



CONVENE DOESN'T GAMBLE WITH THE YOUR OUTCOME

Implementing a full ServiceNowbased solution, Convene partners to transform a casino's operations

Background

The casino gaming industry is understandably secretive on many operational details and the primary goal of any technology investment is to provide a solution that not only achieves required outcomes, but also does so with rigorous compliance requirements. A trusted partner is crucial in selecting the correct potential tools, providing expert guidance, and maintain a strict budget.

As one of the largest casinos in Mexico, PlayCity has over 18 casinos across the country plus online gaming. It also serves as an example throughout LATAM as one of the most mature, process-driven organizations in the region. Each processes is standardized, measured, and aligned to overall corporate goals.

The Challenge

PlayCity strives to deliver world-class customer experiences. Their aim is to provide transparent operations and effortless guest visits. Standing in the way of these goals were major collaboration challenges between teams in IT—swivel-chair processes were not efficient, ITSM processes needed standardized, and legacy tools hindered growth.

In short, a large challenge that required a full digital transformation and a trusted partner to lead the effort while remaining in budget.

Industry: Casino Gaming and Online Casino Services

Location: Mexico City, MX

Size: 40,000+ employees

Challenge

Remove inefficient and swivel chair operations. Improve scalability while remaining compliant.

Goals

- Support for incident, change, and problem management
- Guidance on CMDB
- Reduce process delivery time
- Consolidate and improve efficient operations

Solution & Results

Convene selected as strategic partner to deliver digital transformation with ServiceNow based solution. Within five months PlayCity was live on ITSM, improving processes, and focusing on delivering exceptional customer experiences.

**“EXCELLENT REPUTATION
AND TRUE PARTNERSHIP
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INITIATIVES.”**

- PLAYCITY

The Selection & Solution

Convene’s reputation as problem solver with experience in delivering outcomes created the opportunity for PlayCity to connect with Convene.

“Convene was presented to us from their previous work with Televisa. Their excellent reputation and true partnership were fundamental for our new initiative and decision to work with Convene,” said Alberto Hernandez, IT Manager from PlayCity.

As PlayCity was building up to take the next step in their digital transformation they turned to Convene for the proper guidance in selecting the necessary ITSM processes and tools. Convene was the natural option due the expertise in the area and the reputation delivering projects that exceeded expectations with rapid ROI and within budget.

The value Convene delivered also worked well with PlayCity vision. Using a flexible business model that leverages a combination of nearshore, offshore, and U.S. based talent, Convene was easily able to stay within budget, while still driving innovation and constant results.

The Results

Convene joined PlayCity as a strategic partner for digital transformation in late 2017, and since then has led the development of many initiatives within PlayCity, consolidation of legacy applications, and reducing the time and cost of day-to-day process activities.

ServiceNow was selected as the ITSM platform of choice and Convene, a certified ServiceNow partner, led the full implementation, engagement, and delivery within five months. In addition to the product selections, Convene’s expertise with process guidance was integral throughout the project, reducing the operational process steps and increasing PlayCity’s customer satisfaction.

Convene cares about PlayCity’s long-term success, and continues to provide guidance, including process consulting, digital transformation strategy, and day-to-day support including on-call services. Throughout all engagements Convene provides full visibility to leadership with current initiatives’ status and industry developments that may offer superior outcomes in the future.