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Grosvenor Casinos is the Company for entertainment and gambling activities, founded in 1970. They are in many countries in Europe. Its owner by Rank group and they have more than 50 years of experience in the gambling industry. Grosvenor can operate in the UK, Ireland, Gibraltar and Sweden. It claims to have more than 1.7 million customers in the United Kingdom, where it recognized as one of the biggest names in the business industry. The Company has won many industry awards, including then Casino Operator of the Year at the 2013 International Gaming Awards. In 2014 Grosvenor become a partnership with Redtooth- the largest pub poker tournament group. The environment has always been willing to be a UK leader in poker and the fact they run the largest poker tournament outside of Las Vegas. In August 2017, the 'Goliath' event held in Coventry received 6,385 entries. Also, Grosvenor Casinos basic structures, which are currently created by Alan Morgan (Managing Director), has achieved impressive results in the past years: 7.7 million of visitors every year and a revenue of £373.0m according to the figures published in June 2018.



Casino events have made substantial impacts on the tourism industries in years. The fact is that they bring value to the business **(C.K. Lee, K.J. Back, 2006)**. The clubs offer excellent facilities for restaurants, bars, VIP rooms. After dinner, customers can join to our entertaining games, which are roulette, poker, blackjack, slot machine, and other sports use technology to give the best possible experience to the costumers. Their purpose is to deliver our winning combination of excellent entertainment and outstanding customer service. Importance of casino-style gaming law is sure to require an amount of disagreement and opponent. A statement of public plan and intention, while not quelling controversy, provides to make clear the standards by which the long-term acceptability of authorizing casino gaming interest may quantify. Dealers Training program is complete and will provide students with the technical skills required for entry-level table games dealing place in a casino. Learn to deal Blackjack, Novelty Games including Three Card Poker and Ultimate Texas Hold Roulette, Poker in as little as one month.



*The challenges before introduction of
modern technology*

At one time, every visit to the casino was all about getting ready - dressing up, travelling to a lot and stretching out a lot of cash at the gaming tables. Now that is not the case; on Monday, technologies have inserted a full range of live casino game attributes into all bedrooms. Live casino platforms that upgrade the online casinos offer are changing from the basic ways casino games played online.

In the past, it was the experience of everything virtual, but now it could be played with real croupiers in real-time so that nothing was lacking in glamour and trying on the physical condition of the casinos. With the advent of new casinos and live games, live casino platforms are getting better and more functional. All this would not have been possible without the highly sophisticated recording and streaming technologies that we could not have imagined just ten years ago. The impact of technology on modern society is indeed huge.

On the one hand, we are witnessing negative trends, but we cannot deny that our lives have improved tremendously. Whether you like the speed with which technology is changing, there is no going back. When it comes to the online gaming industry, it all comes down to the technology and speed with which software and hardware manufacturers integrate the latest in their products. So far, we've seen top casino gaming companies introduce amazing improvements to mobile and live casino platforms. We also have a bright future ahead with virtual reality gaming and more

emerging trends.



Insight to the modern technology introduced

Blackjack is one of the more famous games of the card in a casino. Basically, in this game, there must be one or more player that is trying to beat the house for a win. In every Grosvenor Casino are in use for This game six decks of cards, that must be shuffle every time the game start and the dealer will place a card in the middle of the card for terminate the game. This shuffle requires five minutes to be complete, that for a casino can be compared with a considerable loss of money.

Since 2011 every Grosvenor Casinos is furnished by Continuous Machine for Blackjack. Basically, after every hand will be complete, the dealer will place the card inside the machine that will randomize them automatically with an elevator system. On the other hand, the Company a clary increment of profit. For two obviously reason: **IT SPEED UP THE GAME** because the game will never be stopped for shuffle the card. **IT ELIMINATES THE CARD COUNTER** because it is impossible for someone to count the card with this machine. In another hand there are still some people rejected to use this machine, indeed usually there is always at list one table without a tool. When for everyone the success of the Continuous Machine was Grosvenor, Casinos choose to integrate this shuffle machine even in other games popular like Punto Banco or Poker where it was a success too. So, we can say that this shuffle machine is one of the essential technologies introduced in Grosvenor Casino.



The Company introduced a new way to entrapment the people outside the casino. In step with the famous site for gambling, Grosvenor added his own online where all the customer can play at every time and everywhere and are collegiate directly to the important major casino of the Company. G1 even give the people the chance to collect rewards with the time that you spend playing. This apport to the Company. STOP TO LOSING CUSTOMER. Indeed, the people already registered with the Company started to play with G1.

NEW CUSTOMER, certainly this G1 attracts a lot of people for the offer from the Company and the chance to gambling online, but in a real casino. At the moment other Companies are working for reach G1 technology because the success of that known on the eyes of everyone, in a manner of speaking we can say that this technology gives something fresh in the casino industry, that needed it.



The impact of the technology introduced

Based on a magazine (**New Scientist, 2011**) [1] Grosvenor casinos installed new software on existing CCTV cameras to prevent cheating. "When you have ten people around a table all trying to place bets as late as possible it can be difficult to see these things," says Sean Cunningham, director of security for Rank Group, which owns Grosvenor Casinos. As far as we know, the software designed for roulette tables. However, they might extend this to their other games, including blackjack and baccarat. This way, anyone who decides to cheat will be caught by alerting the croupier and prevent future fraud activity.

In 2013 the casino introduced Live Casino targeting players on their online platform. To be able to add blackjack, roulette, and other games available, 'Evolution Gaming' joined their online casino. The live system designed to provide a service 24-hours a day and seven days a week. (**Phil, 2013**) [2] "The new environment instantly doubles the capacity of Grosvenor Casinos' online Live Casino offer, while also allowing for future expansion." When online gaming becomes available, it allows users to play on their smartphone at home. The casino started offering more efficient identification procedures in 2014 [3] when they joined with '**Jumio**' to net verify solutions. Expanding their security features

enables their customer experience to boost by making it easier for customers to scan documents and identified.

With modern technology introduced, cheaters have less chance to win, which is a positive impact on the casino as they will not lose any money. Evolving their platform and making their services available online gives the Company an opportunity for promotions rewarding both Grosvenor and their customers. In my opinion, the negative impact of having an online service available to customers is that they are more likely to spend more money because their mobile phone is always next to them.

In my opinion, Grosvenor casinos have a strategy of building a reputation and further expansion. Based on research, I found that their growth began in 2009 [4] when the Company acquired the casino inside Ricoh Arena in Coventry. It was not until 2013 when they made the most significant move in their history to takeover 19 casinos, from the Gala Coral group. Is how they are becoming the second-largest casino group in the United Kingdom.

Lessons that
can be drawn
from the case
study



Grosvenor casinos have won many awards and achieved impressive results from 1970. Apart from having more than 50 years of experience and more than 52 casinos across the UK, they have introduced entertainment outside of their building sites. Evolving to a new online platform doubled its capacity and enabled their expansion—they recorded revenue of profit of £131.0 million in 2018, the third-highest performance on record. To keep ratings high, which is five stars at the moment, they have to keep using their existing modern technology. The impacts of not having advanced technology introduced could lead to losing profit, customers more likely to cheat and the Company losing their gaming capacity, which is their online platform. It will be fascinating to watch the further development of Grosvenor Casinos in an ever-growing industry.

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