

CASE STUDY

GLOBAL HOSPITALITY COMPANY LEVERAGES CLOUD-BASED INTRANET TO ENABLE MISSION-CRITICAL COMMUNICATION CHANNELS



Rivet Logic's implementation of a flexible, cloud-based Crafter solution bridges the gap for the merging of two global hospitality companies to enable a smooth integration.

At a Glance

ORGANIZATION

Global Hospitality Company

INDUSTRY

Hospitality, Travel & Leisure

USE CASE

Intranet, Video Communications

JOINING OF TWO GLOBAL HOSPITALITY COMPANIES

Our client is a leading lodging company with more than 6,500 properties in 127 countries and territories. The company recently acquired another leading hotel and leisure company with nearly 1,300 properties in approximately 100 countries.

The ability for the two companies to effectively communicate would be critical to the success of the merger execution. However, each global organization had its own history, ways of conducting business, and existing global intranet. Integrating the two companies won't occur overnight.

Our client's Global Communications team was challenged with creating a world-class interim solution that would facilitate clear and concise communication between the two hotel companies while the broader enterprise intranet was being developed to support the combined company's needs.

Not only did the team have to come up with a globally accessible solution for its combined 750K user base, they had to do so within a stringent timeline so that the solution was available on the first day of the merger.

The interim solution would be the main communication channel between the two companies, providing a one-stop destination for all information necessary in preparation for starting the integration.

Through this solution, our client sought to accomplish the following objectives:

- Enable clear and focused communication between the two companies' combined user base

- Hyper-personalized content: Focus information based on each person's location, role, and company.
- Create an engaging, contemporary experience incorporating new capabilities. The solution would essentially serve as a testing ground for innovative new features that can later on be scaled across the enterprise intranet.
- Develop the foundation of processes and tools necessary to support future large scale mergers and acquisitions.

AGILE COLLABORATION DELIVERS ON AGGRESSIVE TIMELINE

With an aggressive initial two-month timeline from concept to implementation, our client leveraged its relationship with Rivet Logic and Crafter Software – provider of Crafter CMS – to implement the solution. Having previously partnered with Rivet Logic to build its existing global intranet using Crafter CMS, our client recognized the value of a Crafter-based solution combined with Rivet Logic's system integration services.

Rivet Logic and Crafter Software worked closely with our client's Global Communications team, providing thought leadership and solution design ideas to conceptualize, define requirements for, and implement the solution. The team agreed to a phased implementation approach in order to meet the timeline.

Rivet Logic acted as the IT liaison between the two hotel companies, allowing each IT organization to focus on specific portions of the project without involvement in

each other's areas, simplifying the overall process and saving time. In addition, Rivet Logic's agile methodology aligned with our client's development approach, allowing new requirements and issues to be quickly addressed.

BEYOND A WEBSITE – BUILDING THE TOOLS AND PROCESSES FOR FUTURE SUCCESS

The interim solution provides a gateway to a rich knowledge base of integration-related news, information, resources, and job function specific content. And, key to success was that Rivet Logic was able to deliver a complete solution in time for the merger.

The solution features engaging capabilities, including a Video Center with videos ranging from welcome messages from executive leadership to company culture, FAQ's with ability for users to search and discover what other employees are asking, hyper-personalized content, and a subscription service that allow users to follow relevant content and be alerted when updates occur. The solution also includes site-wide full text and faceted search capabilities, leveraging Crafter's out-of-the-box integration with Solr and Alfresco, to provide a personalized and secure search experience for each employee.

The Video Center solution solved a long-term pain point for our client -- the ability to deliver video at a global scale without sacrificing performance. Now, the company is able to deliver videos across the world, supporting a variety of media sizes, types and languages to accommodate the global workforce on all devices.

Key Features of the Video Center include:

- Contemporary user experience
- Social features with the ability to like and share within a secure environment
- Secure videos that only authenticated users with permissions can view
- Personalized, regionalized and localized content attributes
- Delivered across all devices and screen sizes
- Videos are authored and published from one system and distributed globally
- Cloud only approach leveraging AWS infrastructure
- Transcoding support

Being a sophisticated and complex global enterprise made up of a diverse set of 50+ types of internal and external user roles, Rivet Logic architected a creative solution leveraging rules and permissions to enable hyper-personalized content delivery for all of these roles. As a result, the solution is able to deliver each user a personalized experience based on his/her

company, geography, job function, and even variants within roles. Fine-grained control over content accessibility and what each role can or can't see is easily managed by the company's content team, with the ability to specify which roles they want to target or limit visibility of specific content to during the authoring process.

In addition, the solution integrates with a number of third party applications for operational success. In order to create a seamless login experience between the two companies,

Rivet Logic built an innovative Single Sign-On (SSO) approach leveraging SAML2, joining two existing enterprise SSO solutions.

Furthermore, to meet the schedule, our client deployed the solution on Crafter Cloud, a fully-managed SaaS solution on Amazon Web Services (AWS), seeing the strategic value of a cloud deployment through flexibility, scalability and cost savings benefits.

The solution is enabling clear and focused communication between 750K+ users, through a personalized experience aligned with today's workforce expectations.

ENABLING A SMOOTH START TO THE INTEGRATION WHILE SHAPING THE BROADER INTRANET

Since deployment, the solution has been a huge success for our client. Within two weeks of launch, the solution had over 100,000 visitors and over 2 million page views. Through AWS's elastic cloud hosting capabilities, Crafter Cloud seamlessly scaled up and down around initial launch to maintain desired performance requirements, supporting over 4TB of data in just four days.

The site has also received fantastic feedback across a broad range of users – from the leadership team to hotel operators and contractors – on the site's visual appeal, user-friendly tools, and fast performance. Even more, users are excited for what's to come as new features are added.

Although the solution's main purpose is to serve as an interim solution during the merger, it has also provided a valuable opportunity for our client to pilot innovative features – video center, hyper-personalized content delivery, subscriptions – and evaluate them for potential use across the global intranet. Through the process, our client was able to take away valuable lessons learned that can later be applied on a global scale as the company continues to evolve its next generation integrated communications platform.