EFFORTLESS

ELEMENT BY WESTIN

element℠

BY WESTIN

ELEMENT - COMPANY PROFILE

Element By Westin was the first non-gaming extended stay hotel in the upscale Las Vegas community of Summerlin. The $25 million, 123-suite hotel is in The Gardins village at Town Center Drive and the Interstate 215, near Nevada Cancer Institute. Element is a project of Starwood Hotels & Resorts Worldwide Inc. and LaPour Partners Inc. Effortless was involved with everything from the blueprint phase to the build out, ensuring that on the go-live date when the hotel opened its doors on December 18, 2008, guests were provided an experience that included seamless reservations and check-in, secure data privacy, easy to access in-room Wi-Fi and easy checkout. The hotel owners, managers, and staff included front desk and house keeping, all utilize the solutions provded by Effortless.

AT A GLANCE

PROBLEM:
From the blueprinting stage to the go-live, Element needed a trusted partner to oversee the technical opersations of their new development. Element wanted a secure, user friendly computing experience to allow different users access to different data. The hotel required a computing network that would allow for scaling up or down in the 2008 economic downturn. Element had tight corporate and compliance guidelines. The system had to be working in a few short months.

SOLUTION:
A centralized PCI compliant could-based desktop that virtualized the servers, applications, and each user's desktop. Advanced security with Effortless Defense. Secure sending and receiving of emails with Effortless Encrypt. Remotely managed Effortless Wi-Fi in each guest room.

PROJECT DURATION:
Two weeks for the ClearSky Environment migration into the Effortless Suite of Cloud Solutions.

WHAT PEOPLE ARE SAYING.

Effortless allows us to be more efficient and focus on delivering an out-standing guest experience!

-James Coleman, Chief Development Officer and Co-Owner, Element Hotel

The Biggest Problems Before Effortless

- Access to qualified IT support for multiple locations
- Unreliable disaster recovery and backup plans
- Inadequate speed and efficiency of global changes to infrastructure
- Need for advanced security and protection of sensitive client data

THE COSTS INVOLVED.

The cost, compared to other solutions, was significantly lower using Effortless; however, according to Element's Chief Development Officer, James Coleman, saving money month-to-month on tech costs was not the main reason he went with Effortless. "Working with Effortless may save us some money, but for us it was not the leading factor in our choise of IT providers. For Element, we had a customer experience that had to be carefully created to be in line with the Starwood's brand initiatives. Effortless provides so many technical disciplines which come together to meet our needs. And the staff supportusing us at Effortless all have the same 'customer first' attitiude that we have."

THE NUMBERS

96%
WOULD RECOMMEND TO OTHERS

90%
ARE VERY SATISFIED

100%
SAME OS & SOFTWARE

96% WOULD RECOMMEND TO OTHERS
Being able to log in to the company's applications from any location or device allows managers and staff to spend more time working with clients. That, and everything is applied to all the company's users globally, not one at a time.

90% SAID THEY WERE "VERY" SATISIFIED
The speed of adding and removing employees to the system is important to Silverstone. Mr. Hauke said "The speed of Effortless is incredible. For example, it now only takes 45 minutes to bring on a new staff member with their Effortless Desktop™. And while we have very little turnover, for the few situations we have had – just a quick call and the crew at Effortless has the account on lock down."

100% OF USERS ARE ON THE SAME VERSIONS OF OPERATING SYSTEM AND SOFTWARE
The switch to Effortless means that now all users are on the same software and operating system versions. Before Effortless, Silverstone had a few different versions of OS and software running on various work stations. With the Effortless Desktop™ solution, they now have more than 20 users, in multiple locations, all in synch. In addition, licensing and patching of the company's software is now seamless.

GUEST SATISFACTION

The Element Hotel is consistently featured in regional and national publications and was even host to President Obama on his trip to Las Vegas to talk about clean energy. The hotel was chosen by the President for many reasons, but one of them was that Element has a stellar LEED (Leadership in Energy and Environmental Design) rating for its energyefficiency. Its use of Effortless Zero Clients in place of PCs is just one of the energy saving initiatives.

Mr. Coleman said "Many of our guests are here on business, and they rely on us as their 'home away from home'. Something as simple as fast and reliable Wi-Fi can make or break the experience for everyone. Effortless understands how critical this is, and takes care of everything 'IT related.' This allows us to be more efficient and focus on delivering an outstanding guest experience!"

INCREASE IN STAFF ACCOUNTABILITY.

Staff now have an all-in-one resource, which builds accountability, expedites communication, and helps to ensure uninterrupted work flow. Kyle Hauke said, "Before Effortless I was drained by staff not being able to access what they needed. It was difficult to get things done! Now my staff and I don't have to carry around drives, laptops, etc. From one office to the next, or on the go, we have access to everything we need and the support team to back us up. Even moving desks is as simple as getting up and moving."

In recent staff surveys at Silverstone, it was found that staff attributed their Effortless Desktops™ to an increase in their job satisfaction and it was also reported that staff feel the tools that Effortless provides allows them to complete projects faster.

POINT-OF-SALE IN THE CLOUD!

Another differentiator that made the Effortless solution so appealing for the Element is the ability to virtualize the POS system. The Effortless platform synched up seamlessly with the Starwood Hotels & Resorts proprietary POS allowing the system and all the data to be accessed within the Effortless Desktops'™ and maintained by the expert Effortless crew. This includes PCI compliant credit card processing and truly provides unlimited mobility to the operations.

ELEMENT'S EFFORTLESS SOLUTION

STORAGE
Effortless Desktops'™ provide Element vast amounts of secure, PCI and SSAE16-compliant storage, with additional always available; therefore, as the hotel scales up, so does its capacity for state-of-the art storage.

DISASTER RECOVERY & BACKUP
Effortless provides disaster recovery and backup at a highly effective rate.

SPEED AND EFFICIENCY
Effortless Desktops'™ provide this busy hotel instant access to the applications they need. The solutions provided by Effortless increases the accountability of the staff and the collaborative ability of Element.

ADVANCED SECURITY
Element makes use of Effortless Defense'™ which provides zero-day vulnerability and advanced protection which goes vastly beyond normal firewall, spam, and antivirus capabilities and makes use of sandboxbased detection techniques, and behavioral engine with machine learning. These additional security measures fulfill the goals the hotel has for defense against cyber-threats and protection of customer's valuable credit card data.