



CAESARS ENTERTAINMENT™  
INFORMATION  
TECHNOLOGY

# CAESARS ENTERTAINMENT PARKING AUTOMATION

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Executive Vice President and  
Chief Information Officer  
August 2018





# INNOVATION DRIVES SEAMLESS CUSTOMER EXPERIENCE

- THE SYSTEM PAIRS EACH LICENSE PLATE TO THE GUEST DATABASE, NO LONGER REQUIRING THEIR ROOM KEY FOR ACCESS, PROVIDING A FRICTIONLESS EXPERIENCE
- NEVADA DRIVER'S LICENSE INTEGRATION
- TRUE TWO-WAY HOTEL MANAGEMENT FOR SINGLE GUESTROOM-KEY ACCESS
- UNIQUE PROCESS FOR INGRESS AND EGRESS OF TRAFFIC TO AVOID DELAYS





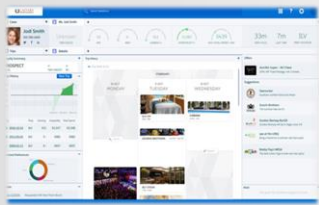
# DIGITAL LEADERSHIP DRIVES COLLABORATION & INNOVATION

## FINANCIAL



2017

## MARKETING



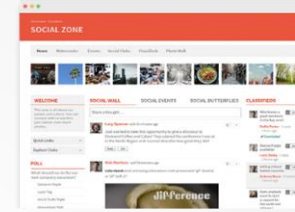
2018-2020

## PRODUCTIVITY



2017-2018

## COLLABORATION



2018

## HOSPITALITY



2018-2019



2018-2019



## COLLABORATION & INNOVATION PARTNERSHIP APPROACH

- JOINT DEVELOPMENT INVOLVING MULTIPLE INTERNAL TEAMS AND 3<sup>RD</sup> PARTIES
- 285 USE CASES
- INTEGRATION WITH CLOUD ACCOUNTING SYSTEM
- OVERCOME D&C CHALLENGES



# DIGITAL STRATEGY, COLLABORATION & INNOVATION DRIVES RESULTS



## DELIVERING BUSINESS VALUE THROUGH A TECHNOLOGY PLATFORM

- 68 LANES OF PARKING EQUIPMENT MANAGED BY CENTRALIZED COMMAND CENTER
- 40,000 SELF-PARKING VEHICLES AND 2,500 VALET VEHICLES DAILY
- 99%+ SYSTEM UPTIME
- PROJECT WAS COMPLETED UNDER BUDGET, AHEAD OF SCHEDULE