Although not currently in use at any of the Harrah's casinos in this capacity, McBride notes that jurisdictions that require Harrah’s to take a headcount, it can be very time and labor intensive to carry this out manually. Enter video analytics. “It saves us a ton on money and labor.”

Although not currently in use at any of the Harrah’s casinos in this capacity, McBride notes that

“Additional uses

Military applications with a hospitality spin

Thanks to an ongoing partnership with Cisco (www.cisco.com), Harrah’s (www.harrahsh.com) is taking military video analytics applications and revamping them to fit the needs of a number of its properties. Perimeter lines, which can be made directional, become a perfect tool for counting foot traffic especially when it comes to gauging the success of new slot machines, says McBride.

“We can obviously count how many times the [slot machine] handle was pulled, but what we don’t know is how many people walked past it and grabbed their attention. When we have an underperforming point in our casino it is tough to figure out what is wrong. Maybe we bought the wrong slot machine; it might be a flat traffic flow. There is no real answer unless analytics is applied. You can count how many people walk by and how many change direction.”

In addition to the perimeter line, a loitering function (which was originally designed for riot control) can now be used at the cashier cage as a way to count not only heads, but to determine service needs and accurately analyze traffic trends in real-time. McBride recalls a situation in which video analytics helped Harrah’s to identify a break in service at one of its properties.

“Our whole world is built on Friday to Saturday. Every Wednesday at three [o’clock] we saw a break in business, and for some odd reason we had a very large peak. And we wouldn’t have known that [without analytics].” A similar application can be applied at restaurant buffet lines to determine service levels. “We now know that if the line gets too long, it sends a text page to the manager saying that we have reached a perimeter and they need to add a new cashier.”

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