CASE STUDY

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FARONICS DEEP FREEZE

CITY INN

ABOUT

Founded in 1995, City Inn is a hotel chain focused on conceiving, designing, building and operating contemporary hotels to the highest engineering standards in prime city center locations through the United Kingdom.

At the heart of the City Inn brand are the principles of an uncompromising approach to quality, a commitment to innovation, and a customer first mentality.

The hotel chain believes in providing guests with a contemporary environment to relax, work, or entertain, and continually strives for the latest in IT innovations. They recently set a new industry benchmark with the introduction of iMacs in every room across their six locations in the UK.

The iMac is a range of all-in-one Macintosh desktop computers designed and built by Apple. Each iMac provides guests with the choice to watch 38 streamed TV channels plus radio stations, DVD and CDs. It also allows hotel guests to play music via iPod (or MP3 player) and provides free access to the High-Speed internet connection, iTunes, iChat, iPhoto, iMovie , Skype, Neo Office (compatible with MS Office) and iSight, providing one of the most comprehensive in-room entertainment systems currently existing in the market place. Having iMacs in each room eliminates the need for customer laptops since it acts as a standalone computer.

PROBLEMS

Hospitality providers like City Inn know their ability to deliver elite service is heavily dependent on the integrity and reliability of their computing technology. Whether it's deployed in customer facing, administrative, in-room, or business center environments, guests expect hospitality providers to deliver a stress-free experience from start to finish.

Protecting guest confidentiality is a chief concern for City Inn. Ofen their clientele includes highprofile guests such as politicians, so security and confdentiality is a necessity. For these guests, the assurance of having a solution that removes any trace of work or fles they've used is very important.

> **Faronics Deep Freeze was recommended strongly by Apple, and since it is hard to find a solution like this for a Mac, we quickly jumped on the opportunity to purchase it.**
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> **-Pemberton,**
> Head of Information Technology,
> City Inn

SOLUTION

After researching possible options, Richard Pemberton, Head of Information Technology for City Inn turned to the bulletproof protection of Faronics Deep Freeze, a reboot-to-restore solution that ensures any changes made during a user session—regardless of whether they are accidental or malicious—are erased with each restart. The hotel chain was so impressed with Deep Freeze that they installed it in every room—including the meeting rooms.

City Inn currently reboots their iMacs two diferent ways: Trough NetBoot, a remote Apple technology that enables iMacs to boot from a network, or via a manual reboot. Afer each guest checks out, the iMac is shut down to prepare the room for the following guest. Tis process is about to be automated on checkout with a link to the hotels' management system.

Because all information is erased afer a reboot, hotel guests don't need to worry about hackers or future guests accessing any of their information (for example: accidentally left photographs, or files).

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> **Our guests' privacy and personal file security is paramount. We choose Deep Freeze because it enables us to offer our guests peace of mind that their personal data, files and history of use will be completely removed from the iMacs when rebooted.**
>
> **–Pemberton,**
> Head of Information Technology,
> City Inn

Faronics **DEEPFREEZE**™

Deep Freeze is now deployed on over 1700 iMacs within the UK hotel chain, with more scheduled in the future. With the imminent openings of the City Inn London and Amsterdam locations, over 3000 City Inn iMacs will soon be protected by Deep Freeze.

City Inn is just one of over 1,000 hotels beneftting from Faronics Deep Freeze. Deep Freeze helps hospitality providers meet and exceed guest expectations by ensuring a secure and trouble-free computing experience. Guests can count on total system integrity, staff can rely on professional computing availability, and IT personnel are freed from tedious maintenance issues. Deep Freeze is also cross platform and supports most operating systems, including Windows 7and snow Leopard.

Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. In today's economic climate of increasingly tightened budgets, continuous market pressure, and more work to do than time available, this is critical.

❖ Industry	Hospitality
❖ Profile	▸ UK based hotel chain ▸ iMacs in every room ▸ Protecting guest confidentiality is chief concern
❖ Benefits	▸ Solid protection of guest confidentiality against anyone accessing their information ▸ Hotel-wide protection against malicious damage

With a well-established record of helping organizations manage, simplify, and secure their IT infrastructure, Faronics makes it possible to do more with less by maximizing the value of existing technology.

Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 customers.

Faronics

www.faronics.com

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