



Giesecke+Devrient

CASE STUDY

# Harrah's Cherokee Casinos

The Impact of G+D Compact and High-Speed Currency Processors in Two Large U.S. Casinos



# Harrah's CHEROKEE CASINO RESORT



## HARRAH'S CHEROKEE CASINOS, NORTH CAROLINA

**Harrah's Cherokee Casino Resort** is a popular gaming and resort destination located in the heart of the Great Smoky Mountains in North Carolina. Featuring over 3,000 games, 1,800 hotel rooms, 12 dining options and a luxurious 18,000 square-foot spa, the resort also offers retail shops, an event center and North

Carolina's first sports betting venue. For sports fans, there is access to a golf club, 24 bowling lanes, an arcade, and three bars. **Harrah's Cherokee Valley River Casino & Hotel** is a sister property located in Murphy, North Carolina and features over 1,000 games, a 300-room hotel and numerous other amenities.

Both casinos handle large volumes of cash daily and need reliable currency processing solutions. That's why they rely on G+D currency management technology for high-speed currency processing in the count room and compact solutions in the cage.

## G+D COMPACT CURRENCY DISCRIMINATORS



QUIET OPERATION AND HIGH EFFICIENCY CURRENCY PROCESSING

# Compact + Versatile

Casinos in the U.S. are continuing to experience high growth, with a recent study showing the industry's economic impact in 2022 was up 26% from 2017. This case study looks at two successful, growing casinos and how G+D supports their cash operations.

## THE MOVE TO COMPACT SOLUTIONS

Will Cuprak is the Regional Casino Controller at Harrah's, and he explains the history of the move to G+D compact solutions. "We had been running G+D high-speed solutions in our count room since we opened in 2005, first with BPS 1000s and then

upgrading to BPS M5s, so we were familiar with G+D's outstanding quality and service. Originally, G+D didn't offer compact solutions for our cage, so we used other vendors' discriminators for many years. However, we were running into issues with miscounts and

frequent breakdowns and we were ready for a change in our compact solutions. When G+D said they had a new unit called ZEUS in 2017 and offered us a free trial, we tried it and were very pleased with the results."

Highest  
reliability in  
the industry



## THE G+D ADVANTAGE

One of Harrah's requirements for the cage was a machine that could handle cash and TITO ticket counting, a key feature of the ZEUS machine.

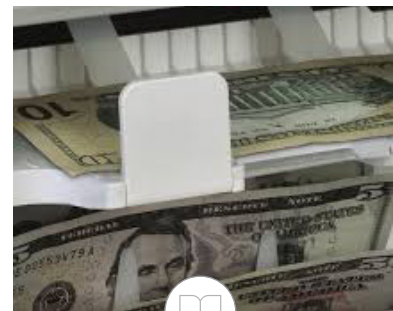
Other important aspects include:

- Compact size
- Quiet and portable
- Moveable display that can be turned toward guests as notes are being counted
- Speed of 60,000 banknotes per hour
- Unparalleled bill recognition and advanced counterfeit detection
- Detailed value and count reporting functions

Cuprak explains, "We looked at a few other options, some from companies I had never heard of. I was much more confident in a G+D solution since I knew the reliability and service options were superior. "

**"We were ready for a change in our compact solutions."**

**WILLIAM CUPRAK**  
Regional Casino Controller  
Harrah's Cherokee Casino Resort



G+D offers the highest accuracy and reliability in compact currency solutions with superior counterfeit detection. A reject pocket keeps machines running.

## KEY APPLICATIONS

"We use G+D machines to verify cash payouts in all our cashier windows. The customer sees the amount on the LED as it is counted, which is a great feature. We also have two units in our soft count to verify a strap that is off or any loose cash that should be strapped after processing in the BPS M5. The equipment was very easy for our team to learn, basically, plug and play." enthuses Cuprak. The casino has a dedicated cashiering tech team that performs monthly preventative maintenance, including a regular blowout to remove dust or debris and ensure each unit is set up correctly.

## 48 HOUR REPLACEMENT SERVICE

While the in-house tech team can make many repairs and adjustments on-site, Harrah's also appreciates the G+D Depot Repair option. They simply box up the defective unit, ship it back to G+D and receive a replacement machine within 48 hours.

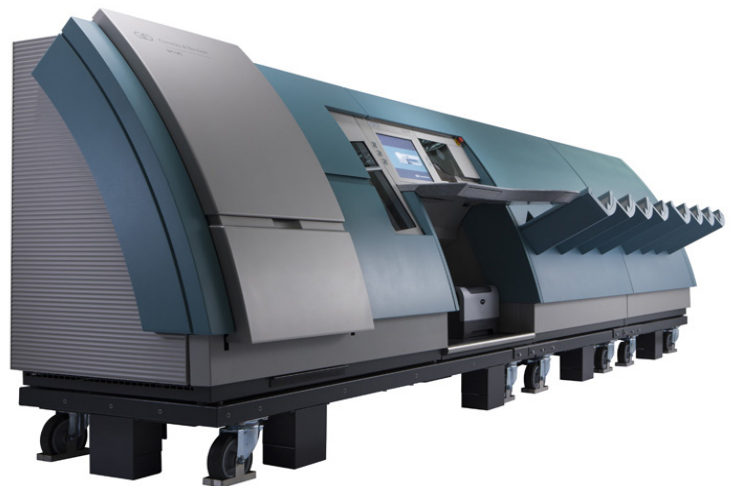
**"I was much more confident in a G+D solution since I knew the reliability and service options were superior."**

## BPS M5 - HIGH-SPEED EXCELLENCE THAT KEEPS IMPROVING

Harrah's first G+D high-speed machines were BPS 1000s installed in 2005 and 2011. After a ten-year life, these were replaced with BPS M5s, two in the larger property and one at the newer property. Cuprak says that although all the high-speed units have been high-quality and reliable, the continual innovation and improvement are impressive. "We saw a great increase in productivity between the 2019 and 2022 BPS M5s, allowing us to increase volume without increasing staff. Labor shortages are a real issue; we are running short-staffed even now. Having a more efficient machine lets us be picky on the staff we hire."

## A PARTNERSHIP FOR TODAY AND THE FUTURE

With their extensive attractions and optimal location at the base of the Smoky Mountains, the most visited National Park in the U.S., both Harrah's locations look forward to a successful future. They see G+D as part of that future. "I consider G+D equipment the Rolls Royce of the cash processing world. The machine purrs, and you don't need to even stop between loads. Other equipment doesn't come close. If another casino asks me whether I would recommend G+D, I always respond: Yes, buy it, you won't regret it! You are not going to go wrong with G+D." says Cuprak.



HIGH-SPEED BPS M5

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