



Case Study

Accor North America

RSA® Key Manager with Application Encryption helps major hotel operator to comply with PCI requirements and with the protection of consumer information through end-to-end encryptions.

Acceleration

RSA solutions have been critical to Accor North America's ability to achieve compliance with the Payment Card Industry data security standard, and rapidly implement a progressive data protection strategy. This strategy enriches its brand reputation and directly supports its commitment to innovation and superior guest satisfaction.

"When we request a name, an address and a credit card number, our goal is to keep that consumer data as secure as possible. We selected a solution from RSA, an established leader in encryption and security, to help us achieve our goal."

Harvey Ewing, Senior Director of Information Technology Security, Accor North America

Ensuring Compliance with PCI Requirements

When consumers think about hotel security, they often think about door locks and safes. In general, consumers don't think about how crucial it is for hotel operators to protect the credit card information they're given. As a critical security requirement for hotel operators, Accor North America selected RSA® Key Manager with Application Encryption which is designed to centralize the provisioning and lifecycle management of encryption keys and enable end-to-end encryption.

According to Harvey Ewing, Senior Director of Information Technology Security, "One of my primary responsibilities is to make sure Accor North America complies with Payment

Card Industry (PCI) requirements for protecting consumer information. Accor North America operates six hotel brands, and we share the booking of reservations between the properties and our central infrastructure. We have several different networks and applications that share credit card information on a daily basis, and we needed the ability to seamlessly encrypt data both at the point of sale and centrally to protect this information from being accessed by identity thieves intending to commit fraud."

Each of Accor North America's more than 1,200 properties have the ability to process transactions locally, and consumers can also book reservations online or by contacting a call center. Accor North America wanted the ability to encrypt transaction information at each hotel, and also encrypt transactions as they were processed at the call center or via the web.

Selecting an Encryption Solution

"PCI has been a wake-up call to the hotel industry, and the PCI standard has pushed companies to protect data in ways that consumer data should be protected," explained Ewing. "We knew we needed powerful encryption capabilities that could be centrally managed, and we knew that we needed the ability to share encryption keys across multiple different applications, networks and systems. We also needed flexible Application Programming Interfaces (APIs) that could allow us to share encrypted data with legacy applications without the need to rewrite our existing applications."

Accor North America conducted an evaluation and selected RSA Key Manager for encrypting credit card data. "We knew that RSA was a leader in encryption and security, and we were already working with RSA to implement a web access management solution using RSA® Access Manager to allow consumers to create accounts and book rooms online," said Ewing. "RSA has a tremendous amount of respect in the marketplace and when you think about encryption, you think of RSA. RSA not only had the right technology solution, but also the professional services expertise to help us implement encryption across our enterprise."



The Security Division of EMC



Flexible API Enables Swift Integration

The RSA Professional Services organization worked closely with Accor North America to identify where data could be encrypted and decrypted, and assisted Accor North America in determining how existing systems would be impacted by encryption. RSA Professional Services also collaborated with Accor North America to leverage the flexible API of the RSA Key Manager to enable rapid integration with critical applications, including the point of sale applications.

Accor North America and RSA Professional Services developed a phased implementation plan. Data that was captured centrally by the web reservation systems or the call centers was immediately encrypted, and the updated point-of-sale applications is being deployed over time to properties within Accor North America's six hotel chains.

Encryption is in the process of being deployed transparently to many of the properties. For example, a consumer can call Accor North America's central reservations or visit a property to book a room, and the information is automatically encrypted. It is then sent over a network to centralized databases, and the data is encrypted as soon as it is entered into the system. In addition, the information is also sent to the servers of Accor North America's credit card processing companies, which are located in Accor's data center and protected by Accor's security infrastructure.

Central Administration Ensures Security and Control

RSA Key Manager is engineered to allow Accor North America to benefit from centralized management. Accor North America distributes keys according to pre-defined policies, sets automated expiration dates and generates reports on audit logging to document access to encrypted information.

"Central management was a major selling point for RSA Key Manager," said Ewing. "We have more than 1,200 properties, and each will have its own encryption key. We also have to manage encryption keys for legacy applications, back-end databases and for our credit card processing organizations. RSA Key Manager helped us to implement centralized management across multiple locations, and it included robust failover and availability features. We can also implement lifecycle management for our keys, so if a key is lost or stolen, we can immediately retire that key and re-encrypt the information under a new key."

A Scalable, Open Architecture Supports Growth

Encryption will be fully deployed to Accor North America's properties over the coming months, and the open architecture of the RSA Key Manager solution will support the addition of new properties in the future.

Since RSA Key Manager is designed to integrate with RSA Access Manager, Accor North America is also able to seamlessly integrate web access with data encryption.

RSA Access Manager is engineered to provide secure access to the web-based booking applications used by Accor North America's six hotel brands. Customers can create accounts, participate in consumer loyalty programs and make reservations online. RSA Access Manager is built to allow registered consumers to securely access and update their accounts, and credit card transactions are automatically encrypted by RSA Key Manager.

About Accor North America

Headquartered in Dallas, Texas, Accor North America operates more than 1,200 upscale and economy properties in the U.S., Canada and Mexico. Its properties include:

- Sofitel
- Novotel
- Ibis
- Red Roof Inn
- Studio 6
- Motel 6

Accor North America is a division of Accor. With 168,000 people in 140 countries, Accor operates 4,000 hotels in 90 countries. Each day, 19 million people in 34 countries use a broad range of services engineered and managed by Accor.



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ACCOR CP 0308