



# **EFFORTLESS**

CASE STUDIES

# EFFORTLESS



element<sup>sm</sup>

BY WESTIN

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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 Gardens 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 WiFi, and easy checkout. The hotel owners, managers, and staff, including front desk and housekeeping, all utilize the solutions provided by Effortless.

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# COMPANY PROFILE

## AT A GLANCE

### PROBLEM:

From the blueprinting stage to the go-live date, Element needed a trusted partner to oversee the technical operations 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 cloud-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 WiFi 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 outstanding 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 choice of IT providers," he said. "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 supporting us at Effortless all have the same 'customer first' attitude that we have."

## THE NUMBERS



# 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 energy efficiency. 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 WiFi 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.

With Effortless, the staff at Element have an all-in-one resource, which builds accountability, expedites communication, and helps to ensure uninterrupted work flow. Mr. Coleman said, “It was crazy to think of calling up a multitude of vendors or hiring a full time IT support team for our needs. The thing is I am a real-estate guy, not someone who wants to sit around and keep track of vendors and staff. Effortless makes it so that we have the tools we need, which takes away any roadblocks.”

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# 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 synced up seamlessly with the Starwood Hotels & Resorts proprietary POS allowing the system and all the data to be accessed within the Effortless Desktop™ 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 Desktop™ provides 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 Desktop™ provides 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 that goes vastly beyond normal firewall, spam, and antivirus capabilities and makes use of sandbox based 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.

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