

GLORY



More Than Just Cage Efficiency – Cash Transformation

Harrah's Cherokee Casinos

Harrah's
CHEROKEE
CASINOS



ABOUT HARRAH'S CHEROKEE CASINOS

AN ENTERPRISE OF THE EASTERN BAND
OF CHEROKEE INDIANS

“Glory solutions have been a staple in Harrah’s casino for over 25 years, we knew that the Glory team would be able to help us improve business operations.”

William Cuprak, Regional Casino
Controller, Harrah’s Cherokee Casinos

Harrah’s Cherokee Casino Resort is located in the heart of the Great Smoky Mountains of Western North Carolina. The casino has over 3,000 games. The property also features over 1,800 hotel rooms, the Le Fu Men gaming area, 12 dining options, the luxurious 18,000 square foot Mandara Spa, 11 retail shops, the 3,000 plus seat Event Center, Caesars Sportsbook, North Carolina’s first and premiere sports betting venue, and The Cherokee Convention Center. In addition to the 56-acre property, guests have privileged access to the Eastern Band of Cherokee Indian-owned Sequoyah National Golf Club. Harrah’s Cherokee Casino Resort is also home to the UltraStar Multi-tainment center which features 24 bowling lanes, an arcade, and three bars.

Harrah’s Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County, NC property features over 1,000 games, The Food Market, The Landing Café, a 300-room, full-service hotel, and Caesars Sportsbook, North Carolina’s first and premiere sports betting venue. Harrah’s Cherokee Valley River Casino & Hotel hosts the UltraStar Multi-tainment Center which features 16 bowling lanes, an arcade, and bar.

THE CHALLENGE

Harrah's has been a Glory customer since 1997, and in 2016, Harrah's Cherokee became the first casino operation to install Glory CI-300 cash recyclers. The five CI-300 units that were installed improved business operations tremendously. The casino was able to reduce one cashier per shift after the installation of the CI-300s. With recyclers in place already to help ease the operational burden of the cage and vault, Harrah's Cherokee's need turned to improving the processing of non-gaming wallets. Even with the use of desktop coin counters and note counters, additional labor costs (and often overtime) would be incurred due to the number of employees that checkout at the end of the shift and need to turn in their funds. Processing time was reduced significantly.

The cost of labor and time it took to manage cash for wallets and tills had become an expensive part of standard business operations for Harrah's Cherokee. Utilizing the CI-300 units at full capacity for 7 years equated to approximately 12 years of usage based on meter readings. The team then needed expansion of more recycling capacity and newer devices, due to the volumes of cash going through the cash recyclers daily.



THE SOLUTION

In October 2022, Harrah's was the first to run a trial unit for the new-to-market CI-500X cash recycler from Glory. The CI-500X cash recycler is high-speed with extra-large capacity, which is right-sized for the gaming industry. With a CI-500X unit installed in one area of the casino, versus only in a private area of the casino cage, they can improve business operations and reduce costs. Says Cuprak, "It's a great piece of equipment. Our gaming and non-gaming wallet process is so much faster – and more reliable."

They also have units installed in the casino cage to assist other employees who manage cash, like food and beverage cashiers. As a result, they've been able to reduce the number of employees that handle, manage and count cash, and to stay focused on the customer experience. Cash recycling has reduced the list of manual exceptions, the amount of paperwork and as a result a huge reduction in balancing and counting errors.



“The speed and volume is huge. We love the CI-500X from Glory and our employees love it too.”

**William Cuprak, Regional Casino Controller,
Harrah's Cherokee Casinos**

CI-500X: POWERFUL CASH RECYCLING FOR THE BACK-OFFICE

The CI-500X is a high-speed, extra-large capacity cash recycler that meets the demands of retail and gaming markets.

As an option, CI-500X can accept collection cassettes from CI-10X, meaning no need for manual intervention when handling banknotes and coins. It's a flexible and scalable solution that can adapt to varying customer environments and cash handling demands.

“It’s a great piece of equipment. Our gaming and non-gaming wallet process is so much faster – and more reliable.”

William Cuprak, Regional Casino Controller, Harrah’s Cherokee Casinos





“The speed, the CI-500X is faster and holds more funds, which reduces the amount of time employees spend on handling wallets.”

William Cuprak, Regional Casino Controller, Harrah’s Cherokee Casinos

THE BENEFITS

Implementing CI-500X units in their casinos has produced results for Harrah’s Cherokee specific challenges around managing cash for wallets and tills at the beginning and end of employee shifts. When asked what they liked about the new CI-500X versus the CI-300, William Cuprak said, “The speed, the CI-500X is faster and holds more funds, which reduces the amount of time employees spend on handling wallets.”

- Significant reduced time and labor counting cash – taking one third less time to empty wallets.
- Achieved ROI in less than a year in labor savings and were able to eliminate a cage cashier.
- Reduced staff time spent on errors and violations, with a notable decrease in the time needed to review and correct paperwork.
- Down time is very low; service is great when needed.

Glory, 3333 Warrenville Road, Suite 310, Lisle, IL 60532 USA

 +1 (800) 527-2638  info@us.glory-global.com  glory-global.com

CS-HARRAHS-1023/US_1.0

Glory Global Solutions is part of GLORY LTD. This document is for general guidance only. As the Company's products and services are continually being developed it is important for customers to check that the information contained herein includes the latest particulars. Although every precaution has been taken in preparation of this document, the Company and the publisher accept no responsibility for errors or omissions. The Company and the publisher accept no liability for loss or damages resulting from the use of the information contained herein. This document is not part of a contract or licence save insofar as may be expressly agreed. All capabilities and capacity and throughput figures are subject to note/coin size, note/coin quality and process used. GLORY and its associated graphical representation is a trademark or a registered trademark of GLORY LTD. Group of Companies in the EU, the U.S. and other countries. © Glory Global Solutions (International) Limited 2023.