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Case study

# Midwest Casino Wins Big with Evolv, Dramatically Improves Security with Significant Cost Avoidance and Reduction

# Organization Overview

**LOCATION:** Midwest, U.S.A.

**EMPLOYEES:** 3,000+

**VISITORS:** 2+ Million Annually

**SECURITY STAFF:** 15+

**PREVIOUS SECURITY SYSTEM:** None

# Solution Overview

## Goals

- **Improve** security at five entrances without impacting guest experiences
- **Reallocate** staff used for counting casino guests entering facilities
- **Leverage** guest security analytics to determine staffing allocation
- **Reduce** expensive insurance premiums resulting from lack of a security system
- **Retain** aesthetic appeal of casino environment with introduction of security system

## Solution

- 5 Evolv Express® Systems
- Evolv Cortex AI™
- Solutions Engineering Team
- Guard and Operations Training

## Outcomes

- **Delivers** seamless, touchless guest experience while dramatically improving facility security
- **Detects** weapons on a weekly basis where none were caught before
- **Avoided** adding 9 security staff equating to \$750,000 in annual savings
- **Reallocated** 10 guest counters required for tax compliance equating to \$500,000 in annual savings
- **Able to** automatically track and count number of visitors and demographics to the granularity of specified times of the day per entry point.
- **Reduced** insurance premiums by approximately 30%





## Leveraging a Grant to Enhance Security

When a major casino located in the Midwest received a grant to enhance the security of its operations, the director of security jumped at the opportunity.

“We knew that we had significant gaps in security that needed to be addressed, and the grant provided us with the means to completely rethink our security systems and operations,” he says.

At the time, the casino relied on staff to monitor doors. “We had considered installation of metal detectors at our five entrances,” the director of

security relates. “But the long-term cost of hiring staff to manage detectors at each entry point simply didn’t make sense. Plus, the effectiveness of metal detectors diminishes significantly over time—the number of missed weapons increases with staffing shifts.” Of course, this didn’t even account for the possibility of long security queues and a degraded guest experience.

▶ **“Evolv is a transformational technology that delivers a transformational experience—which is critical for an industry sector like ours where guest experience is not negotiable.”**

— Director of Operations



## Evaluating Evolv

The director of security had attended a sporting event where Evolv Express® systems were in use and was impressed with the experience.

He reached out to Evolv to determine a potential fit. “One of the most compelling aspects was return on investment,” he says. “We had to staff all five entrances with staff counters for tax compliance. While they did nothing but sit on a stool at each entrance and count the number of guests who entered the casino, we incurred significant expenses.” The casino employed a total of 10 counters equating to approximately \$500,000 in staff costs.

Improving guest security without impacting their experience was the ultimate deciding factor. “Giving our guests a secure entertainment environment was a critical consideration for us,” the security director says. “We never want to see a guest injured or killed because someone snuck a weapon into our casino.”

During the sales process, the account manager from Evolv showed the director of security the Evolv Insights™ analytics dashboard, included with the Express system. “We were blown away with the amount of data and detailed analytics available,” he says. “Not only do we have a real-time view into what is happening at each of our entrance points, including the number of visitors, but we have a historical record based on time of day or night and activity that is taking place. We were particularly excited about using the analytics dashboard to better allocate staff at each entrance at different times of operation and per different events and activities.”

And though aesthetics cannot be quantified, the appearance of the Evolv Express system was also important. “We did not want a system that was obtrusive and disrupted the larger appearance and feel of our facility,” the director of security says. “We also wanted to ensure that the new solution did not create security queues that delayed show times and other events impacting guest experience—and most importantly creating security threats.”



## Better Detection: People, Process, and Technology

After evaluating the Evolv solution, the director of security quickly determined it was the right choice for the casino.

“Nothing else on the market matched the capabilities of the Evolv Express system,” he notes. “Our executive management team was very impressed with its accuracy, ease of use, and rapid return on investment. They were especially excited about the ability to reduce and reallocate security staff for counting guests who were entering and monitoring the entrances—all while improving our security posture.”

A total of five Evolv Express systems were ordered by the casino. A member of the Solutions Engineering Team from Evolv spent several days reviewing video footage of the different entrances based on time of day and night and different events in the past.

playing various scenarios specific to weapons placement. “Most of our team members have previous law enforcement backgrounds, and they were convinced that they could ‘fool’ the system,” he reports. “I’m happy to say they were wrong every time.”

Once the director of security and his managers were trained on the Evolv Express systems, the remaining security staff were trained by the Evolv solutions engineer. “We developed standard operating procedures prior to the training sessions,” the director of security says. “It literally took 10 minutes to get our staff up and running on Evolv. Compare this to a couple hours for a metal detection system, and the time to deployment is dramatic. And this continues to pay dividends for us. As every security team experiences turnover, we are able to train and onboard new security staff members quickly and easily.”

The ability to adjust the sensitivity of the Evolv Express systems is also a capability that the security director finds useful. “We run all of the Express systems at a high rate of sensitivity,” he says. “But we also adjust them up or down depending on the time of day or night and events that are taking place. Even at the highest rate of sensitivity, they generate a low number of false positives, which aligns with our objective to deliver great guest experiences.”

▶ **“We were blown away with the amount of data and associated detail that is available. Not only do we have a real-time view into what is happening at each of our entrance points, but we have a historical record based on time of day or night and activity that is taking place.”**

— Director of Security

“The solutions engineer was especially helpful when it came to determining where to place each Express system and the staffing ratios for each,” the director of security relates. After the installation of the systems, the solutions engineer spent a couple days working with the director of security and his managers on training. This included role-



## Playing an Immediate “Winning Hand”

Thus far, the casino’s executive management is thrilled with the results of the Evolv deployment.

“We’re catching numerous weapons per month—which fluctuates depending on what shows are occurring,” the director of security says. “Our biggest week occurred shortly after deployment when we found a surprising number of handguns and knives. Because of Evolv, we are able to provide our guests with a safe entertainment experience.”

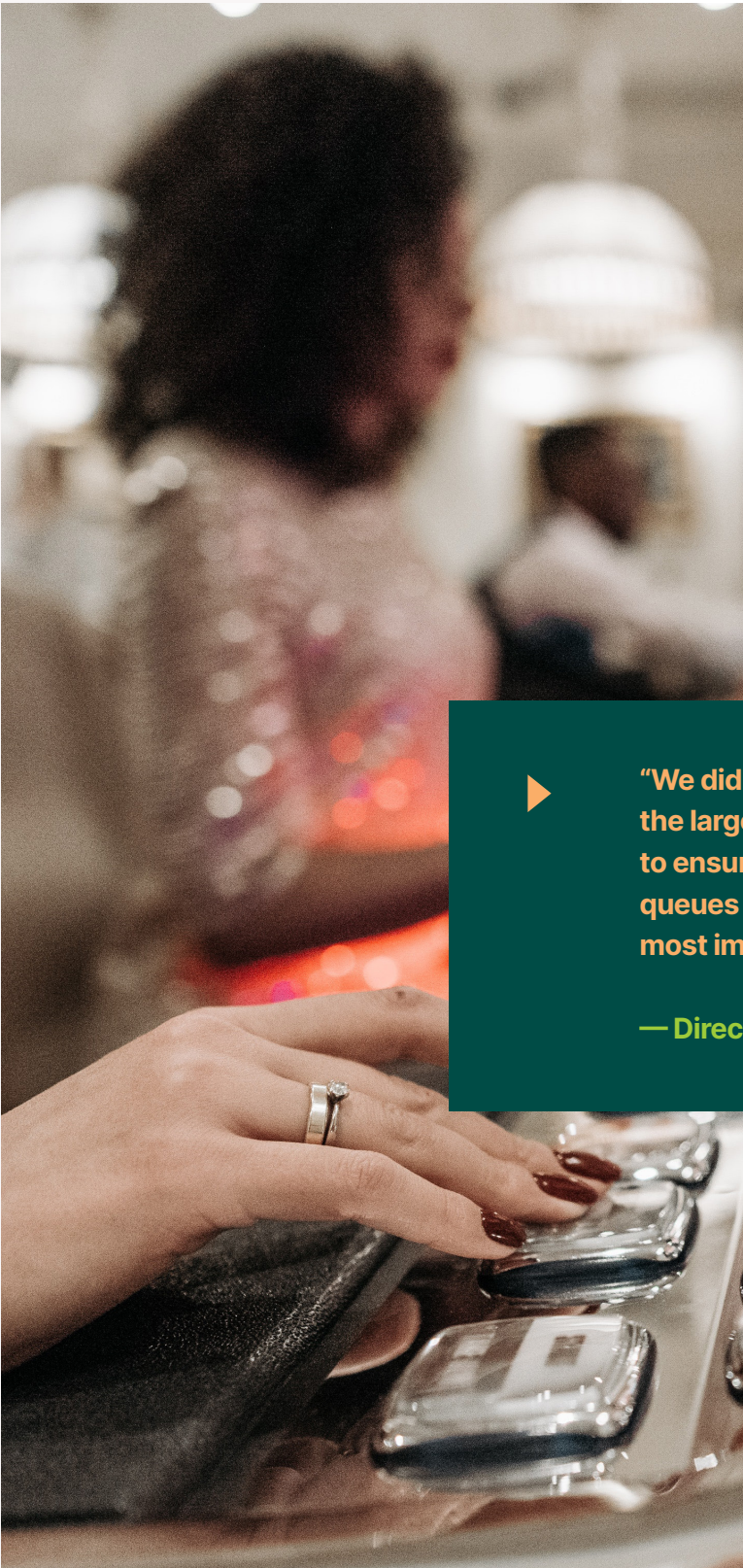
Compared to a metal detection system that would have required upwards of 15 full-time security staff to manage, Evolv requires six full-time security staff to operate. “If we had purchased a metal detection system, we would have needed to hire nine additional security staff,” the director of security observes. “This adds up to nearly \$750,000 in costs. Plus, the effectiveness of a metal detection system, diminishes over time. Research shows that false negatives jump after security staff have been working for more than 30 minutes. With Evolv, accuracy is never compromised, remains consistent and will continue to improve with each software release.”

Another benefit that the casino is realizing from the deployment is a reduction in insurance premiums. “Our prior insurance premiums were cut 30%,” the director of security conveys. “The return on investment is fantastic.”

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— Director of Operations





## Implement It, and They Will Come

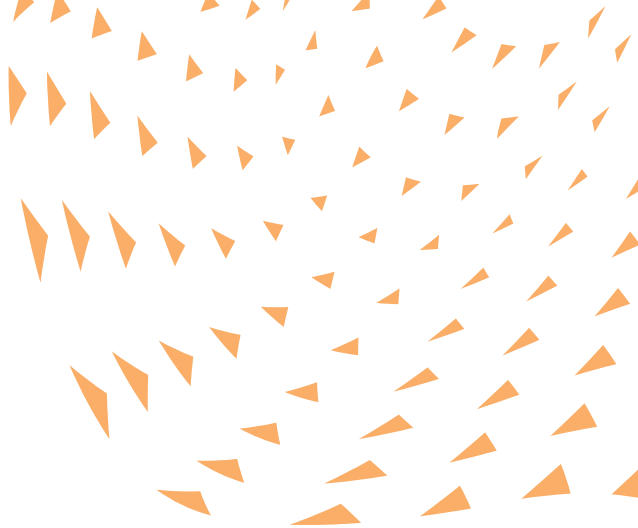
The word on the street is getting out about Evolv

“We have 8 or 9 different organizations call us each month and ask to come out and take a look at the Evolv deployment,” the director of security reports. “While some are other casinos, a significant number are from other industry segments. Evolv is a transformational technology that delivers a transformational experience—which is critical for an industry sector like ours where guest experience is not negotiable.”



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**— Director of Security**



Contact us to learn more about how to protect your workforce  
and facilities with touchless security screening.

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