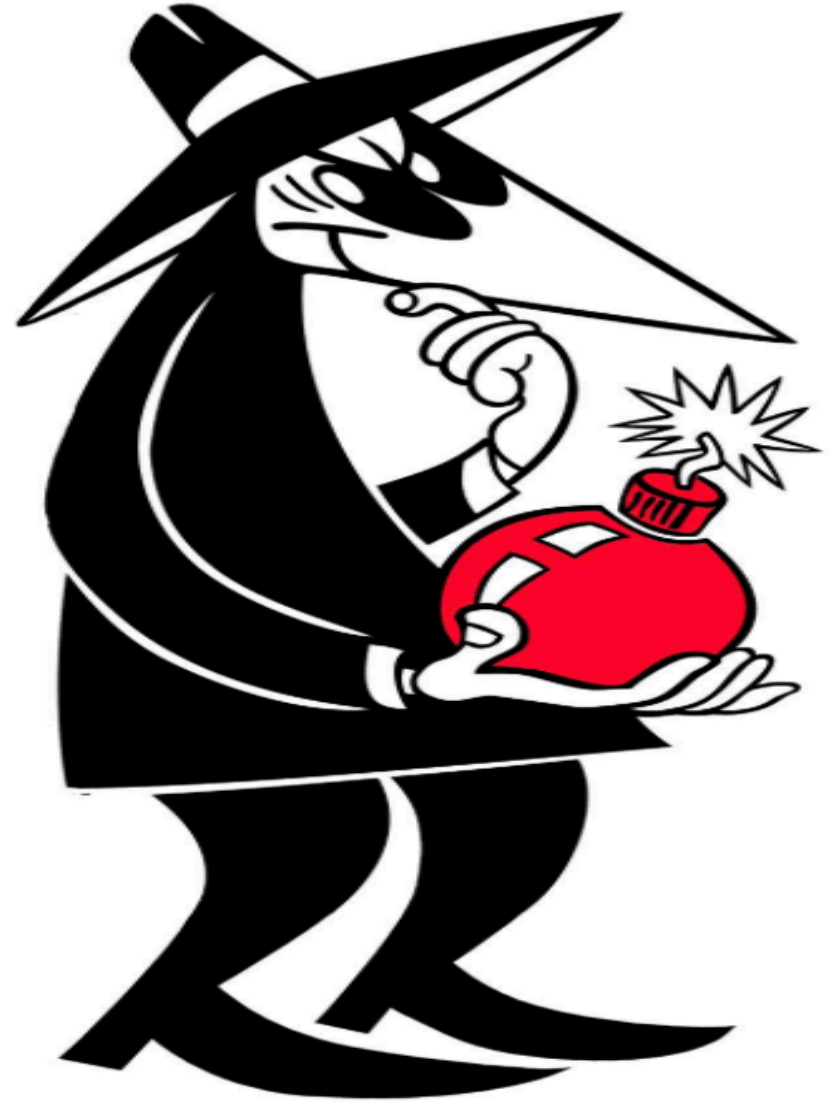
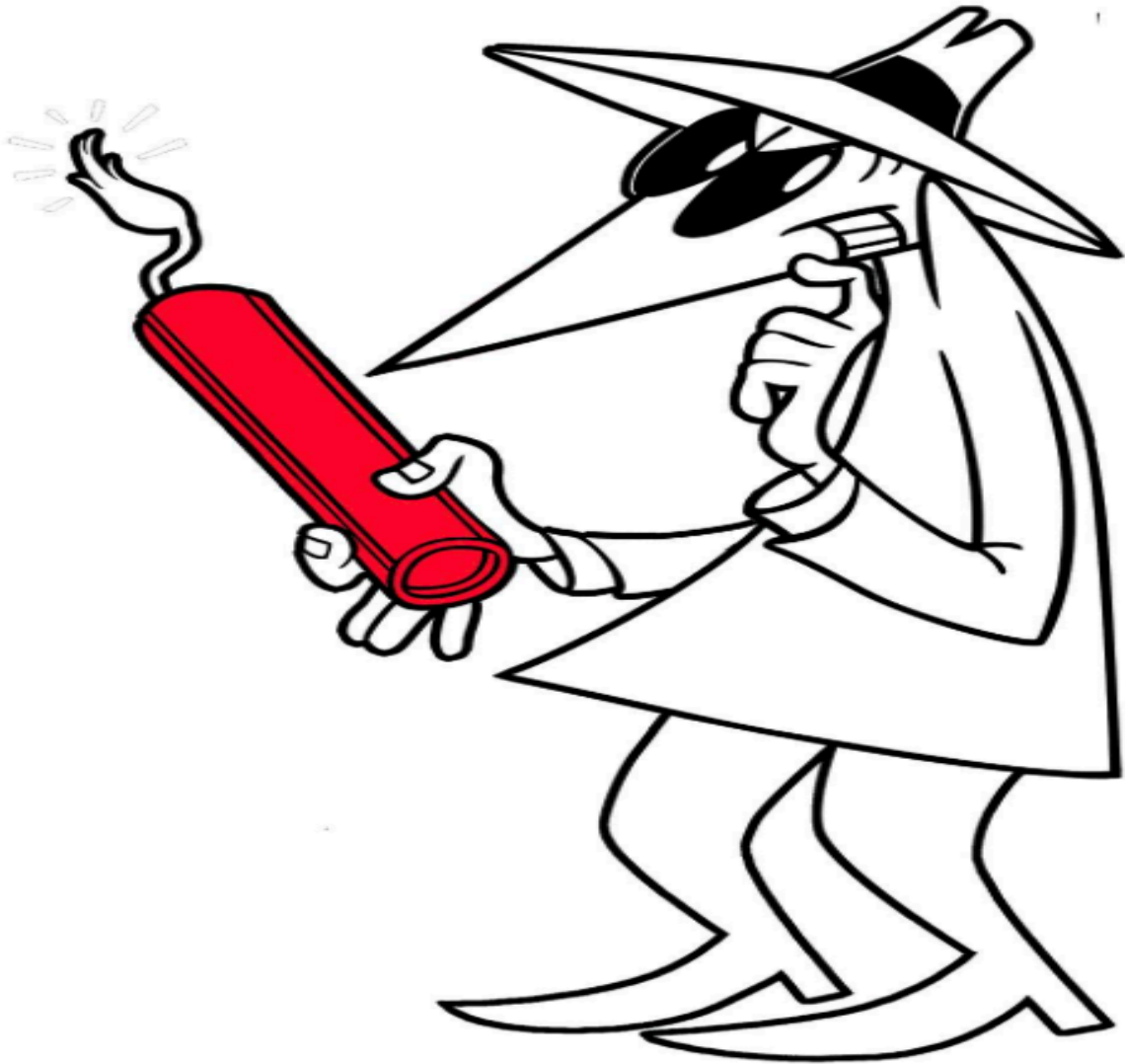




Cyber Security- A Must In Today's Viral World

Virus Versus Virus



Cyber Security A Must In Today's Viral World

The year 2020 will be a revolutionary year for the Hospitality Industry due to the Covid-19 Virus

As hotels and resorts around the world focus on safety, cleanliness and antiviral procedures to reopen and minimize the fear factor for potential guests, the use of technology is expanding rapidly

The Hospitality Industry is leaning towards digital technology to minimize the physical touchpoints between guests and employees

Cyber Security A Must In Today's Viral World

The use of remote check-in, keyless RFD locks, ordering of meals and drinks from ones cell phone significantly increases the passing of data between guests and the hotel

CV-19 protocols now limit the number of guests allowed in a restaurant and in a meeting venue

It is imperative that hotels dramatically reduce their labor costs as a way to combat the shrinking revenue potential of all hotels and resorts

Cyber Security A Must In Today's Viral World

The Hospitality industry is a frequent target of Cyber Crime because hotels, resorts and their amenities are great collectors of customer data, that is extremely valuable to cyber hackers

All hotels and hotel brands collect vast amounts of customer data including customer names, addresses, phone numbers, credit card data, auto data, and specific guest history information

The vulnerability of that data has been magnified in recent years as revelations of massive branded data breaches have been revealed

Cyber Security A Must In Today's Viral World

Wyndham Worldwide data breaches in 2008 & 2010 compromised the financial and personal data of 619,000 customers

Marriott suffered a data breach of its Starwood Hotels and Resorts brands revealed in 2018, that compromised the data of 500M guests dating back to 2014

Hyatt Hotels had a data breach in 2017 that compromised the payment data of customers at 41 hotels in 11 countries, worldwide

Cyber Security A Must In Today's Viral World

Computer Technology changes constantly and hotels and brands struggle to keep up with it

Many individual hotels and operators don't maintain a full time IT staff, budget poorly for it, and treat IT as if it were optional with limited training

Most hotels don't maintain professional digital security policies and programs or fail to modify them to keep pace with technology changes

Most hotel computers and software are typically old and outdated and little time is spent on ensuring all install latest updates

Cyber Security A Must In Today's Viral World

According to "Verizon's 2020 Data Breach Investigations Report" there were almost 4000 confirmed hotel data breaches, more than double last years report

Hoteliers are increasingly striving to garnish user generated data for customer insights that traditional CRM methodologies can't deliver

There has been a transition to Big Data Analytics that connect operators with guests & prospect leads requiring perpetual data sweeps

In today's digital world, constant customer contact is essential for brands and hotels

Cyber Security A Must In Today's Viral World

Big data strategically reshapes business strategies and is essential in developing key decision making plans for all brands

While the collection of vast data will increase dramatically in the future the protection of that data and use of cloud based data storage and centralized data platforms must keep pace

Hotels and restaurants have unusually high employee turnover so passwords and entry data is potentially shared with more than your immediate staff

Cyber Security A Must In Today's Viral World

Hotels have endless numbers of touchpoints that open the doors for cyber crime with more and more being added, all of the time

Those touchpoints include desktops, laptops, Mobile phones, PMS systems, POS systems, EMS Systems, WI-FI routers, In-room entertainment systems, wireless phones, Internal signage hardware and vendor access

The number of touchpoints increase exponentially when you add leased restaurants, leased spas, gift shops leased parking etc., etc., etc.

Cyber Security A Must In Today's Viral World

Brands are great gatherers of information but historically not the best at protecting data

Don't rely solely on your brand to protect you as most touchpoints aren't controlled by the brand but are physically in your hotel

You own your data, so protect it, as you would any other valuable commodity

Ensure that your annual budget is appropriate for protecting on of your most valuable assets

Cyber Security A Must In Today's Viral World

Traditional hotel technology providers offer limited cyber security solutions to protect the massive collection of data that brands an operators now require

Operators must develop a cohesive cyber security plan that is automatically updated bi-annually in order to ensure its applicability to the changing IT environment

Operators must ensure that staff is continuously trained in how to protect guest and hotel data and store it appropriately

Your IT professional should constantly probe for vulnerabilities and address them with staff and training

Cyber Security A Must In Today's Viral World

Invest in Cyber Insurance to minimize your liability and use their professionals to access your properties vulnerabilities and

Use your insurance carriers professionals as part of your IT staff to enhance your cyber security systems and

You own your data so protect it as you would any other valuable commodity