opentext™

Success story

Britannia Hotels Limited

Industry
• Travel

Solutions
• OpenText™ RightFax
• OpenText™ Alchemy

Results

☑ **Achieved quarterly PCI compliance** and passed annual audit

📄 **Incoming faxes and paper documents now available electronically** via document links in email

🔍 **Reliable, quick retrieval of documents** speeds up query handling and improves customer service

BRITANNIA HOTELS

Britannia Hotels protects and secures sensitive customer data with OpenText

OpenText RightFax and OpenText Alchemy help ensure PCI compliance and provide electronic document archive and workflow efficiency improvements

"The OpenText RightFax and OpenText Alchemy solution has enabled us to achieve the PCI compliance we sought, helping us avoid costly penalties for non-compliance."

Karen Pownall
Group IT and Project Manager
Britannia Hotels Limited

Britannia Hotels, founded in 1976, is headquartered in Altrincham, Cheshire. The company operates a portfolio of 51 hotels across the UK and six holiday parks, which operate under the Pontins brand. A total of more than 14,000 bedrooms provide quality accommodation for families, leisure and business users, with a range of city center, seafront, airport, and country locations.

Britannia offers rooms through a network of travel agents, websites such as ebooking.com and laterooms.com and direct to customers. Reservations are managed centrally using the Eptica Customer Engagement Suite™. Subject to seasonal variations, Britannia receives, on average, around 8,000 pieces of correspondence each week relating to bookings. Approximately 50 percent of this correspondence is received by fax at Central Reservations and may include sensitive authentication data.

The major credit card providers, Visa, MasterCard and American Express, among others, in 2006 formed the Payment Card Industry (PCI) Security Standards Council (SSC). PCI SSC helps merchants and financial institutions understand and implement standards for security policies, technologies and ongoing processes that protect their payment systems from breaches and theft of cardholder data.

In order to continue to use the payment card providers' services, Britannia, like thousands of other organizations, needed to meet the new PCI compliance requirements. This involves a quarterly assessment of its systems and processes to ensure sensitive customer information is stored and protected appropriately, as well as an annual audit. The required checks are undertaken by external, independent assessors and the results, be it a pass or a fail, are reported back to the company's bank and payment providers. An audit failure can result in fines ranging from $5,000 to $100,000 per month until compliant, and/or an increase in processing fees. A continued lack of compliance can lead to card payment services being withdrawn, effectively preventing a company from trading.

Tackling PCI compliance without disruption to the business

Britannia undertook an initial assessment of its systems and processes to establish its state of PCI compliance. One of the key findings was the use of traditional, paper-based fax. This meant that sensitive data could be at risk and may result in a formal assessment failure.

Karen Pownall, group IT and project manager at Britannia Hotels Limited explained further, *"We knew we had to find a better solution to meet our fax needs. Eptica recommended OpenText RightFax as a potential solution and so we began our assessment."*

Working with OpenText partner ProcessFlows, the OpenText™ RightFax solution was evaluated to determine its suitability to the task at hand.

"We knew we needed a fax solution to receive incoming communications electronically, removing the need for paper. Sensitive customer information could then be accessed in Eptica on screen, no need for paper copies. However, the business could not afford any disruption, so we adopted a big-bang implementation approach. The RightFax solution, the professionals at OpenText and our partner ProcessFlows lived up to expectations, with little or no disruption on go-live. The solution required configuration, but otherwise met our needs out of the box," added Pownall.

Improving business processes securely and reliably

In the past, Britannia's staff would have to collect incoming faxed paper documents. This meant delays could occur, pages could be lost or illegible information due to poor image quality of paper documents. Should a query arise, the paper would have to be retrieved from storage for checks to be carried out.

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"The RightFax solution has removed our reliance on paper faxes. Once received, the fax is stored in another OpenText solution, OpenText™ Alchemy. This provides us with the long-term storage we need should a query arise. We can now quickly retrieve the document electronically from the secure and reliable archive that Alchemy provides us," said Pownall.

The system identifies the incoming fax number, one of around 60, and uses this information to determine the appropriate processing queue. This speeds up the process, with new faxes picked up every 60 seconds. The document is stored in Alchemy and an email is sent to the appropriate team or individual with a link to access the document on screen.

All faxes are now stored centrally, but can be accessed with password permissions both at central administration and from any hotel with a full audit trail. This helps speed up any reservation queries. For example, when a guest checks in, the original booking correspondence is instantly available, helping to improve customer service.

## Quarterly compliance success and annual assessments passed

For Britannia to achieve PCI compliance both quarterly and annually, all systems and processes are tested and assessed, including RightFax and Alchemy. Since implementing the two solutions, Britannia has passed both and has not been exposed to the penalties associated with non-compliance.

With the robust solution in place for all of its 51 hotels, as Britannia continues to grow and expand its portfolio, the company is now well versed in adding locations to the solution.

"The support and technical skills of both OpenText and ProcessFlows has resulted in a stable, reliable, compliant and functional solution," said Pownall. *"The RightFax and Alchemy solution has enabled us to achieve the PCI compliance we sought, helping us avoid costly penalties for non-compliance. We're now in the process of planning the rollout of RightFax and Alchemy to our six Pontins holiday resorts and we're confident of success."*

About ProcessFlows

ProcessFlows is a leading provider of solutions and services designed to improve business processes and communications. Since 1987, ProcessFlows has helped thousands of businesses, local councils and government departments increase efficiency, improve customer service and implement controls for regulatory compliance. ProcessFlows combines business process expertise with market leading technology to provide flexible applications and workflows that augment existing systems and can be deployed quickly to provide a fast return on investment. Our nearshore outsource centre in Sofia provides expert support and managed services 24x7. ProcessFlows offers expert advice at every stage–understanding requirements and providing implementation, training, support and ongoing customer care.
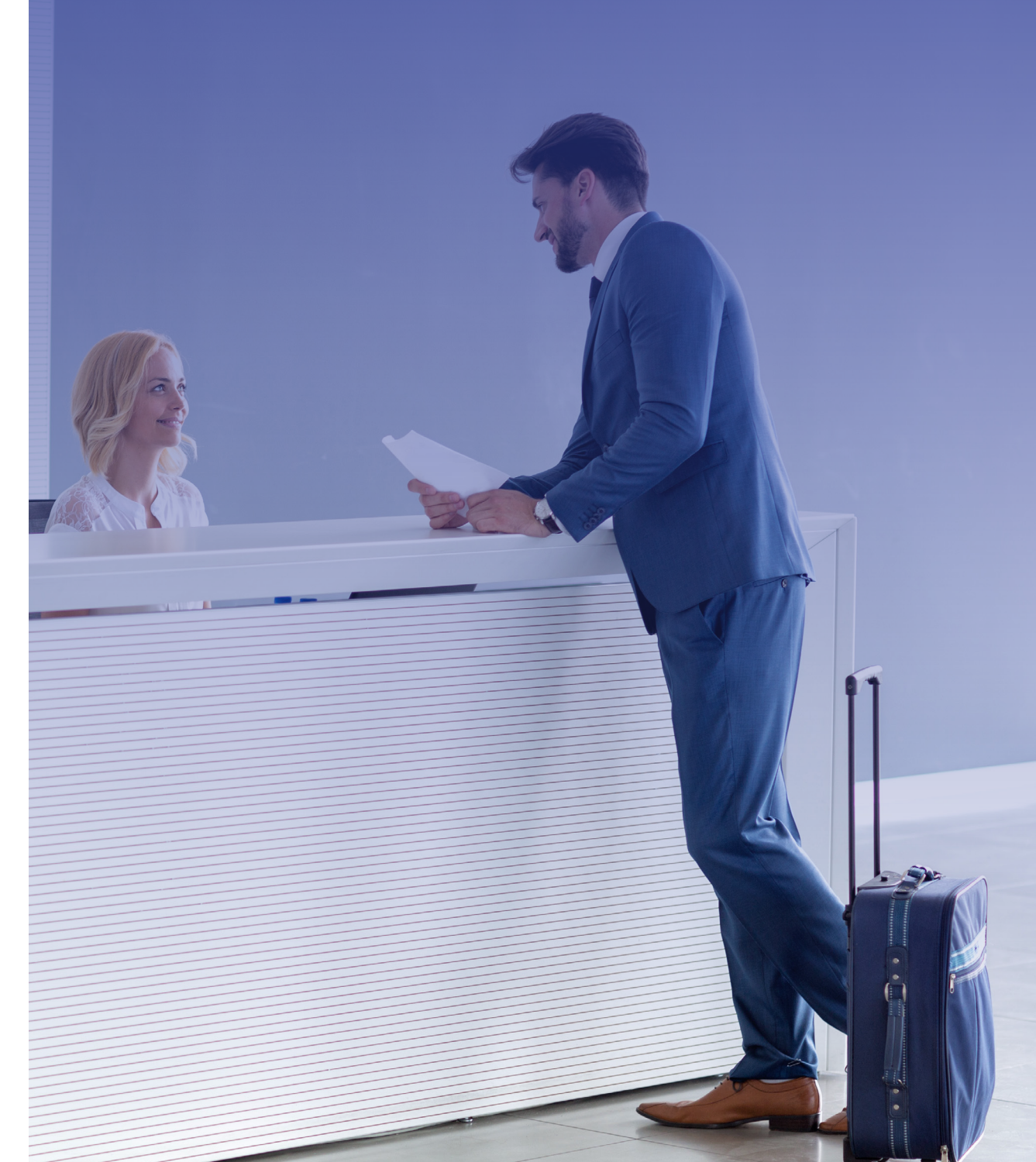
About OpenText

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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