

ANIXTER AND IBM HELP CASINO OPERATOR TRANSFORM ITS BUSINESS



SUMMARY

Customer

Restaurant, entertainment and hospitality group

Challenge

Upgrade and expand casino network infrastructure

Solution

Sourcing and supply chain expertise

Results

- Flexibility in tailoring products and solutions to individual sites
- Responsive customer service in addressing shifting needs and benchmarks
- Consistent, repeatable and predictable delivery shipments



The Anixter team has been very responsive and ready to do whatever is necessary to provide the solutions for any situation. Together, we have been able to respond to almost whatever the customer has been able to throw at us. Anixter has been invaluable in addressing issues and making sure we have whatever is needed to resolve our latest challenge.

Jeff McBride, IBM Project Manager

Customer Challenge

A restaurant, entertainment and hospitality group owns one of the most storied and widely recognized casinos in Las Vegas. In addition, the group operates more than 450 restaurant, hotel and entertainment locations in 35 states. The group wanted to revitalize its current casino operations in Nevada as well as open three more locations in the U.S. This strategy would firmly plant the casino as a leader in the expanding gambling market.

The group's expansion plans included purchasing existing casinos, rebranding them with its casino offering and expanding the casino floor and associated hotel services. For example, one expansion included 300 new slot machines, updated rooms and suites, and added restaurants, bars and clubs from the group's portfolio. With multiple sites, technologies and regulations at each location, the group needed a supply partner and integrator to achieve its expansion goals.

The choice of partners to help the group execute its strategy and implement the infrastructure would be key. The group considered several factors including technical expertise, supply chain competence, ability to source and deliver materials on time, and the ability to address multiple sites in different locations. The group selected IBM and Anixter to provide the infrastructure products and installation and deployment services to complete the group's expansion plans.

Anixter Solution

In addition to rewiring the machines on the casino floor, the communications closets were also slated to be upgraded as well as implementing software and hardware for Internet access in the hotel rooms. These upgrades required copper and fiber cabling, patch cords and patch panels, jacks, wire management, racks and wall-mount cabinets, fiber boxes and panels, and faceplates. However, this was not a cookie-cutter approach: each location had differing requirements based on space, local regulations or overall need.

Anixter and IBM worked together to present a supply chain and product solution to the group by offering a range of manufacturers. Through a combination of supplier management, product specification and selection, and inventory availability, Anixter's technical and product expertise, the group was able to get the right products for its applications and lower the risk of costly errors associated with the wrong materials arriving at the wrong job site.

CASE STUDY

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Project Results

For a major multisite expansion and upgrade such as this, the choice of a supply partner is critical in meeting benchmarks, performance goals and deadlines. “The Anixter team has been very responsive and ready to do whatever is necessary to provide the solutions for any situation,” said Jeff McBride, IBM Project Manager.

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Anixter’s ability to source and deliver the products needed for the project, work with multiple manufacturers and manage deliveries to multiple sites paid off with each location opening on time. Perhaps the biggest contributing factor was not only Anixter’s supplier management, but also its constant communication with IBM. By working together as one company with IBM, Anixter was able to make sure the right products were delivered when, where and how they were needed. Whether it was shipping materials overnight, tracking shipments and receiving, or building a spreadsheet to coordinate deliveries, Anixter made business easy.

Anixter’s Supply Chain Solutions help customers lower their total cost of ownership, improve productivity and scale to meet production demands.

By working with Anixter, the customer in this case study was able to achieve the following goals:

- Sourced and delivered products on time
- Worked with multiple manufacturers to manage deliveries
- Made sure products arrived ready to be installed

NUMBER OF
EMPLOYEES
Approximately
8,200

APPROXIMATELY
100,000
CUSTOMERS

APPROXIMATELY
450,000
PRODUCTS

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Legal Statement: anixter.com/legalstatement

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