

Silverstar Casino



Customer

Silverstar Casino, Gauteng, South Africa

Industry

Entertainment

Challenges

- Fulfilling all present requirements for sophisticated communications and management

Solution

- UNIVERGE® SV8300 communications server
- Business ConneCT operator and call centre
- Sophisticated DT730 XML terminals
- Voice over Wireless LAN
- Fixed Mobile Convergence
- MA4000 web-based management system

Results

- Easy and effective voice communications
- Advanced call routing and handling
- Key staff reachable on- and off-site at all times via a single telephone number
- Guests served with sophisticated colour touch-screen terminals
- Web-based management gives full flexibility

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Silverstar Casino has opted for an NEC voice communication solution, implemented by Gijima, which provides direct information about consumers and is linked to the hotel management, point of sale (POS), gaming and IT systems within the casino. The technology has been custom-developed and integrated to assist Silverstar Casino deliver world-class services to its customers.

Challenges

The dynamic environment of the casino and hotel, with staff and guests spread across the premises, demanding customer requirements regarding services and information, frequent changes in status and the need for strict management and control are just some of the challenges faced in the day-to-day operation of Silverstar Casino and hotel requiring a state-of-the-art, fully-featured communications solution.

Solution

The implemented voice solution consists of the following closely integrated components:

A UNIVERGE® SV8300 Voice over IP (VoIP) server forms the basis for easy and effective internal and external voice communications.

Business ConneCT caters for all call centre and operator requirements. Through its powerful skill-based routing capabilities, it ensures that calls are routed to the right person or department as quickly as possible. Business ConneCT also integrates seamlessly with the casino's Microsoft Active Directory to allow agents to locate people at the click of a button.

The existing HP ProCurve wireless LAN network is utilised to connect 80 Voice over Wireless LAN (VoWLAN) handsets to Silverstar Casino's Wi Fi network. This allows critical staff, like maintenance personnel, to be available and reachable at all times, irrespective of their location in the building.

Fixed Mobile Convergence (FMC) ensures that users are reachable even if they are off-site. The FMC solution allows users to log on to Silverstar's Wi Fi network with their GSM handsets when in range of the Wi Fi coverage area. All calls are forwarded to the FMC client installed on their GSM handsets. When they leave the premises, the Enterprise Mobility Gateway (EMG) seamlessly hands over all active calls to the GSM networks. The reverse takes place when people enter the Wi Fi coverage area, ensuring that key staff are always contactable both on- and off-site via a single telephone number.

DT750 XML-enabled terminals are deployed in the hotel rooms. Guests can use the terminals' touch-screen to navigate and search through the information presented, which includes:

- Directory of services
- Casino facilities and services
- Phonebook
- Special events and activities
- Emergency numbers
- Restaurants and bars
- Entertainment

The Midas application takes care of a number of very important accounting and costs management functions such as:

- Call costing for internal employees
- Guest billing
- Budget dialling and management

The MA4000 web-based management system supports Silverstar Casino in its day-to-day change management, allowing the system administrators to perform changes from anywhere in the building.

The MA4000 provides secure access and can either allow or restrict access to certain system configuration parameters. This provides flexibility to allow inexperienced users to perform non-critical changes and more experienced users to carry out critical changes.

Results

As a result, Silverstar Casino is supported by easy and effective voice communications. Both internal and external customer calls are efficiently routed to the right person or department. Real-time information ensures that customers' calls are handled professionally and efficiently at all times. Mobile communication facilities ensure that key staff are always contactable both on- and off-site via a single telephone number.

Guests are served with sophisticated colour touch-screen terminals that, in addition to offering directory and phonebook access, provide information regarding services, events and other entertainment. Web-based management gives system administrators full flexibility to perform critical and non-critical system changes.

About

Silverstar Casino opened on the 11th December 2007 and is the latest addition to the Gold Reef Resorts group. Silverstar Casino is set on 40 hectares of ground bordering a natural conservancy and has magnificent views over the picturesque Magaliesberg area. Silverstar Casino is Gauteng's first non-themed casino, designed to environmentally support the natural aesthetics of the area, reflecting a unique contemporary style with neo-African influences.

The casino boasts 784 brand new slot machines, all smart card operated, as well as 24 tables featuring Black Jack, Roulette and Baccarat; accommodating over 1,000 punters in the casino at any one time. Silverstar is also home to a 38-suite exclusive hotel that epitomises luxury and contemporary design. Suites have magnificent views of the Fountain Spectacular, the biggest water feature in the Southern Hemisphere. Casino guests are treated to regular fountain spectacles from the boardwalk while enjoying a range of fine dining venues that include Steak Restaurant, Fashion TV, Centre Star Buffet and Ciao Baby Cucina as well as a selection of fast food options. Silverstar Casino also offers full conferencing facilities for up to 500 delegates.

Gold Reef Resorts holds 100% of Silverstar Casino (Pty) Ltd, the operator of the Silverstar Casino

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