



THE BLUE LAKE CASINO HOTEL

In June 2009, The Blue Lake Rancheria Tribe in Blue Lake, California announced the grand opening of its new state-of-the-art Blue Lake Hotel, located adjacent to its casino property, becoming Humboldt County's only full-service gaming entertainment and lodging destination. The 102-room hotel was constructed using state-of-the-art "green" technologies, including water heating, room heating, cooling and insulation. In addition, the new hotel was designed to serve the surrounding community as a disaster relief and evacuation site in times of need. For more information, visit <http://www.bluelakecasino.com/>

Challenge

In searching for a converged voice, data and wireless provider, the management of Blue Lake Rancheria desired a leading business partner who could bring all of the pieces together and deliver a fully converged solution that seamlessly integrates third party data products with the best-in-class Avaya Communication Manager IP telephony system. In addition, Blue Lake wanted to accomplish the following objectives:

Deploy a highly-available system featuring rock-solid reliability

A casino can lose thousands of dollars if its network is down for even an hour. Moreover, in times of extreme emergency, voice and data systems serve as a vital link to the outside world and will enable the hotel to fulfill its dual purpose as a sanctuary for the preservation of life and property.

Reduce capital and operating expenses

In a challenging economy, it is more important than ever to control "hidden"



spending. Accordingly, Blue Lake Rancheria sought to lower both the costs of technology acquisition as well as the ongoing expenses of operating its voice and data network.

The costs of provisioning new endpoints, changing or moving services, as well as the expenses of maintenance and upgrades are important areas of cost-containment for any modern enterprise.

Obtain significant reductions in energy consumption

A key design criterion for the Blue Lake hotel was that the facility complement the scenic environmental beauty of northwest California — the mountains, sun, water and the region's great natural treasure: the giant redwoods. Taking this theme to heart, Blue Lake made it a priority to integrate “green” technologies into the construction of its new hotel. *“It is important to give our guests a luxury hotel, and proactively eliminate their concerns about environmental impacts,”* says

Mandi Lewis, General Manager of the Tribe's Rancheria enterprises. *“We want our guests to be more than just comfortable here. With our conservation efforts we want them to know they are upholding strict environmental standards while they are enjoying themselves and relaxing.”*

Solution

Blue Lake Rancheria had previously installed a Mitel telephony system in its casino, with the Rancheria and Gaming Commission operating on a legacy NEC telephony system. For their new implementation, they considered Cisco and Avaya in addition to Mitel. The resort chose Avaya and its Authorized BusinessPartner for several reasons, according to Robert Pollard, IT Director, Blue Lake Casino. *“Blue Lake demands a Tier 1 provider with a proven history of taking casinos to the next level. With our BusinessPartner, we get*

a flexible partner who is product-agnostic. With Avaya, we get innovation, resilience, and interoperability with best-of-breed third party products, all with the comfort of knowing these solutions stand up to the test of longevity.”

Leveraging the Avaya “Design to Win” framework, the partner was able to tailor the system specifically to the size of the resort, rather than overload or overdesign it, which would have added unnecessary cost. Blue Lake Rancheria could also select from the best data solutions, knowing they would integrate with Avaya, as well as use a mix of IP and analog phones, which is key in a hospitality setting.

Blue Lake implemented a successful May 2009 cutover of the total voice and data solution supporting approximately 300 users. The solution included an Avaya server and media gateway, Avaya Softconsole for the property's operator, and Avaya one-X Deskphones for the executive offices, reception, and other key areas. Analog hospitality phones from Telematrix are in the hotel rooms. *“It was very important to us as a hotel to be able to employ a hybrid system with both analog and IP endpoints, leveraging IP only where necessary and appropriate. This puts functionality only where needed, and adds money to our bottom line,”* says Pollard.

By choosing a solution that seamlessly supports TDM, IP and SIP-based communications options, the resort has the flexibility to further deploy Avaya 9600 series one-X Deskphones, which the casino executives are using today. Avaya one-X Deskphones will enable Blue Lake Rancheria to offer customized user menus and direct phone-based access to point-of-sale applications. They also have the

opportunity to explore how a small outbound call center can integrate with their Player's Club information to create upsell and other customer service opportunities.

Results

- **Personalized services.** By integrating Avaya Communication Manager with DuVoice Guest and Staff messaging solutions, the resort is able to ensure that resort staff can quickly and easily respond to any and all guest needs, from fresh towels to concierge-like services for frequent resort guests. DuVoice call accounting solutions help ensure accurate billing for telecommunication services, reducing revenue loss from unbilled toll calls.
- **Improved stability/reliability.** The Juniper and Avaya solution positioned the casino to cost-effectively add another gateway in Local Survivable Processor mode when they desire.
- **Integrated best of breed solutions for maximum performance.** Blue Lake Rancheria worked with their partner to select and deploy the best IT solutions for its needs, enabling them to stay abreast of latest trends by creating a whole that is greater than the sum of its parts.
- **Integration and consolidation.** Blue Lake Rancheria replaced segregated legacy voice and data systems in the Casino, Rancheria and Gaming Commission with consolidated systems covering all entities including the new hotel. This allowed them to streamline administration, workflows and infrastructure costs while maintaining separation of organization structure and security.



- **In sync with the gaming industry.** The casino industry is evolving more towards server-based gaming and Ethernet-based gaming floors, and having the Juniper network as part of the Avaya solution allows both flexibility in how the casino floor is organized as well as enabling floor personnel greater flexibility to manage players, services and security while being connected to all aspects of the casino, from front desk to back office.
- **Environmental benefits.** Avaya and Juniper help Blue Lake Rancheria maximize the utility of their infrastructure and minimize their energy consumption by delivering solutions that offer space, energy, and cooling savings, enable the reuse of hardware and offer anywhere, anytime secure remote access. This translates to products, solutions, and services that meet not only

high-performance (availability, reliability, security, management, etc.), but also operational (space, energy, management) requirements. *“Responsible stewardship of our natural resources is an important part of who we are as Native Americans, and we will always incorporate environmentally-friendly practices,”* says Arla Ramsey, Vice Chairperson of the Tribe.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.

APPLICATIONS AND SERVICES

- Avaya S8300 Server
- G450 Media Gateway
- Avaya 9640, 1608 and 1616 Series IP Telephones
- Avaya Softconsole
- Telematrix analog hospitality phones
- DuVoice
 - Guest & staff voice messaging
 - Billing/call accounting solution
- Meru Networks
 - Wireless access points
 - Gateway/Controller
 - Radius Server
- Juniper Networks data infrastructure
 - EX4200 & EX3200 Gigabit POE switches with Cold Spare for resilience
 - Firewall Services via Secure Services Gateway – SSG-320
 - Network Management and Monitoring with Juniper Network and Security Manager NSMExpress
 - Secure Remote Access with SA-700 SSL VPN Appliance
- Project management, implementation and maintenance support services provided by Avaya Authorized BusinessPartner and Juniper Elite Partner

ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit www.avaya.com/devconnect.

ABOUT BLUE LAKE CASINO

Blue Lake Casino, Blue Lake Hotel (open June 2009), The Sapphire Palace and The Play Station 777 are enterprises of the Blue Lake Rancheria Tribe. The casino is open 24 hours a day, 7 days a week, offering 750 slot machines and a wide variety of live-action Table Games. Dining choices include Alice's Restaurant, Wave Lounge, the Lily Pad Café and The Play Station 777 Deli. Free, live music several nights each week. For more information, visit <http://www.bluelakecasino.com> or contact the Player's Club at 707.668.9770 ext. 3281.

ABOUT BLUE LAKE RANCHERIA

Located in Blue Lake, California, the Blue Lake Rancheria Tribe (www.bluelakerancheria-nsn.gov) is a federally-recognized sovereign nation, organized under an IRA Constitution. Established in 1908 within the aboriginal boundaries of the Wiyot as a refuge for homeless Indians, in 1958 the Tribe was unlawfully terminated under P.L. 85-671. In 1983, after a 25-year fight that resulted in Tillie Hardwick v. United States, the Tribe was federally reinstated. Today the Tribe operates the Blue Lake Casino & Hotel (www.bluelakecasino.com) and other economic enterprises to provide social services for its members, public safety and education resources throughout Humboldt County and employment opportunities throughout California.

ABOUT JUNIPER NETWORKS

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at www.juniper.net.

ABOUT DUVOICE

DuVoice develops software and hardware solutions for the telecommunications industry. Products include a turnkey hospitality server which provides guest and staff messaging, wake up calls and a Property Management System interface to Avaya Communication Manager, Avaya IP office and other Avaya solutions.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.