

THE NEW YORKER HOTEL MAINTAINS HIGH QUALITY EXPERIENCE

BY PROTECTING GUEST DATA

Built in 1929, The New Yorker Hotel is rich in history and is regarded as one of the most famous hotels in New York. Guests enjoy nostalgia from the Big Band “heyday” and a top rated, high quality experience. With more than 500 employees and 900 rooms, the hotel plays host to thousands of guests each year. As a merchant that regularly accepts credit card information from its guests, the hotel places PCI compliance requirements and securing customer personally identifiable information as top priorities.

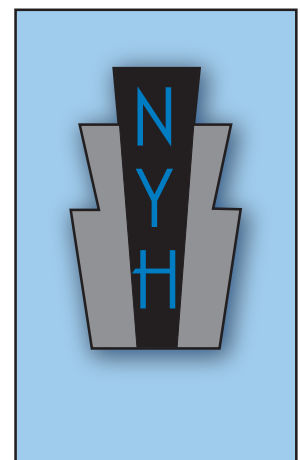
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— William Reid
The New Yorker Hotel IT Director



QUICK OVERVIEW

Trustwave Managed Security Services helps The New Yorker Hotel simplify PCI compliance, ensure protection of customer credit card information, and save time, money and manpower.



THE CHALLENGE

Throughout The New Yorker Hotel's long history, it has consistently innovated to adopt the latest advances of the times. As part of that heritage William Reid, the hotel's IT Director, knew it was important to take a proactive approach in managing the hotel's network security and compliance requirements. Shortly after joining, Reid conducted a security and compliance assessment to evaluate the current environment.

As a business that regularly processes credit card transactions, the hotel needed to comply with the Payment Card Industry Data Security Standard (PCI DSS), which is a set of specific security requirements for companies that process, transmit or store payment card information. Following Reid's assessment he knew his team needed a simple, turnkey solution that could help them meet and maintain compliance with PCI requirements. In addition, it was important to find a solution that could streamline the compliance process while also improving the hotel's security posture from outside attacks.

THE SOLUTION

To help alleviate the challenges associated with achieving and maintaining PCI compliance in its busy and complex environment, The New Yorker Hotel knew it needed assistance throughout the process to help reduce the time and effort spent on compliance and data security. Based on his industry experience, Reid knew the company to turn to. The hotel reached out to Trustwave and adopted Trustwave Managed Security Services.

"It was important to gain a partnership with experts in PCI compliance who could provide a best practice blue print and the assistance we needed to simplify the process. Trustwave provided us with just that," said Reid.

The first step the hotel took with managed security services was to access the Trustwave TrustKeeper® portal, which provides PCI best practices and easy-to-use, wizard-based policies to complete PCI self-assessments, manage scans and gain visibility into vulnerabilities. Through this process the hotel gained helpful analysis of the environment and prescriptive recommendations on what required attention to improve overall security and enable compliance.

"Trustwave TrustKeeper makes the PCI process so easy—it takes you step-by-step to figure out what needs to be resolved. As soon as we finished the Trustwave TrustKeeper self-assessment we knew exactly where we needed to focus our efforts to be in compliance," stated Reid.



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Following the self-assessment, The New Yorker Hotel coordinated with a Trustwave project manager to customize and roll out their PCI best practices training program. The hotel required every employee who handles guest credit cards to complete the course and pass the exam, which included reservations and front desk staff, accounting employees and hotel management.

"The online PCI training program was excellent, and the administrative portal made it very simple to track employee progress," said Reid. "Plus, the professional engagement we got from Trustwave was invaluable. They were engaged and made sure all parties understood the process. They were instrumental in making our PCI compliance efforts successful," added Reid.

Through the PCI training course, hotel employees now have a stronger understanding of how to keep guest credit card information protected, and the hotel also posted the PCI best practice flyers that Trustwave provided around the property to help keep employees vigilant.

"Employee behavior is the easiest way to introduce security risks, so we really appreciated how easy it was to jumpstart the PCI training program. The training along with the compliance recommendations has also greatly helped increase our security posture," said Reid.

For its next steps in simplifying PCI compliance and security management, the hotel implemented Trustwave Unified Threat Management (UTM)—a managed service that provides comprehensive security administered by Trustwave security experts. "The Trustwave UTM helps us streamline multiple security functions in a single, effective appliance. And, knowing Trustwave is helping to monitor attacks on our network is like having a fantastic insurance policy—we have a better feeling of security with it in place," concluded Reid.

THE RESULTS



PCI compliance is now simplified and customer credit card information is protected.



The hotel's strong brand is being preserved with the help of proactive security risk management.



Hundreds of thousands of dollars were saved in time and manpower to deliver employee training.