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Joan Rowland
Systems Manager
The Palms South Beach Hotel
& The National Hotel

Industry:
Hospitality

Size:
The Palms – 250 Employees
The National – 185 Employees

Location:
Miami, FL

Founded:
The Palms – 1991
The National – 1997

Web site:
www.thepalmshotel.com
www.nationalhotel.com

The Palms South Beach Hotel & The National Hotel

Customer

The Palms South Beach and The National Hotel are two of Miami Beach's premier hotels. As tranquil retreats in the middle of an exciting and vibrant city, both offer a combination of plush accommodations and deluxe meeting spaces. The Palms South Beach offers guests affordable luxury in the 240-room, seaside getaway, on the north side of South Beach. The Palms provides guests with the personal service of a boutique hotel, the barefoot sophistication of a tropical estate, and the business amenities of a larger conference hotel, making it the first choice for business professionals and European vacationers and travelers, alike. The National Hotel, located on South Beach's Collins Avenue, is an Art Deco landmark, a favorite celebrity hideaway, and popular location for film, print, and video productions, as they feature one of the most unique infinity pools, which spans 205 feet.

Situation

With 70% of all incoming e-mails identified as spam or viruses, the hotels needed an outside solution to manage and eliminate unwanted spam, viruses, and objectionable images. According to The Palms South Beach Hotel and The National Hotel Systems Manager Joan Rowland, "We had tried to use a built-in spam filter from our e-mail server at one point, but there was so much coming in that it overloaded the server to the point of crashing it."

The burden of unwanted e-mail was also felt by the system, which periodically went down. "The Palms promised a group of 100 European customers Internet access and then it went down," recalled Rowland. "That affected the credibility of the Palms." Rowland continued, "After that it was monitored on an individual basis. Some of our PCs had a newer version of Outlook, which had some spam filtering capabilities, but with roughly 100 PCs on-site it was not cost-effective to upgrade all of them."

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Situation (cont.)

Not only were unwanted e-mails wasting time and resources, valuable sales leads were lost because they resembled spam. With the individual monitoring system, employees would mistakenly delete multiple sales leads, thinking they were spam.

Frustrated with the constant battle against unwanted e-mail, hotel administrators looked for something more encompassing and more efficient.

Solution

Already using PAETEC as their Local and Long Distance provider, the hotels were looking at services similar to PAETEC's Hosted E-mail Security. PAETEC took a proactive approach and offered the hotel a three-month trial, which the hotels accepted. Both hotels tested PAETEC's Hosted E-mail Security, which includes Anti-Spam, Anti-Virus, Image Control, and Content Control. Impressed by the solution, as well as PAETEC's personal touch, both hotels continued with PAETEC's Hosted E-mail Security. Rowland commented "Personal, high-quality customer service is the most praised and most valuable of the PAETEC offerings."

The installation of Hosted E-mail Security was smooth and seamless; minor issues were resolved almost immediately. Control towers with Mail Processing servers scan e-mail, stopping unwarranted messages prior to being delivered to the hotels' server. The Web-based customer management portal allows for direct control of filtering criteria. "PAETEC is our first defense. We feel as though we always have someone at our beck and call," shared Rowland.

Result

"PAETEC's Hosted E-mail Security has been a major time saver and the cost is minimal in comparison to the amount of money we are saving every day on not having people take the time to administrate their unwanted e-mail messages," Rowland observed. "By utilizing PAETEC, we have increased our productivity by about 30 minutes per day, per e-mail user." In fact, PAETEC's Hosted E-mail Security was instrumental to both hotels during hurricane evacuations.

Result (cont.)

PAETEC held on to their e-mails as long as the system was down, preserving valuable leads and customer communications. “If we lose e-mails, we lose business, so without the Store & Forward capability, the loss of business would have been critical,” stated Rowland. PAETEC has helped both hotels retain customers, as well as increase occupancy. The hotels are now able to provide guests with the Internet and e-mail services they require.