Structural Concepts®

DELIVERING FRESH. ALWAYS.™

# Using the ARM to Address High Labor Costs and Staff Shortages, While Enabling 24/7 Retail Operations to Drive Profitability

**Ameristar Casino**, in Black Hawk, Colorado, installed the **Autonomous Retail Merchandiser (ARM)** to deliver a technological solution that could automate labor-intensive tasks, thereby **reducing their reliance on a large manual workforce** and **mitigating the impact of staffing fluctuations** while **creating a new opportunity to expand their service hours** and **cater to customer demand around the clock on a 24/7 basis.**

**In evaluating similar models from other various manufacturers, Ameristar's decision to partner with Structural Concepts was driven by its distinct advantages in three key areas:**

### Unmatched Capacity

**39%** more merchandising capacity.

More capacity meant less frequent intervention, enhanced efficiency, fewer and easier restocks, reduced labor, and ensuring constant product availability.

### Lowest Total Cost of Ownership

**85%** reduction in labor costs associated with merchandising.

Allowed Ameristar to reallocate culinary team members into more complex, value-added roles within their operations, optimizing our human capital and enhancing overall productivity.

**54%** lower operational fees as compared to other manufacturers evaluated.
maximize sales and minimize waste.

### Comprehensive Security and Inventory Management Features

This level of **precise inventory tracking** and **robust security** provided Ameristar with the confidence needed to operate effectively without constant human supervision, ensuring both asset protection and accurate real-time data for replenishment and sales analysis.

This granular data allows the culinary team to make highly informed decisions about product mix, stocking levels, and even new product development. They can now quickly identify bestsellers and slow movers, optimizing their offerings to maximize sales and minimize waste.

The 24/7 operation has opened up new revenue streams and allowed Ameristar to capture sales outside of traditional operating times including overnight hours when all other outlets on property are closed.

| AVERAGE SALES PER WEEK | AVERAGE SALES PER MONTH |
|---|---|
| $953.00 | $4,352.00 |

*"The ARM isn't just a piece of equipment; it's a data-rich tool that has profoundly enhanced our understanding of customer behavior. This insight has enabled us to not only meet but exceed customer expectations for convenience and availability, while simultaneously allowing us to operate more intelligently and profitably, especially by serving critical demand during non-operational hours for other outlets."*

JHUNE BATTUNG
Executive Chef
Ameristar Casino Resort Spa Black Hawk

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