



Giesecke+Devrient

CASE STUDY

J Resort

Large Reno Casino Chooses G+D for Efficient Cash Processing in the Cage





Nestled in the heart of the Reno Neon Line District™, J Resort offers a blend of luxury, entertainment and a memorable gaming experience. From deluxe accommodations to diverse dining options and recreational activities, J Resort is designed to provide a comprehensive and indulgent stay in the vibrant city of Reno.

Currency Processing Challenges Before G+D

Cash is the lifeblood of any U.S. casino, and efficiently processing that cash is essential. Unfortunately, J Resort grappled with persistent challenges from its previous equipment vendor. According to Maria Delgado, Director of Guest Services, "Frequent breakdowns, prolonged resolution times, and a lack of customer care were persistent challenges that prompted us to search for a more reliable and responsive partner. This quest for improvement led to our discovery of Giesecke+Devrient (G+D) products."

ASSESSING ALTERNATIVES

When choosing new equipment, the team assessed key factors, including:

- Reliability and performance: Previous breakdowns demonstrated a need for a more robust solution
- Customer feedback: G+D's strong reputation and positive feedback influenced the decision
- Customization: Tailored solutions to meet J Resort's unique needs
- Service and support: Efficient service and responsive support were crucial
- Cost-effectiveness: Balancing quality with cost considerations
- Innovation: G+D's commitment to innovation aligned with J Resort's requirements
- Long-term partnership: The need for a reliable, long-term collaboration



According to Delgado, "The decision to select G+D was based on thorough research and alignment with key factors crucial for our needs. G+D demonstrated reliability, strong customer feedback, customization options, efficient service, and support. We also needed a quick solution, and G+D was fast to install. I saw them at the G2E show in October, and our new BPS C2 systems were installed by the end of December that same year."

SMOOTH INSTALLATION

The installation process led by a G+D tech team was seamless and highly satisfactory - efficient but thorough. As Delgado enthuses, "The G+D technician displayed expertise and friendliness. He trained our staff and showed us many new options. He is amazing!"

CRITICAL SUPPORT

Service and support are vital differentiators for any mission-critical operations, and they are areas where G+D takes extreme pride. Per Delgado, "Our relationship with the local support staff has been excellent. They provide responsive and reliable

services, demonstrating a strong commitment to promptly addressing any queries or concerns. They are knowledgeable, professional, and consistently ensure that our needs are met, contributing to the overall positive experience with G+D."

THE MULTIPLE FUNCTIONS FOR A BPS C2 INSIDE A CASINO CAGE

J Resorts uses BPS C2s inside their cage for multiple internal and external applications:

- Processing cash from onsite food and beverage sales, complete with detailed reports.
- Verifying guests' winnings from the gaming floor with an optional screen to offer the customers added transparency and a sense of security.
- Improving the customer experience by minimizing jams and breakdowns.

"G+D demonstrated reliability, strong customer feedback, customization options, efficient service, and support."

MARIA DELGADO, DIRECTOR OF GUEST SERVICES, J RESORT

G+D SOLUTIONS FOR THE COUNT ROOM

At two properties, J. Resort and Gold Dust West, the count room uses G+D's mid-speed solution, the BPS C4, the predecessor to the BPS C5.

These machines are used to process cash from slots, table game assets, and kiosk/redemption machines.

TANGIBLE BENEFITS

J Resorts is highly satisfied with the decision to choose G+D. The implementation has proven beneficial, resulting in:

- **Improved operational stability:** The reliable performance of G+D's technology ensures a seamless flow of cash-related activities, contributing to the overall stability of day-to-day operations.
- **Reduced downtime:** With more reliable and robust cash processing equipment, J Resort experiences fewer disruptions, decreased downtime, and a smoother workflow.
- **Positive impact on guest satisfaction:** The positive impact on guest satisfaction directly results from improved efficiency. Guests experience quicker and more reliable cash transactions, giving a positive impression of the casino's operations.

"Choosing G+D has been a decision that continues to yield substantial benefits for our casino, and I wholeheartedly recommend them to others in the industry."

MARIA DELGADO

THE FUTURE

J Resort's vision for the future involves continued growth, innovation, and a commitment to providing unparalleled guest experiences. As they look ahead, key challenges include staying abreast of technological advancements and maintaining operational agility in a dynamic market.

"Our focus remains on addressing these challenges strategically while delivering exceptional service to our guests. G+D is integral to our future vision. The positive impact of their solutions on operational efficiency and guest satisfaction aligns seamlessly with our commitment to excellence. G+D contributes to our future vision by providing reliable and innovative solutions that enhance operational efficiency and contribute to positive internal and external guest experiences," summarizes Delgado.

A STRONG ENDORSEMENT

Delgado shared this endorsement when asked what she would say to another casino looking to upgrade or expand operations: "If you're a casino seeking a game-changing equipment provider, G+D should be at the top of your list. Our experience with them has been exceptional – from the prompt delivery of equipment to the thorough and friendly installation process. G+D's solutions have increased operational efficiency and positively impacted internal and external guest satisfaction. Their commitment to customer care and innovative technology sets them apart. Choosing G+D has been a decision that continues to yield substantial benefits for our casino, and I wholeheartedly recommend them to others in the industry."





ABOUT JACOBS ENTERTAINMENT, OWNER OF J RESORT

Jacobs Entertainment Inc. is a developer, owner and operator of gaming and entertainment facilities across the United States. The company is committed to ethical leadership, outstanding training,

and open employee communication. From The Gilpin Casino, the first established casino in Black Hawk, Colorado, to their newest development project, J Resort and Reno's Neon Line District, they have 31 years of

successful operation. The company has been in Reno for 23 years, opening Gold Dust West, Reno first and in 2023, J Resort, their newest property.

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