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## CUSTOMER SUCCESS

# JW Marriott Hotel Seoul

## Avoiding KRW30,000,000 in Fines while Improving Information Security with Solutions from Symantec, Daou Data Corp., and Gownet

JW Marriott Hotel Seoul needed to comply with the South Korean Personal Information Protection Act and put customers at ease that their confidential information would be protected. It also needed to empower an IT staff of two people to manage and protect the hotel's entire systems infrastructure. It turned to data loss prevention, data protection, and endpoint management solutions from Symantec and local Symantec Partners Gownet and Daou Data Corp. Employee attempts to send confidential information outside the company have been reduced to near-zero. Other results include US\$30,000 (KRW30,000,000) in fines avoided by being prepared for a surprise government audit, 60 percent less staff required to manage the hotel's IT infrastructure, and fivefold faster software deployment and operating system migrations.

### Competing on information security

When you check out of hotel, your credit card information doesn't leave with you. It's stored—usually in an encrypted database table—on the hotel's computer systems. But that doesn't mean it's 100 percent secure. Hotel employees who can access those systems can, usually unknowingly, transmit that information outside the company. Many hotel chains, including JW Marriott International, Inc., are taking steps to monitor and control the movement of confidential information by implementing data loss prevention solutions.

"Having a data loss prevention solution is becoming a competitive differentiator in the hospitality industry," says Rowena (Sung Hee) Koh, director of hotel technology at JW Marriott Hotel Seoul. "Customers expect that their personal information will be secure. If we cannot give them that peace of mind, we'll lose them to competitors."

Hotels operating in South Korea also need to comply with the country's recently passed Personal Information Protection Act (PIPA), which requires written documentation of data security measures and use policies. "Our parent company's policy is to block any outbound email communications containing personal information, and we need to follow suit," says Ms. Koh.

### ORGANIZATION PROFILE

**Website:** [marriott.co.kr](http://marriott.co.kr)

**Industry:** Hospitality

**Founded:** 2000

**Parent Company Headquarters:**  
Bethesda, Maryland

**Hotel Location:** Seoul, South Korea

**Employees:** 840

**Parent Company:**  
Marriott International, Inc.  
([www.marriott.com](http://www.marriott.com))

### SYMANTEC SOLUTION

Data Loss Prevention

Data Protection

Endpoint Management

### STRATEGIC IT TRENDS

Threat Landscape

Information Explosion

## Why Symantec?

- Able to define, deploy, and change custom data loss prevention policies
- Gives customers peace of mind that their information is protected
- Minimizes IT staffing requirements by improving efficiency
- Expert service, training, and support from local Symantec partners

## Gaining control over personal information

Koh and one other person manage the entire information technology infrastructure for the 497-room JW Marriott Hotel Seoul. They compared solutions from McAfee and several local Korean vendors against Symantec™ Data Loss Prevention, a comprehensive, content-aware solution that discovers, monitors, and protects confidential data wherever it is stored or used—across network, storage, and endpoint systems.

“We found that Symantec Data Loss Prevention offered the most complete functionality and gave us the most granular control over security policies,” says Ms. Koh. “It addressed all of our concerns, including monitoring log data for instances of personal information. We can run specific checks for passport numbers, credit card numbers, or residential identification. It’s a wonderful solution.”

JW Marriott Hotel Seoul uses Symantec Data Loss Prevention Network Monitor to understand how sensitive information moves outside the organization, and relies on Symantec Data Loss Prevention Endpoint Prevent to monitor potential instances of confidential data being transferred by desktop or laptop PC users. The hotel also plans to use the Endpoint Discover module to scan for confidential data stored on endpoints.

By educating employees through pop-up reminders when they attempt to email or print potentially sensitive data, the hotel has reduced the frequency of such attempts to near zero. “The number of potential data loss incidents dropped dramatically when we began using Symantec Data Loss Prevention,” says Ms. Koh.

There has also been an unexpected benefit: “Once we announced to employees that we would be monitoring the network and logs, we’ve noticed that our computer users spend much less time on non-work related activities,” says Ms. Koh. “This improves both productivity and security.”

## SOLUTION AT A GLANCE

### Key Challenges

- Comply with South Korean Personal Information Protection Act (PIPA)
- Gain visibility into potential data loss scenarios
- Demonstrate best-in-class security practices to customers
- Manage entire IT infrastructure with just two technical employees

### Symantec Products

- Symantec™ Data Loss Prevention
- Symantec Backup Exec™
- Altiris™ Client Management Suite

### Competition

- McAfee, local Korean technology vendors

### Symantec Services

- Symantec Basic Maintenance Services

### Symantec Distribution Partner

- Daou Data Corp. ([www.daoudata.co.kr](http://www.daoudata.co.kr))
  - Specializations: Archiving and eDiscovery, Data Loss Prevention, Data Protection with Backup Exec, Enterprise Security, Small and Medium Business

### Symantec Registered Partner

- Gownet ([www.gownet](http://www.gownet))
  - Specializations: Small and Medium Business

### Technology Environment

- Server platform: Windows Server 2008 Enterprise R2
- Client platform: Windows XP and Windows 7
- Applications: Microsoft Office, Microsoft Exchange Server, MICROS-Fidelio Opera property and asset management system; accounting and materials control applications
- Databases: Oracle, Microsoft SQL Server

## BUSINESS RESULTS AND TECHNICAL BENEFITS

- US\$30,000 (KRW30,000,000) in fines avoided by being prepared for a surprise government audit
- Attempts to send confidential information outside the company reduced to near-zero
- 60% less staff required to manage the hotel’s IT infrastructure
- Fivefold faster software deployment and operating system migrations
- 100% recovery success rate and 100% backup success rate for 12 years

## Avoiding US\$30,000 (KRW30,000,000) in fines

To enforce compliance with the Personal Information Protection Act, the South Korean government conducts audits from time to time, usually with very little advance warning. JW Marriott Hotel Seoul was recently audited in such a manner, and was able to provide auditors with detailed information about its data loss prevention efforts.

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### Rowena (Sung Hee) Koh

Director of Hotel Technology  
JW Marriott Hotel Seoul

“They saw that we were using Symantec Data Loss Prevention, and were satisfied that we are doing everything possible to safeguard personal information,” says Ms. Koh. “We were not fined at all—we were able to handle it smoothly. Because we were using Symantec Data Loss Prevention, the hotel avoided around about US\$30,000 (KRW30,000,000) in fines that would have been charged if no data loss prevention solution had been present.”

Every new employee receives training about the hotel’s data loss prevention policies and is notified that Symantec Data Loss Prevention is being used. “Employees who deal with customers often have to answer questions about information security, and they are able to answer them and provide written documentation when requested,” says Ms. Koh.

The hotel also uses Symantec Backup Exec™ software to make sure that data can be quickly restored if it is deleted or corrupted. “We’ve used Backup Exec for 12 years, and it’s been extremely reliable,” says Ms. Koh. “Our backup and recovery success rates have been 100 percent. That’s part of the reason we’ve had such confidence deploying other Symantec solutions.”

**Managing IT with 60 percent less staff**

To manage the hotel’s entire systems infrastructure with 60 percent less IT staff, JW Marriott Hotel Seoul depends on Altiris™ Client Management Suite from Symantec. The endpoint management solution enables organizations to gain and maintain control over distributed IT assets, and detect and deliver patches to eliminate vulnerabilities. The solution has been positioned by Gartner Inc. in the Leaders Quadrant of the 2012 Magic Quadrant for Client Management Tools report.

“We owe our efficiency to Altiris Client Management Suite,” says Ms. Koh. “If we didn’t have it, we’d need at least five full-time IT staff instead of two. We’re about to

upgrade all of our 170 desktops and laptops to Windows 7, and we estimate that Altiris Client Management Suite will allow us to complete the migration in 80 percent less time, or fivefold faster. We can also deploy new software fivefold faster than before. Altiris Client Management Suite paid for itself in less than one year.”

**“100 percent satisfaction” with Symantec Specialist Partners**

For IT consulting services, JW Marriott Hotel Seoul relies on two local Symantec Specialist Partners: Gownet and Daou Data Corp. Both hold a specialization in Small and Medium Business, while Daou Data has also earned specializations in Archiving and eDiscovery, Data Loss Prevention, Data Protection with Backup Exec, and Enterprise Security. Symantec Basic Maintenance Services also provides support when needed.

“We’re 100 percent satisfied with the service we’ve received from Symantec Partners Gownet and Daou Data,” says Ms. Koh. “It has been nothing short of excellent. Daou Data has a Symantec Specialization in Data Loss Prevention, which helped them provide training and expert guidance while we were setting up our data loss prevention policies. We’ve been very happy.”

**Thank you, and please come again!**

By protecting customer data and maintaining an efficient IT department, JW Marriott Hotel Seoul can focus on providing attentive, personal service to guests, helping to ensure a steady stream of return visitors.

“We’ve been satisfied overall with the Symantec solutions we’ve been using,” says Ms. Koh. “They’re helping improve risk management as well as convenience. When we need solutions to future IT problems, we will turn to Symantec and its partners, because we are confident in their ability to support us as they have in the past. And for that, we’d like to say thank you very much.”

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