

NetEffect is a Las Vegas-based leader in Information Technology. NetEffect serves as the full IT support department to PlayLV, providing a wide range of IT services that include:

- Full-time onsite IT support (7 days per week)
- 24x7 helpdesk support
- Comprehensive system monitoring, alerting, and reporting
- Part-time IT Director, serving as a partner with PlayLV's executive management
- 24x7 AS400 support and configuration
- Daily data backup administration
- Monthly PC and server patching
- Completion of all IT-related projects

NetEffect & PlayLV *Privacy, Security and Integration*



NetEffect, Las Vegas' First IT Company with a Gaming License, Delivers "In-House" Technology Results to A Renovated Gaming Icon

"Well done is better than well said." – Benjamin Franklin

In the 21st Century, the world of commerce moves and changes in the blink of an eye.

And no aspect of operating a successful business requires swifter or more effective response – especially in the 24/7 world of Las Vegas – than information technology.

Take the case of Las Vegas' Plaza Hotel & Casino. Anyone familiar with the many offerings of the rejuvenated downtown Las Vegas knows that The Plaza recently underwent a visibly impressive renovation.

IT: The Often Unseen Engine of Any Successful Business

However, Michael Pergolini, Vice President & General Manager for The Plaza's parent company PlayLV Gaming, explains that – as is often the case with any successful business – there's much more to The Plaza's successful rejuvenation than meets the eye.

*"Our recent renovation isn't just what is immediately visible to the eye of the guest," says Pergolini. "Our technology upgrades are what *really* support the daily infrastructure of our operations. We utilize technology in every aspect of our business, and its integration in meeting our needs is immeasurable.*

"Our IT is truly the unseen engine of our success."

Little wonder, then, that when it came time to select a technology management company able to meet the round-the-clock challenges of a major hotel-casino, PlayLV Gaming chose NetEffect.

As the first IT company to be granted a Service Provider license by the Nevada Gaming Control Board, NetEffect was well prepared to tackle all the technological challenges presented by a major downtown Las Vegas gaming property.

"As with all our clients, we understand the sensitive nature of some of the information we are responsible for handling with PlayLV, and we take that responsibility very seriously," says NetEffect CEO and founder Jeff Grace.

*"We also recognize the critical role IT plays in their daily operations, and just how time-sensitive their operations are. That's why our team is trained to respond swiftly to any problems that may arise, at *anytime*."*

A Constantly Changing World Means IT Never Sleeps

Indeed, much like Las Vegas itself, the demands of information technology are forever in motion, and a purely reactive approach to the IT 'glitches' that are bound to occur simply isn't sufficient for a successful company – or gaming property.

"In a perfect world we would really be proactive (in our IT) in every instance," explains The Plaza's Michael Pergolini. "However, the reality is this isn't always possible."

And in that 'real world' of non-stop commerce, NetEffect effectively partners with The Plaza, working in tandem to minimize any disruption to the 24/7 superior service expected by the hotel-casino and its patrons.

"We want to make sure we're making the most of the resources we have, and NetEffect has truly engaged our partnership. They (proactively) work with our team to maximize our IT budgets and resources," explains Pergolini.

"In addition, NetEffect responds quickly to any situation, and dissects it to first ensure we minimize or eliminate any business interruption – and then, offers us a plan to remedy the situation from reoccurring."

A Commitment To Clients' IT Needs Produces Real World ROI

There is, of course, no shortage of examples of the 24/7 technology demands of a thriving Las Vegas business, but Pergolini cites a recent IT-related event that most clearly illustrates the importance of having a reliable, committed IT partner.

"We recently opened a new food and beverage venue at The Plaza, the Bier Garten," he explains. "They opened on a Saturday, and our IT team needed to get the POS (Point of Sale) equipment and credit card processing equipment in place for the opening.

"NetEffect worked around the clock, including weekends, to make this happen. That was *true* commitment, and it had important bottom line results for our company. They've performed for us just like they were our in-house IT department providing the service.

"As a matter of fact, we actually don't consider NetEffect to be anything **but** an in-house IT department, our relationship has been that good."

Of course, as in all partnerships, mutual cooperation and trust are keys to success, and NetEffect's technology experts work closely with PlayLV personnel to ensure the efforts of all are well aligned, no matter the IT challenge.

"We include NetEffect in our meetings that concern compliance, and value the input and experience that they bring to the table," says Pergolini. "I consider their team to be insightful and diligent, as well as always responsible – and responsive – when dealing with our many IT needs."

IT Success That Happens In Vegas, Stays In Vegas

As both a locally owned and operated company, and one of Las Vegas' leading providers of technology management, NetEffect also has an integral understanding of what it means to operate a successful business in one of America's highest profile cities – a fact not lost on other successful Las Vegas clients such as The Plaza.

"Having a locally owned and operated support team in place is critical to our business," Pergolini explains. "An understanding of what our business is, and how it operates, is also very important. The Las Vegas market is very different, and the needs we encounter are as well. Being a local company, NetEffect gets that dynamic wholly."

Pergolini points out that the partnership between his company and the locally operated NetEffect also benefits the community in which both companies do business.

"The added plus of being local companies, is that our partnership creates jobs and opportunities for people who live in our community, as opposed to having our (IT) dollars going out of state."

Jeff Grace agrees.

"We're proud to be a successful Las Vegas owned and operated company, and to play our part in contributing to the economic health of our hometown," says Grace.

So while much has changed in the worlds of both Las Vegas commerce and technology since NetEffect first opened its doors for business in 2002, one thing has remained constant: no matter what else happens in Vegas, NetEffect's unsurpassed IT management services 'stays in Vegas.'

And as Las Vegas IT wagers go, that's a safe one – just ask The Plaza.

ABOUT NETEFFECT

NetEffect is a privately held, full-service provider of computer and information technology support and consulting services. Founded in 2002, and based in Las Vegas, NetEffect attained the first Service Provider license by the Nevada Gaming Control Board in July, 2012. The company is located at 5575 S. Durango Road, Suite 110, Las Vegas, NV 89113. For more information, contact NetEffect at (702) 318-7700 or visit the firm's website at www.neteffect-it.com.

