

THE CUSTOMER



William Hill, The Home of Betting, is one of the world's leading betting and gaming companies, employing more than 17,000 people worldwide. William Hill is the first British bookmaker to be licensed in Nevada and entered the U.S. market in 2012. William Hill currently runs 100+ sports betting locations as well as the Mobile Sports app in Nevada. In addition, William Hill serves as the exclusive risk manager for the State of Delaware's Sports Lottery.

THE DILEMMA

William Hill Race Book was looking to bring back pari-mutual simulcast wagering to the Horseshoe Council Bluffs Casino in Iowa. To create the space, they needed a qualified Audio Visual Team to complete the project. Looking to add two video walls, William Hill Race Book turned to Bizco Technologies to complete the project.

"Bizco's crew came highly recommended and they had the best, fair price. They did fantastic work and we were really satisfied. We look forward to working with them again on future projects."

David Grolman, William Hill
Racebook



THE FIX

With William Hill Race Book being located in Nevada, they accepted proposals from integrators nationally. Ultimately though, the relationship Bizco had built previously with the Horseshoe Casino for their new audio system, and the ability to deliver the best, fair price, helped seal the deal. Bizco Technologies installed 30 displays creating the 6 x 2 and 5 x 2 video walls as well as eight 48" wagering displays.



THE BIZCO DIFFERENCE

Bizco was able to be a local, qualified, competitive partner to complete the William Hill Race Book job. This was the first project outside of Nevada for William Hill Race Book, and they were impressed with the outcome. Thanks to the team at Bizco, bettors at the William Hill Race Book inside the Horseshoe Council Bluffs Casino will be able to wager on major Thoroughbred, Harness, and Greyhound tracks from around the country – seven days a week.