

Case Study



Shining on the Cotai strip with high-end elegance and hospitality

Customer Profile

MGM COTAI is the latest addition to the MGM portfolio in China. Designed as the “jewelry box” of Cotai, it offers approximately 1,400 hotel rooms and suites, meeting space, high-end spa, retail offerings and food and beverage outlets, as well as the first international Mansion at MGM for the ultimate luxury experience.

MGM COTAI also offers Asia’s first dynamic theater, MGM Theater and the Spectacle, to wow every guest who steps foot in the resort. It is the largest property and the first private sector project ever to achieve the China Green Building (Macau) Design Label Certification. MGM COTAI is being developed by MGM China Holdings Limited (HKEx:2282), a leading developer, owner and operator of lodging resorts in the Greater China region.

MGM COTAI uses smart technology solutions from Lenovo to deliver one-of-a-kind customer experiences with sophisticated new forms of entertainment.

Introduction

A majestic new landmark on the Cotai Strip, MGM COTAI is poised to redefine the way people experience art and entertainment in Macau. Through the use of innovative technology, the boldly designed integrated resort aims to drive product diversification and bring more advanced forms of entertainment to this fast-growing global tourist destination. Their search for a technology solution offering powerful performance with elegant appeal led them to Lenovo. The ThinkCentre Tiny-in-One solution and Motorola moto g phones were chosen to support their grand



vision of creating truly unique and mesmerizing customer experiences, without any hiccups in their day to day operations.

Business Challenge

Envisioned as a state-of-the-art integrated resort, MGM COTAI needed to establish an all-new, advanced PC infrastructure across its 1,390 rooms, 2,870 square meters of meeting space, nine food and beverage outlets, various facilities, back and front office, and field management operations. Drawing on his experience of deploying a PC infrastructure for MGM Macau, Charles Wong, Director of Technology Services, identified with three major criteria for choosing the right PC platform - Small Form Factor (SFF), High Performance, and Simple Management.

“Small form factor is a must as the PCs are located in the front-of-house areas, or work as display panels for advertisements and notices. SFF PCs appear smarter, neater and can save space,” remarks Charles.



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Director of Technology Services

However, many SFF PCs, like the brand Charles used at MGM Macau, need complex wiring to connect with monitors. He felt that the chaotic cabling not only undermined MGM's image of sophisticated elegance but also complicated IT administration.

“As those SFF PCs are limited in capacity and scalability, and can't handle intensive workloads, we were required to add other PC models to support heavy-workload users. This increased our desktop management workload, and the costs of maintaining our hardware inventory,” he explains.

Lenovo Solution

After in-depth consideration, MGM COTAI found that the ThinkCentre TIO solution perfectly matched its IT environment and business needs.

The ThinkCentre Tiny is extremely compact. It can also be put inside the back of a TIO display without cabling, thus creating a modular all-in-one PC. This ensures a neat and smart presentation, and eliminates the problem of chaotic cable connections

As TIO is a plug-and-play set up, MGM can easily replace the display or the computer in case of upgrades or maintenance, which greatly simplifies desktop life-cycle management.

The TIO PC fits just about anywhere - front desks and any corner of the resort - making it the ideal solution for digital signage. Based on this remarkable suitability, MGM COTAI deployed 1,600 M-series ThinkCentre Tiny PCs and 1,400 TIO displays.

In addition to its TIO desktop infrastructure, MGM COTAI also deployed around 1,450 Motorola moto g4 and g5 phones for Wi-Fi phone communications, managing customer relations and paging management across the property.

Business Impact

The new fleet of TIO PCs provides immense benefits for both the IT department and end-users. Equipped with PCIe SSD, TIO not only provides a small footprint and a slick, clutter-free

appearance, it also offers powerful performance with flexible configuration and unsurpassed expandability.

“The powerful Tiny enables us to standardize our desktop framework,” Charles adds. “Now, we don’t need to house multiple PC models with different form factors. We just need to keep a certain amount of RAM in inventory, and power up the Tiny with simple installation. This significantly minimizes both our hardware inventory costs and IT workload.”

Similarly, the modular design of the TIO enables a hassle-free plug-and-play configuration. In case of a hardware failure or upgrades, MGM COTAI can remedy the situation by simply replacing the PC in the TIO display. “Any failure can be resolved swiftly, say within five minutes,” he explains. “This greatly enhances our SLA and overall service quality. In fact, we estimate that our overall IT efficiency has been enhanced by 30% since deploying the ThinkCentre TIO solution.”

ThinkCentre M910q
with Tiny-in-One (TIO)



KEY FEATURES

- 96% smaller than a traditional desktop tower
- Support for up to three independent displays, or four displays in Mosaic Mode
- Equipped with a 7th generation Intel® Core™ processor and PCIe SSD storage
- Instantly configurable modular functionality of the TIO for ultimate flexibility

In addition, the blazing-fast and highly reliable series of Motorola moto g phones enable MGM COTAI to deliver unique customer experiences in a fast, responsive and professional manner.

In Conclusion

Charles was especially impressed by the whole PC deployment process which he felt was fast and smooth. “I highly appreciate Lenovo’s cutting-edge desktop technology,

professional services and fast response. The Lenovo team provided a complete, best-fit solution that’s not only good for today’s needs but for our future development too,” he concludes.

Lenovo is proud to add the sparkle of technology to the ‘jewelry box’ of Cotai since it opened in February 2018.



5 reasons why Lenovo is a difference maker



Trusted around the world



Expertise across categories



Confidence in our products



Business-boosting technology



Flexible support network



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