



CASINO OVERVIEW

With the rXg

The casino industry has continually embraced technological innovations to enhance the overall gaming experience, improve operational efficiency, and ensure regulatory compliance. Key technologies have significantly impacted the casino sector, transforming the way casinos operate and how patrons engage with various games and services; these include digitized gaming platforms, advanced VIP programs, cashless gaming systems and more and more sophisticated security and surveillance systems to reduce fraudulent activities. By integrating these and other cutting-edge technologies, they meet the demands of an increasingly tech-savvy and discerning customer base. Today's gaming establishments have little in common with the dark and smoky casinos of yesteryear. Today's establishments are hubs of converging technologies and entertainment systems designed to deliver a personalized, comfortable and secure customer experience.

Converged Technologies Require Robust Management

With the introduction and evolution of technology in the casino industry, operations teams - security, network, guest services, more - need to ensure that these critical systems all work together. The rXg is a robust, carrier-grade, multi-services gateway designed to bring unprecedented performance and efficiency to your casino operations. Including advanced routing, security and management functionality, the rXg is purpose-built to make the casino's disparate technological systems simply and securely operate in harmony.

And, when the systems work as intended, and work in concert

with each other, the casino operator can focus on better utilizing these systems to further enhance the guest experience, increase customer interaction, and reach new heights in VIP loyalty.

Driving Guest Activity and Interaction

Powerful insights are created when the Casino knows where each guest is physically, how long they stay there, what websites they're visiting and also know their personal preferences. Utilizing integrated Property Management System (PMS) data and enhanced location-based services (LBS), The rXg can automate any number of activities that are designed to increase guest interaction. The PMS-integrated LBS data can be utilized to present a push notification, SMS, or branded app notification that offers site-specific incentives to guests. For example, if a guest is visiting an online sports betting site in their guest room, the rXg can be configured to deliver a coupon to that guest offering a free drink or appetizer at the property's sports lounge. The system is able to determine the context of a visitor's online activities, and make automated efforts to convert those behaviors into on-site and in-person actions.

Driving behavior that increases interaction can be done non-invasively and potentially enhances the guest experience significantly. The rXg utilizes its content-aware filtering capabilities, coupled with integration with custom portal and app APIs to deliver these personalized services. And, with deep integration with resort billing and PMS systems, any add-on service or activity the guest chooses can be easily added to their room billing folio.



The rXg provides secure, unmatched VIP and guest experiences

Security Infrastructure • VLAN 4024



Commerce Infrastructure • VLAN 6068



Room 1068 • Guest Gordon • VLAN 1068



Guest Devices

Room Control Devices



Hotel Room Infrastructure VLAN 3008



Delivering an Unexpected VIP Experience

The rXg's deep integrations with PMS and location-based systems enable a new height in guest experience enhancement. Couple that with deep integration with the brand's Gaming Loyalty System can take that guest experience to new heights. The rXg can provide casino food and beverage staff with real-time information about program VIPs, their location on property, and their personal preferences. Staff can utilize this information to proactively deliver the mid-tier VIP's favorite drink to the slot machine they are playing, or to deliver the top-tier VIP's favorite wine and cheese to the poolside lounge where they are gaming on their mobile device. With this guest context and detail, the rXg can even proactively send notifications to certain staff when an important VIP enters the casino floor. Access to this data empowers staff to deliver an unmatched level of service and experience for their most important guests.

To deliver this highly granular intelligence, the rXg leverages built-in authentication, authorization, and accounting (AAA) functionality along with infrastructure device and location integration. As a result, telemetry that is normally used only for management plane function is merged with PMS information to provide personalized and actionable guest profile information. And a well-trained staff takes it from there, making each VIP feel as if they are the most important guest at the resort.

Incredible Security for All Operational Systems

The rXg provides robust features that enable Zero Trust Network Access (ZTNA) and automated micro-segmentation for every user and device connected to the network. The rXg's sophisticated automations enable casino, operations, hospitality and security staff to rapidly deploy any device - including headless IoT devices - and have them automatically be properly segmented into their pre-determined network VLANs and placed into their proper operational posture. Security cameras, point of sale devices, hotel infrastructure... any device can be securely micro-segmented simply by plugging them in and associating them with the network.

The rXg, in control of wired and wireless switch infrastructure, can automatically apply VLAN assignments and port security policy based on device type or class, user group, or any parameter the network operations and security staff has predetermined. This automated micro-segmentation occurs immediately and automatically on device authentication, significantly reducing any potential vulnerabilities or cross-communications. There is no nefarious activity when devices are properly siloed and regulated. And the rXg's built-in firewall and intrusion-detection functionality further ensures the secure operation of all network-connected devices.



Powerful - Yet Simple - Management

The rXg includes powerful management capabilities, all presented in an intuitive admin GUI that is simple to use and customize. The web-based dashboard provides real-time visibility into network performance and operations, and includes tools for quickly managing and configuring network policies and security settings.

The rXg management interface includes detailed analytics, reporting, and log-retention; critical data that provides network operators with intelligence on usage trends, customer behavior, and network performance.

Conclusion

The rXg is an incredibly powerful multi-services network gateway that provides everything a network administrator needs to ensure the security, performance, and reliability of their network. In addition, the rXg provides enhanced services that enable the gaming resort operator to significantly enhance their occupancy, guest and VIP experience, and brand loyalty while providing opportunities for additional revenue streams.

Contact us today to schedule a demonstration, and experience the power the rXg has to help you take your operations to the next level.



The Edge. Redefined.

www.rgnets.com

sales@rgnets.com

316 CALIFORNIA AVE

RENO, NV 89509

