



Casino M8trix



Casino M8trix Wins Big with AI-Driven Wireless from Juniper

Casino M8trix is the premier 24/7 entertainment destination in San Jose and Silicon Valley, with world-class Baccarat, Blackjack, Three-Card Poker, and live action no-limit Texas Hold 'Em. The facility has several on-premises restaurants, cafes, and bars with an event tower that hosts state-of-the-art entertainment lounges and meeting spaces.

The casino has over 750 employees and serves thousands of guests every day, but the bulk of the IT functions fall on the shoulders of just a few individuals.

“Automation is absolutely critical to our network operations,” says Dan Weissman, director of IT at Casino M8trix. “While the casino is open 24 hours a day, I do not have staff readily available at all hours to solve IT problems in real time.”

Wireless plays a big role in the casino’s daily operations. Employees need a reliable Wi-Fi network for tablets and computers, as well as for business-critical iPads that are used to control an AMX TV/video system deployed throughout the casino and sports bar. The casino also uses a variety of Wi-Fi enabled IoT devices, such as temperature monitors and parking lot cameras, to maximize the security and comfort of guests.

“We had a less than stellar experience with our Aruba WLAN controller, which prompted us to explore new solutions when the hardware neared the end of its life cycle,” says Weissman. “It lacked flexibility and was surprisingly complex to manage. For example, the captive portal for guest Wi-Fi was time consuming to set up and change, and took too long to load a splash page in our high-density environments. We ultimately had to turn it off.”

ABOUT CASINO M8TRIX

- Gaming, restaurant, and bar venues
- Innovative lounges and meeting spaces
- 750+ employees

CHALLENGES

- Needed reliable Wi-Fi for tablets, computers, IoT devices, and AV systems
- Lacked innovative experiences for thousands of guests daily
- Had to support 24/7 operation with limited IT staff
- Wanted to improve guest engagement and analytics

SOLUTION DEPLOYED

- Juniper AP41
- Juniper Mist™ Wi-Fi Assurance Service
- Juniper Mist User Engagement Service

BUSINESS RESULTS

- Simplified and automated network operations
- Improved reliability and boosted performance of Wi-Fi
- Enabled marketing team to leverage location analytics with APIs



"We wanted a wireless platform that not only made our lives easier today, but also gave us room to grow in the future. Juniper absolutely delivered on all these fronts."

— Dan Weissman, Director of IT, Casino M8trix



A BETTER WI-FI EXPERIENCE

With the help of Juniper's trusted partner, FusionStorm, Casino M8trix took a fresh look at the WLAN space. It ultimately switched to Juniper for its Wi-Fi needs, based primarily on the following differentiators:

- **Automated troubleshooting:** Juniper's patented dynamic packet capture automatically captures data in real time when a major event occurs. This approach eliminates the need for onsite visits with sniffers to troubleshoot problems, which is time consuming and expensive (and may not provide the data needed to identify the root cause of problems).
- **Proactive alerts:** The Juniper Mist platform lets Casino M8trix set customized service levels to measure Wi-Fi performance, with automated notifications when wired/wireless device issues are detected. For example, Juniper provides notifications on standard wireless issues, like coverage, capacity, and roaming, as well as other non-wireless issues that impact the mobile user experience, such as DHCP, DNS, and WAN issues.
- **Cloud agility:** Juniper provides weekly feature updates and software fixes, without requiring any network downtime. These updates are included with ongoing support in a single license; no additional fees are charged.

NEW LOCATION SERVICES

In addition, the casino chose Juniper to better engage with guests using indoor location services. The casino has a goal of letting customers do more things via a mobile app for a richer onsite experience, such as check waitlists for games, sign up for tables, and order food online. It also wants to use location analytics to help its marketing organization better understand traffic flows (where customers go and how long they linger) so that they can improve customer retention and optimize available services based on real-time and historical data.

"Juniper's virtual BLE technology is an absolute game changer when it comes to indoor location," says Weissman. "We looked at alternative solutions that use battery-powered BLE beacons, like Aruba Meridian, but the cost of deploying and maintaining them just didn't make sense. We prefer a platform that integrates Wi-Fi and BLE together and uses the cloud for easy configuration and changes. In this respect, Juniper's vBLE solution really stands out from the rest of the industry."

Casino M8trix purchased Juniper AP41 access points with both Wi-Fi Assurance and vBLE engagement licenses. The casino is also looking at deploying Juniper's AI-driven Virtual Network Assistant (VNA), Marvis, in the not so distant future to further assist with troubleshooting and provide even better insight into network and client behavior.

FOR MORE INFORMATION

To find out more about Juniper solutions, visit www.juniper.net.