The Hippodrome Casino Cashes Out with ExtremeWireless™

Challenges

- Cisco Meraki solutions limiting bandwidth and functionality of network
- Increase network capacity for growing number of users and endpoints as the casino expands business
- Downtime and interrupted experiences during reconfigurations and maintenance
- Need for more data-driven insights

Extreme Solutions

- ExtremeWireless™
- ExtremeSwitching™
- ExtremeCloud™ IQ

"Our systems show that not only has the amount of monitored endpoints doubled, but the number of alerts has actually reduced to one-sixth of what they were."

Philip Mitchell, IT Director, The Hippodrome Casino

"We can clearly see the amount of traffic going through each particular system and the impact our improved solutions are making to the business."

Philip Mitchell, IT Director, The Hippodrome Casino

The Hippodrome Casino in London's Leicester Square has been an entertainment icon since 1900. The six-story building houses three casinos, eight bars, a theater, restaurants, and a three-story roof terrace. With more than 80,000 square feet full of fun and entertainment, The Hippodrome is a high-traffic, bandwidth-hungry site where network resilience is key to ensuring quality guest experiences for thousands.

In recent years, the casino has embarked on several renovation projects to accommodate its growing business – including a massive expansion of its gaming floors and dining spaces in 2020 and a CCTV refresh in 2021. To support these initiatives and ensure wireless support for the new space, The Hippodrome needed a network upgrade to not only boost Wi-Fi connectivity throughout the site but also ensure continued services 24 hours a day, 364 days a year.

In partnership with Extreme Networks and ITHQ, The Hippodrome Casino completed a full Cisco Meraki takeout to deploy ExtremeWireless and ExtremeSwitching solutions. As a result, the casino now has multiple wired and wireless networks built for staff and customers, gaming, and A/V endpoints ensuring robust, reliable connectivity for all users and applications. Through the simplicity of ExtremeCloud IQ, the IT team cannot only seamlessly manage the network through one portal, but easily troubleshoot network issues without the complexity of previous management platforms. In addition to significant cost savings and improved operational efficiencies, the Casino's new network analytics solution is helping support data-driven business decisions that will enable continuous growth.

> *"While the robustness of the Wi-Fi solution is key for operations, on the back end they are producing an amazing amount of customer data for our analytics teams to look at."*
>
> **Philip Mitchell, IT Director, The Hippodrome Casino**

Results

High-Capacity, Fast Wireless Network

- Network traffic doubled while alerts have reduced by 84%
- Thousands of unique users every weekend with zero dip in performance
- Continuous network operation 24 hours a day, 364 days a year

Cloud & Data-Driven Business

- Data gathered informs new commercial and campaign projects
- User heat maps help in wayfinding, signage, and other customer journey-related decisions
- One management portal easily tracks and troubleshoots network issues without complexity of previous management platforms

Security Compliance

- Compliance standards met and surpassed in gaming regulations, CCTV data management, and cyber security
- Staff awareness and ability to respond to threats significantly improved