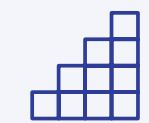# opentext™

Success story

Hyatt

Industry
• Hospitality

Solutions
• OpenText™ Content Management
• OpenText™ Portal
• OpenText™ Web Experience Management

Results

Built brand consistency, collaboration

Promoted corporate culture

Increased productivity

Reduced expenses

HYATT®

Hyatt connects international enterprise

Multinational hospitality company drives branding, productivity with intranet powered by OpenText

"We needed a communication tool that better connected our corporate offices to our hotel colleagues."

Mike Cohen
Director of Communication Systems
Hyatt Hotels Corporation

Consistency is comforting in branding as well as in the business of hospitality. With 14 premiere brands, Hyatt Hotels Corporation strives to deliver a reliably rewarding experience to its guests, colleagues and owners in more than 750 hotels across 55 countries.

Prior to implementing a content management system, Hyatt faced challenges imposed by the development, distances and time zones of a widely distributed workforce, especially as the high-end hospitality company expanded through a franchise model with burgeoning growth in the Asia-Pacific region.

Over time, web presence for Hyatt brands—from luxury hotels to vacation resorts—consisted of separate sites developed using a variety of tools, each with different branding, navigation and styling. Within the company, updates could be buried in email while brand standards were burned to a DVD to be mailed from the Chicago headquarters to international locations. Mike Cohen, director of communication systems for Hyatt Hotels Corporation recalled: *"We needed a communication tool that better connected our corporate and regional offices to our hotel colleagues to both disseminate key brand standards and policies, but also break down barriers and allow for more engagement and collaboration across the company."*

Following its search for an established vendor with a proven record, Hyatt implemented a corporate intranet in 2008 powered by OpenText. More than a decade later, Hyattconnect continues to deliver a unique intranet experience to almost 115,000 colleagues using OpenText™ Content Management, OpenText™ Portal and OpenText™ Web Experience Management.

"Hyatt places a great deal of value on its branding and on the beautiful and smart design of all of its properties," noted Jose Santiago, who oversees the OpenText platform in his position as senior technical manager for intranet systems with Hyatt Hotels Corporation. *"The intranet site must deliver and preserve the same impression to all its employees, regardless of where they are located or what role they perform."*

Every Hyatt employee across the globe relies on Hyattconnect for the latest corporate news, links, daily applications and searchable information. More than 200 content editors use Content Management to design and deploy Hyatt web assets in a consistent and timely manner to Hyatt's intranet, thus ensuring uniform, modern and upscale branding. Hyatt Global ID, managed within OpenText, ensures employees access information and applications tied to their roles and authorizations for content personalization and security. In fact, through Portal, Hyattconnect serves as a mission-critical entry point to other enterprise applications with a single sign-on.

Among other popular capabilities of Hyattconnect, employees use the Find feature to search for people, information or locations in the corporate directory with immediate results. They do so at their desktops or while traveling via a mobile interface to the intranet site.

In addition, Web Experience Management supports other internal sites. Hyatt professionals use a modular API to create and update content in a preview environment before publishing live. *"It allows us to build our web site page content in a way that requires almost zero training,"* Cohen related. *"We can spin up responsive sites that can be very image intensive for our marketing groups with little to no training."*

"We haven't hit the limits on the software… we've been in a constant improvement cycle."

Mike Cohen
Director of Communication Systems
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Hyatt's initial intranet project met technical design goals, but departmental content was sporadically entered at launch, causing the site to be viewed as an empty portal. With C-Level leadership stressing the importance of the site, content grew from 10,000 items to 220,000 items and eventually approached two million page views per month. Content, views and capabilities continue to grow supported by the OpenText scalable, hub-spoke design model, according to Cohen. *"We would have likely hit the limits of another content management system,"* he noted. *"We went with the OpenText Enterprise Content Management system and—10 years later—we haven't hit the limits on that software… we've been in a constant improvement cycle."*

Hyattconnect maintains brand consistency and promotes the Hyatt culture of excellence within the enterprise and across functions and countries. *"One of the main business objectives was to eliminate silos,"* Santiago said. *"Hyatt has separate regional operations, but wanted a way for people in the company to think of themselves as working for the Hyatt organization as opposed to working for a distinct geographical business unit."*

Founded on OpenText, Hyattconnect also returned productivity improvements and cost-savings.

- Portal users spend less time searching for information and accessing workflow or applications. They reallocate saved time to other tasks.

- Content editors create and update pages and sites without involvement from IT.

- Departments cancelled contracts for sites maintained by third parties.

Hyatt expects to continue its partnership and improvement cycle with OpenText, including translation of content in an ever-changing international scene. The relationship thrives because OpenText *"gets enterprise customers,"* according to Cohen. *"When you partner with someone for 10 years … you have to look at replacing vendors if software gets contentious. We've never had that issue with OpenText,"* he said. *"OpenText seems to understand how to treat the relationship."*

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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