



MGM RESORTS ELEVATES GUEST SERVICE WITH UNIFIED RADIO AND BROADBAND COMMUNICATIONS

MOTOTRBO™ AND WAVE™ CONNECT PERSONNEL, DEVICES AND NETWORKS

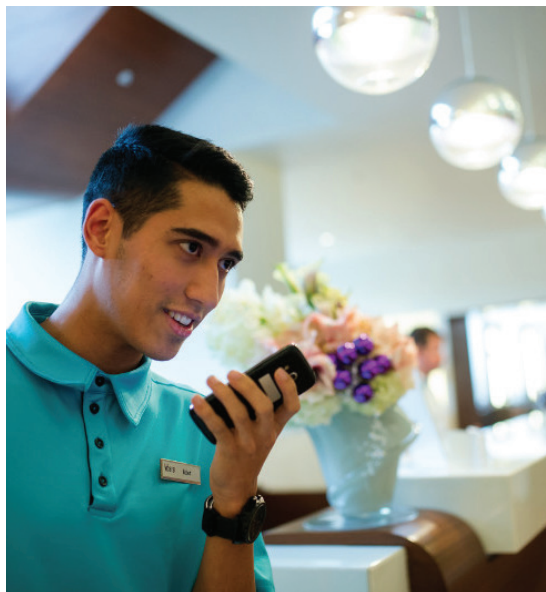


MGM Resorts International® is one of the largest hospitality and entertainment companies in the world. The company's 15-plus properties are some of the most prestigious luxury brands on the Las Vegas Strip, including MGM Grand, The Mirage, the Monte Carlo, Luxor, Bellagio, Mandalay Bay and Aria.

MGM Resorts also owns other casinos in Nevada, Michigan and Mississippi and is expanding its global presence with operations in China and Dubai.

"We have 61,000 employees across the company," explains Jim Kimball, Executive Director of Enterprise Telecommunications Services for MGM Resorts. "We are the largest taxpayer and largest employer in the state of Nevada and we have world class restaurants and nightclubs throughout all of our properties."

Ensuring an exceptional guest experience is a priority for MGM Resorts. WAVE provided MGM Resorts with a unified communications platform, connecting their MOTOTRBO radio system with broadband networks so that their personnel could communicate from virtually anywhere, whether on radios, smartphones, desktops or other devices. The result has been elevated service, improved guest satisfaction and streamlined operations.



CUSTOMER PROFILE

MGM Resorts International Paradise, Nevada

- Leading U.S. hospitality and entertainment company
- Over 61,000 employees and 100+ acres of property

PARTNER

McIntosh Communications, Inc.

MOTOROLA SOLUTION

- MOTOTRBO XPR™ 7580 Portable Radios
- MOTOTRBO SL 7580 Series Portable Radios
- WAVE 3000
- MOTOTRBO MTR3000 Base Station/Repeaters
- MOTOTRBO Connect Plus

FEATURES

- Connect smart devices and radios to a unified communications platform
- Clear, continuous coverage across a vast footprint
- Improved efficiency of daily operations
- Seamless scalability for adding people and properties
- Cost-effective way to leverage the devices employees use

THE CHALLENGE

Identify and Implement a New Push-to-Talk Solution

MGM Resorts needed to pursue a new push-to-talk solution because their existing cellular technology was nearing its end of life. "We used Sprint/Nextel for point to point communication across the company for all our midline and front line employees and some management staff," says Jim Kimball, Executive Director of Enterprise Telecommunications Services. "So when that push-to-talk system was decommissioned, it created a communication gap that we needed to fill."

The majority of MGM Resorts' properties depended upon an aging 900 MHz radio system that over time would be replaced, resort by resort. "We were looking to augment the smartphone technology that we're already utilizing today with our radio technology," says Jim Kimball of the desire to enhance the upgraded radio network with secure broadband.

Not only would this be more cost-effective, but it would enable staff to carry one device – either a radio or smartphone – and not two. "The must-haves were security, reduced infrastructure, reduced device costs, and to leverage an investment we already had," says Kimball.

THE SOLUTION

MOTOTRBO Delivers Secure Radio Communications

MGM Resorts turned to a trusted business advisor, McIntosh Communications, Inc., the local Motorola channel partner in Las Vegas, to upgrade their existing radios to the secure, always available MOTOTRBO digital system. MOTOTRBO XPR 7580 and the ultra-slim, lightweight SL 7580 portable radios were distributed to employees in a variety of departments, including room service, housekeeping, maintenance and limo services.

MOTOTORBO opens up a world of possibilities for hospitality staff with crystal-clear audio, integrated voice and data on one device, applications such as text messaging, GPS location tracking, work order ticket management and more. And MOTOTRBO digital radios provide 40 percent longer battery life and greater capacity – essential for round-the-clock operations.

MOTOTRBO Connect Plus provides fast access to instant voice and data communication. This multi-site digital trunking system delivers the high-volume, wide-area communication MGM Resorts requires and can be scaled up or down to meet their changing needs. Multiple gateways connect the MOTOTRBO radio channels to the WAVE application system.

WAVE Provides Interoperable PTT Communications Across Networks and Devices

For resort and casino staff who previously used push-to-talk over cellular networks or didn't carry radios but needed to talk with others on their MOTOTRBO radios, McIntosh Communications, Inc. installed WAVE. WAVE provides a communications platform connecting MGM's MOTOTRBO radios with broadband devices through an easy-to-use app installed on Android or Apple smartphones.

WAVE expands the reach of communications by linking different devices and networks to MOTOTRBO radios. "When we originally looked at the MOTOTRBO integration with WAVE, we were looking at our supervisors," recalls Jim Kimball. "They may be at home and need to communicate with an employee on a property. WAVE gave us the ability for that manager to carry a single device and seamlessly communicate with all properties across the valley."

"We knew we needed the most advanced, state-of-the-art radio system as well as a broadband solution. MOTOTRBO did all of that for us."

Jim Kimball,
Executive Director
of Enterprise
Telecommunications,
MGM Resorts



Reduces Costs and Utilizes Technology Already in Place

Although the original intent was to extend radio communication to supervisors, Kimball quickly realized how many other employees would benefit from WAVE. After WAVE was integrated with MOTOTRBO radios, “We took a good look at how we wanted to communicate with our employees and what that employee base truly was,” he explains. MGM Resorts was able to expand the system to thousands more employees by installing the WAVE application on their smartphones. In so doing, they reduced infrastructure costs and infrastructure itself.

“WAVE allowed us to own the infrastructure and place the application on smartphones we were already utilizing. It saved us the cost of having to get another device, of having our employees carry two devices, and it allowed secure broadband connectivity which enabled us to communicate across the city and across the country seamlessly,” says Kimball.

“With WAVE, we reduce costs by leveraging an infrastructure that we already have in place with smartphones. By putting WAVE on our phones, we’re able to communicate no matter what device we’re using.”

Jim Kimball, Executive Director of Enterprise Telecommunications, MGM Resorts

MOTOTRBO and WAVE Unify Different Devices and Networks

Today staff members can talk to each other in real-time with remarkable efficiency. Whether it is sending a work order ticket to a technician’s radio when a slot machine goes down or contacting an employee in the tower on her smartphone to open or close a ticket, MOTOTRBO and WAVE streamline daily operations.

“The MOTOTRBO integration with WAVE creates a very seamless, one button push-to-talk selection for our employee base to communicate. It’s quick, it’s easy and they can jump on channels with each other. They can connect to the radio system instantly using their smartphones,” says Jim Kimball.

THE BENEFITS

Instant Interoperability with an Intuitive App

In the past, the only way MGM Resorts could connect off-site executives and other employees back to the properties was cellular to cellular. With the WAVE platform, they can seamlessly push-to-talk to their employee base across all communication channels – radio, broadband, Wi-Fi and even landline.

Now when a VIP guest is heading to the Bellagio Las Vegas, the hotel limo driver on his mobile radio can talk to a front desk receptionist on her smartphone who alerts the bellmen and housekeeping of the guest’s upcoming arrival on their portable radios.



“One of the WAVE benefits we have seen is removing all boundaries from a communication perspective, so whether an employee or supervisor needs to speak to their direct manager across the city or across the country, those boundaries have been removed. They are able to support customer service in a much better way.”

Jim Kimball, Executive Director of Enterprise Telecommunications, MGM Resorts

Eliminates Boundaries for Better Collaboration

The right communication elevates service and ultimately, guest satisfaction. In the highly-competitive hospitality and entertainment industry, anticipating and responding to guest requests quickly and efficiently builds brand loyalty and recurring visits.

Easy Scalability as Operations Expand

MGM Resorts is also considering the WAVE desktop and web applications to further streamline operations. Back office managers and other office-based personnel can use these applications to connect to the WAVE platform over Wi-Fi on any industry-standard Windows PC. The WAVE desktop and web applications will allow office staff to view the GPS coordinates of its entire staff in real-time and coordinate with different talk groups for more efficient operations.

As the company expands their operations into two additional states – Maryland and Massachusetts – they will be creating another regional environment. According to Jim Kimball, “Our employees need to be able to speak to each other seamlessly across those regions or in a single region. We know with WAVE on their phones, they will be able to do that.”

Elevates Guest Service Cost-Effectively

MOTOTRBO and WAVE eliminate the challenge of different devices and networks and help resort staff manage large events with a flexible system they can add and remove users as needed – whether it’s private contractors, caterers or entertainers.



Today, MGM Resorts is elevating guest service and satisfaction with a unified digital platform that delivers anywhere connectivity. By upgrading their communications, they are improving response to guest requests, increasing efficiency, reducing mistakes and miscommunications, and saving money – all across their enterprise.

Visit www.motorolasolutions.com/MOTOTRBO or www.motorolasolutions.com/WAVE or contact your local Motorola representative.

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