

# Case Study: HOSPITALITY

## WHO

- London-based hospitality management company
- Manage over 70 hotels across the UK
- Diverse property estate including luxury spa and golf resorts to limited-service city-centre hotels

## CHALLENGE

- Seasonal nature of hotel makes planning for software difficult
- Fluctuation in user numbers needed through the year
- Experiencing inflexibility from Sophos with regards to AV and security contracts
- Pricing structure hard to navigate and inflexible
- Overpaying for contracts no longer in use

## SOLUTION

- Explored various as-a-Service programs as an alternative
- Important to balance sound commercials with first-class protection
- Proposed solution from Bitdefender
- Created portal with access for up to 500 users
- Enabled customer to self-manage licensing
- Customer trained on using solution

**Servium**

## BENEFITS

- Visibility of license usage across all hotels
- Greater ease of management in deploying licenses
- Much more cost-effective - now only pay for what they need
- Charged on a monthly basis
- Better solution to suit seasonal business model
- Flexibility with assigning users

## WHY SERVIUM?

- Long-standing relationship
- Trust in licensing expertise
- Knowledge transfer to customer



Security

