camera Encoders
- Cisco Stream Manager Software

For More Information

To find out more about the Cisco physical security, go to <http://www.cisco.com/go/videosurveillance>.



Americas Headquarters
 Cisco Systems, Inc.
 170 West Tasman Drive
 San Jose, CA 95134-1706
 USA
www.cisco.com
 Tel: 408 526-4000
 800 553-NETS (6387)
 Fax: 408 527-0883

Asia Pacific Headquarters
 Cisco Systems (USA) Pte. Ltd.
 168 Robinson Road
 #28-01 Capital Tower
 Singapore 068912
www.cisco.com
 Tel: +65 6317 7777
 Fax: +65 6317 7799

Europe Headquarters
 Cisco Systems International BV
 Haarlerbergpark
 Haarlerbergweg 13-19
 1101 CH Amsterdam
 The Netherlands
www-europe.cisco.com
 Tel: +31 0 800 020 0791
 Fax: +31 0 20 357 1100

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