



Growing Together: San Manuel Indian Bingo & Casino and Endura

It is big. Very big. And because its surveillance operations are so closely guarded, its legend has only grown within the gaming industry. “How many cameras do they really have there?” is the most frequently asked question by other gaming properties.

Pelco Press was recently granted rare behind-the-scenes access to see how the Endura IP video system from Pelco by Schneider Electric plays a key role in the surveillance mission at San Manuel Indian Bingo & Casino. Read on to learn how one of the first Endura installations has easily become one of the biggest.

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The Vision

Twenty-five years ago, at the edge of the San Bernardino National Forest, the San Manuel Band of Serrano Mission Indians took a leap of faith to embark on a journey of economic development. Through hard work and dedication, the dream and vision of tribal leaders has grown into a reality that has surpassed their hopes and continues to thrive.

In 1986, San Manuel Indian Bingo opened its doors – a 40,000 square-foot facility. In 1994, that operation expanded into gaming with the addition of a 100,000 square-foot casino. As those operations flourished, tribal leadership recognized the opportunity to secure its position as one of the leading entertainment destinations in Southern California. To make that vision a reality, they began an enhancement project in 2003 to provide more gaming and other amenities. Those efforts led to more construction and the opening of a brand new casino in 2005.

The Selection

Around the time of opening the new casino facilities, the San Manuel Tribal Gaming Commission recognized the need to upgrade their video surveillance system. They turned to integrators Southwest Surveillance Systems for assistance in system configuration and installation. Based in Las Vegas, Southwest Surveillance Systems brings two decades of experience in providing video surveillance systems for the gaming industry.

In the forefront of San Manuel's decision-making process is to achieve the best picture quality and reliability for surveillance of their operations with a high-quality video security system. Already an IT-savvy and technologically advanced operation, San Manuel's surveillance department wanted a solution that would let them make the best use of their existing IT infrastructure, while offering the flexibility and scalability to evolve as their operations change and grow. “When researching digital surveillance solutions in the early stages, Pelco immediately became a primary candidate for consideration,” explains Ed Purcell, Surveillance Assistant Director, San Manuel Band of Mission Indians Tribal Gaming Commission.

With these criteria in mind, Southwest Surveillance Systems introduced the Endura IP video system to San Manuel. “This was the very early stages of Endura,” explains Scott Bartlett, CEO of Southwest Surveillance Systems. “We worked extensively with the folks from San Manuel in the early stages of Endura to ensure it was a product that met their needs. At that time it was still a bench product, but they were impressed with what they saw.”

“A number of vendors came to us with solutions,” says Purcell. “What we liked about Endura was form and function. The system was not just a collection of miscellaneous hardware and software.” Indeed, the foundational architecture of Endura matched well with the

systematic approach that the San Manuel Gaming Commission seems to take with everything they do.

The Surveillance Department

Candy Ramirez, Surveillance Director, and Ed Purcell are the picture of cool-headed confidence. Deliberate and understated in their manner, it would be easy to underestimate their responsibilities. Their surveillance staff oversees nearly 5,000 cameras across a 400,000 square-foot facility, multiple parking structures and various parking lots with over 2,700 employees serving nearly 3 million visitors a year.

BELOW: THE SAN MANUEL BAND OF MISSION INDIANS TRIBAL GAMING COMMISSION FULFILLS ITS SURVEILLANCE MISSION WITH THE CONFIDENT LEADERSHIP OF CANDY RAMIREZ, SURVEILLANCE DIRECTOR (CENTER), ED PURCELL, SURVEILLANCE ASSISTANT DIRECTOR (LEFT), MICHAEL REAVES, SURVEILLANCE MANAGER (RIGHT), AND THEIR TEAM OF DEDICATED PROFESSIONALS.





SAN MANUEL

INDIAN BINGO & CASINO

An Economic Development of The San Manuel Band of Mission Indians

The mission of the Surveillance Department is to protect tribal assets; ensure the safety of guests, patrons and employees; provide risk management; and assure compliance with internal, State, and Federal regulations or standards.

Ramirez, who has been with San Manuel for 17 years, explains their methodical

approach to successful surveillance, which includes “Sound procedures, dedicated auditing, and keeping our staff fully trained.” With a large staff, she has in-house leaders and experts to draw upon. “Ed does a lot of the technical training with our staff.” All staff participates in regular training on operations, investigations and best practices.



The Endura video system, of course, plays a key role in carrying out the surveillance mission, and San Manuel’s insistence on excellence shows here. “In our standard practices for gaming surveillance, we easily meet or exceed all requirements of every regulatory body,” Purcell explains. “We indeed do have a lot of cameras. Some may even remark that it is excessive; however, we have proven it pays dividends in the end.”

The System

Even at the outset, this was a big system: At the time of installation, the 4096x512 CM9780 Series matrix switch was the biggest ever installed by Pelco. More than 3,000 cameras running over the network via fiber and UTP. All cameras recording at full frame rate, full resolution. More than 130 Endura NVRs with over 600 terabytes of storage. The most staggering part – just six months from the time the San Manuel Gaming Commission decided to go with Endura to the time the system was installed and became fully operational.

It was a daunting schedule, to say the least. Scott Bartlett and Bill Glendenning of Southwest Surveillance still chuckle and shake their heads when they think about it. They both recognize that support from Pelco was vital in putting together the system within the timeframe that San Manuel required. “For such a large system, Endura was extremely quick and easy to install. Working with Pelco, knowing I could rely on everyone’s high level of customer service there, was significant in

making my job easier,” Bartlett said. “Pelco gave us lots of support. As we deployed, there was an array of Pelco staff here, making sure we were getting what we needed,” Southwest Project Manager Bill Glendenning added.

Purcell recognizes that collaboration was key to the successful start-up of the system. “Our technical staff worked closely with Pelco engineers. As we dealt with issues here and there, Pelco really delivered.”

A Scalable Solution

In 2006, San Manuel Indian Bingo & Casino underwent further growth, with additional slot machines and expanded poker rooms. Additional expansion has brought the addition of a restaurant, more gaming space, and a second parking structure – along with hundreds of additional cameras and more video storage.

San Manuel’s forethought in their own planning included considerations for scalability. “We knew our system was going to grow over time,” says Purcell, “and we needed a solution that would

grow with us. So from the outset, we provisioned for this including physical space.” Bartlett notes, “When you’re talking IP systems, expansion can be tricky – often more complicated than with traditional analog matrixes, but with Endura, scalability turned out to be very easy.”

San Manuel gaming operations have grown from that original bingo room to a large gaming and entertainment destination with over 3,000 Class III slot machines, a 2,500-seat bingo hall and a poker room. Today, the video surveillance system includes nearly 5,000 cameras, CM9780 Video Matrix at 6144x740, 24 Enterasys “S” Series network switches, with a whopping 1.5 Petabytes of storage capacity.

“During system selection,” Purcell recalls, “We said ‘If you can deliver a system that meets our specifications and needs, you’re what we’re looking for.’” Asked to reflect on how Endura and Pelco have performed, Purcell says, “What we thought at the time was a wise decision, has turned out to be a wise decision.”

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COMMITMENT TO COMMUNITY & CARING

Unlike many tribal lands and Indian casinos, San Manuel is located right next to urban development. “That means we are a part of this community all around us – we’re intertwined,” explains Ken Shoji, Public Relations Manager for the San Manuel Band of Mission Indians. “There’s a mutuality that goes beyond just being a business. It’s about culture and reciprocity.”

San Manuel’s philanthropy is legend. It is the Serrano tradition to share, and San Manuel has always responded. San Manuel tribal members have a long history of lending a hand, whether it involves distributing food baskets and toys during the holidays, providing aid to victims of natural disasters, or supporting education among local schools. In the last decade alone, the tribe has contributed some \$50 million to local and national charitable organizations. The tribe shares resources with local governments to improve roads, support local municipalities, fund fire and police services, and keep the community free from litter all while beautifying the surrounding areas.

Today, San Manuel Indian Bingo & Casino produces significant economic stimulus to the surrounding communities annually. The San Manuel tribal government provides several thousand direct jobs for Inland Empire residents, and produces significant additional economic impacts through new vendor relationships, and construction and architectural partnerships.