

Luxury Hotel Takes Next Step Towards a Paperless Business

Rosen Hotels & Resorts Improves Document and Message Management with Open Text Fax Server, RightFax Edition



"Going paperless increases accuracy and speed of document retrieval"

– Jim Bina
 MTG president and director of IT
 Rosen Hotels & Resorts

Rosen Hotels & Resorts is the largest independent hotel company in Florida. It operates seven luxury hotels in the Orlando area totaling 6,335 rooms. The corporation maintains two subsidiaries: an insurance agency, ProVInsure and Millennium Technology Group (MTG), a networking company that specializes in providing telecommunications and IT services to the hospitality industry.

The Challenge

Rosen Hotels & Resorts opened Shingle Creek, its newest luxury hotel, in the fall of 2006. While developing an IT architecture for the 1,498 room facility, Rosen's IT team at

MTG recognized an opportunity. As a "green field" location, Shingle Creek could be built to suit without the worry of integration with existing legacy applications, explained Jim Bina, MTG president and director of IT for Rosen.

If the company were to use manual faxing at Shingle Creek, it would require "countless personal laser printers and an abundance of stand-alone fax machines," Bina said. The desired alternative: a contemporary, paperless environment with centralized document management. Though the initial focus concentrated on automating paper processes for the new hotel, MTG projected the use of digital fax and other paperless capabilities throughout the entire Rosen organization. Rosen locations sent and received files via more than 45 fax machines. Sharing vital business documents internally and with clients is key to efficient operations, according to Bina. Files include reservation confirmations, banquet event orders, even patient records that must meet HIPAA privacy standards since Rosen manages its own medical clinic that serves employees, their dependents and enrollees in Rosen's school of Hospitality Management at the University of Central Florida. When another location needed information, staff members typically printed the files, then carried the papers to fax machines or placed them in inter-company mail envelopes.

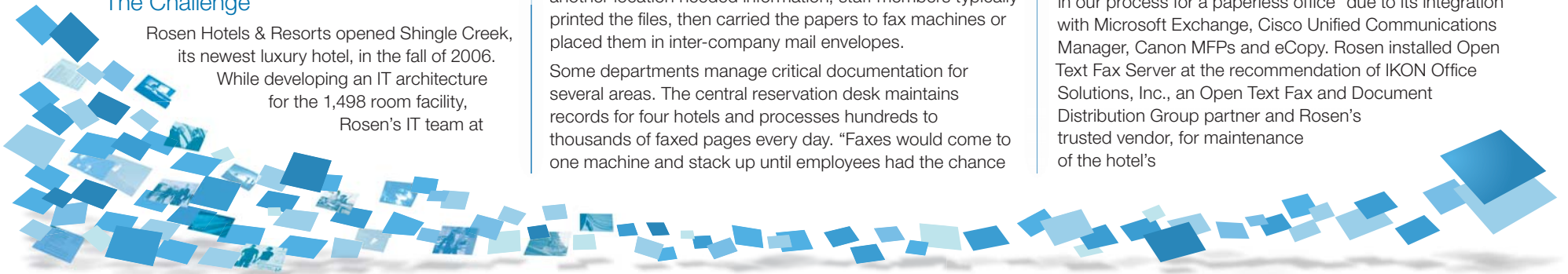
Some departments manage critical documentation for several areas. The central reservation desk maintains records for four hotels and processes hundreds to thousands of faxed pages every day. "Faxes would come to one machine and stack up until employees had the chance

to sort and divide them by location," Bina said. To confirm reservations, employees entered data into the appropriate reservation system, and then wrote confirmation numbers on the original requests before faxing them back to clients. "Faxes could not be sent while the fax machine was busy receiving reservations, so there was usually a back-log of incoming versus outgoing documents," Bina noted.

The Solution

Since opening its doors, Shingle Creek has relied on Open Text Fax Server, RightFax Edition to provide networked electronic fax services. Following the successful implementation at Shingle Creek, MTG introduced Open Text Fax Server to other areas. The Open Text Fax Server at Shingle Creek serves seven hotels, the medical center, insurance agency, IT team at MTG and even a telecommuter who works from a home office. "Now, they couldn't live without it," Bina said. The company plans to expand the use of RightFax and continue the elimination of stand-alone fax machines.

Bina referred to Open Text Fax Server as "the next step in our process for a paperless office" due to its integration with Microsoft Exchange, Cisco Unified Communications Manager, Canon MFPs and eCopy. Rosen installed Open Text Fax Server at the recommendation of IKON Office Solutions, Inc., an Open Text Fax and Document Distribution Group partner and Rosen's trusted vendor, for maintenance of the hotel's



business centers. More than 870 employees now use Open Text Fax Server for desktop faxing. Documents are delivered and accessible within Microsoft Office Outlook® where the faxes are displayed in the inbox alongside voicemails and emails.

Employees now send faxes from virtually any software application or from one of the eCopy computers. “Each department’s need for Open Text Fax Server is based on a business need,” Bina said. For reservation confirmations, employees in the reservation center display faxed requests on their screens making it easier to enter information. Then, using eCopy, they record comments and confirmation numbers on the documents before faxing them back to clients. All the tasks are completed without touching paper. Clients receive their reservation verifications as needed. “Since the confirmation numbers are not handwritten, they are easier to read and arrive faster,” Bina said.

Open Text Fax Server is also used for processes that still require a portion of paper-based tasks. The medical center generates referrals in eCopy or Microsoft Office Word. Employees manually fill out necessary data, then use eCopy to scan the files and fax electronically via Open Text Fax Server. Rosen also uses Microsoft Office SharePoint® Server 2007 for collaboration and sharing documents. Since the faxes now arrive as scanned computer files, employees can easily file them in SharePoint where they can be accessed by the guest’s hotel and by the finance department.

All message types are remotely accessible thanks to the Open Text Fax Server integration with Cisco Unified Communications Manager. “It comes back to maintaining messages in one place regardless of location,” Bina said. Cisco Unified Messaging enables employees to create and manage voicemails, emails and faxes from one inbox via PC, telephone or mobile device. For instance, an employee of the medical center telecommutes from a home office. “Cisco Unified Communications Manager uses IP or cell phone so she connects via VPN and calls as if she is in the medical

Customer

Rosen Hotels & Resorts

Industry

Hospitality

Business Solution

- Open Text Fax Server, RightFax Edition
- Cisco Unified Communications Manager

Business Challenge

- Employee productivity and customer communications were hampered by manual fax processes
- Company faced high cost of faxing and printer hardware

Business Benefits

- New hotel uses paperless fax processes
- Faster response to customer requests

center to perform any automated office function.” Other staff members rely on the immediate notification capabilities of Open Text Fax Server to inform them that important documents have been received when they are out of the office. Convention banquet event orders are generated in the Rosen sales and catering system, saved to PDF, then emailed or faxed to clients for approval. “I have to receive a signed contract in order to install services when and where they are needed,” said Kevin Drinan, convention technology manager with Rosen. Sometimes these approvals are received at the last minute so when he is out of the office it is essential for Drinan to receive immediate notification of incoming fax documents. “Thousands of dollars are involved in servicing these events,” he said. “Now, with

Open Text Fax Server I receive immediate notification on my Blackberry. We can implement the work orders right away.”

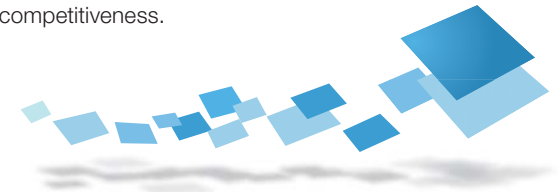
The Results

Open Text Fax Server is an integral component of Rosen’s digital document management system. “Going paperless increases accuracy and speed of document retrieval,” Bina said. Central, electronic fax management automatically creates more legible files and supplies a reliable audit trail for referencing deliveries and receipts. Easy access to documents enables reservation employees to cut several hours of fax-related paperwork every day. “It leads to a better guest experience,” Bina noted. “Employees aren’t chasing down documents or so concerned with filing papers. They provide a faster response to customer requests.”

Communicating via Open Text Fax Server also enhances information security. Rosen’s medical center must comply with HIPAA privacy guidelines for transmission of patient records. “Now faxes are secure within the desktop computers as opposed to lying exposed on a fax machine,” Bina said.

About Open Text

Open Text, an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. Open Text brings two decades of expertise supporting 50 million users in 114 countries. Working with our customers and partners, we bring together leading Content Experts™ to help organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness.



About IKON Office Solutions

IKON Office Solutions, Inc. is the world's largest independent channel for document management systems and services, enabling customers worldwide to improve document workflow and increase efficiency. IKON integrates best-in-class copiers, printers and MFP technologies from leading manufacturers, such as Canon, Ricoh, Konica Minolta, Kyocera Mita and HP, and document management software and systems from companies like Captaris, Kofax, EFI, eCopy and others, to deliver tailored, high-value solutions implemented and supported by its global services organization - IKON Enterprise Services. With fiscal year 2006 revenue of \$4.2 billion, IKON has approximately 25,000 employees in over 400 locations throughout North America and Western Europe.

www.opentext.com/fax

Sales captaris.sales@opentext.com
(800) 304-2727

Support support@opentext.com
(800) 540-7292

www.opentext.com

Together, we are The Content Experts™