



**Softtek**<sup>®</sup>

**CASE STUDY** | HOSPITALITY

**Application framework  
provides enhanced,  
secure guest experience  
for global hotel chain**

softtek.com





# About the customer

Once of the world's leading hotel chains.



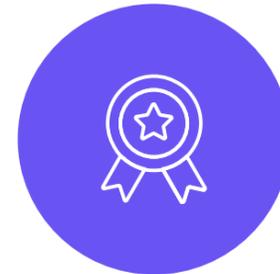
**2.1 BN in revenue  
in 2019**



**880,000 hotel  
rooms in over  
100 countries**



**Over 16 hotel  
brands within  
the alliance  
worldwide**



**Over 200 years  
of experience**





# Business challenges

A well-known global hospitality organization needed to improve its reservation and account management systems to meet demands for a seamless and intimate guest experience. Hotel systems were also experiencing Denial of Service (DOS) attacks, which were preventing customers from logging into their accounts.

1

Inconsistent customer experience from device to device.

2

Lack of account management hindering sales.

3

Difficult for customers to access loyalty programs.

4

Reservation system and account sign-in page vulnerable to cyber-attacks.



# How Softtek comes into play

Softtek was engaged to develop a platform to enhance guest engagement by enabling a uniform experience across different devices and to ensure secure access to account information. Softtek's account management solution standardized the user interface to the hotel's reservation system, enabling a consistent, high-quality experience, optimization of loyalty systems, and easy access to accounts. Softtek also addressed the security issues hindering access to reservation systems and account information.

**Onsite and nearshore teams** implemented Angular web application framework.

**Proactively monitored processes** and development of a simplified login improving user's security.

**Digitized and standardized access** to data from any device.

**Integration of Smartling** with AEM 6 and migrations of content from old CMS systems to AEM 6.

**Development of reCAPTCHA** tool deployed to prevent bot attacks.





# Business impact



\$1 Bn revenue generated through a new app.



Immediate automated translations and infrastructure cost reduction.



Enhanced competitiveness and customer journey through secured access.



Secured Log-in page preventing DOS attacks.



90% backlog reduction and ITILization of the service.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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