



## MARRIOTT'S AGILE, MODERN DATA CENTER ENVIRONMENT ELEVATES OPERATIONS AND GUEST EXPERIENCES

# Marriott INTERNATIONAL

**INDUSTRY**  
HOSPITALITY

**LOCATION**  
BETHESDA, MARYLAND

### KEY CHALLENGES

- Strengthen the Marriott brand
- Maintain consistency of experience
- Support growing global footprint

### SOLUTION

Marriott extended its infrastructure to the public cloud and enhanced guest services with a modernized data center environment supported by VMware. Marriott has accelerated services time to market and adopted a scalable, cost-effective strategy to support growth while empowering employees with the latest digital capabilities.

### BUSINESS BENEFITS

- Gained an edge in the hospitality market
- Accelerated time to market
- Maximized revenue potential
- Reduced TCO and simplified IT management

Global hotelier Marriott International is embracing the new reality of digital business to transform how employees work and how customers experience the brand. To facilitate its digital transformation, Marriott modernized its infrastructure using VMware solutions as part of an integrated compute, network, and storage environment. With VMware, Marriott has the foundation to significantly streamline data center operations and deliver more services faster to a growing customer base.

The result of its IT transformation: accelerate delivering new services via digital channels, enhance user experiences with mobile technologies, maximize revenue potential and reduce IT total cost of ownership. With the company's revitalized digital platform, Marriott can improve guest experiences at every stage of their journey, strengthening loyalty and providing an edge in the competitive hospitality industry.

With its recent acquisition of Starwood Hotels and Resorts Worldwide, Marriott became the world's largest hotel chain, operating more than 30 hotel brands in over 110 countries. This represents more than 6,000 properties and 1.1 million rooms.

### The Challenge

#### Making Guests Feel at Home

Marriott has come a long way since its founding in 1927. As an expanding chain of global hotels, the company is committed to smart growth and embracing opportunities to better serve customers worldwide. Of course managing the company's rapid expansion and continually rolling out new services is challenging. For Marriott, integral to its success is deploying powerful, scalable technology to manage a growing portfolio of properties and services.

"It's an exciting time at Marriott," explains Alan Rosa, senior vice president of technology delivery and IT security, Marriott International. "As we've grown, we've integrated technology as much as possible to evolve the guest experience and operate more efficiently."

This includes the need to provide a consistent experience for all guests, whether they're staying at a property in a remote part of Africa or in an urban center in the United States. Marriott wanted to improve service delivery as more and more guests rely on online booking and other digital tools to make hotel or restaurant reservations, book spa treatments, and access other services.

“Having a dynamic, agile infrastructure supporting our compute, network, storage, and security services is a necessity in the hyper-competitive hospitality industry. The integrated VMware environment cost-effectively meets our current needs and offers the scalability to grow with us.”

ALAN ROSA  
SENIOR VICE PRESIDENT OF TECHNOLOGY  
DELIVERY AND IT SECURITY  
MARRIOTT INTERNATIONAL

#### VMWARE FOOTPRINT

- VMware Cloud Foundation
- VMware NSX
- AirWatch
- Horizon Air
- VMware vCloud Air
- VMware vCloud Suite Enterprise
- VMware vRealize Automation Enterprise
- VMware vRealize Operations Enterprise
- VMware vSphere Hypervisor
- VMware vSAN

#### PARTNER

- IBM

To keep pace with ever-increasing demand, Marriott needed a more agile, service-oriented IT model that would securely extend its on-premises data center into the public cloud and enable a variety of new digital experiences.

#### The Solution

As a long-time VMware customer, Marriott wanted to build on existing skillsets to accelerate further modernizing its data center. The ability to leverage staff expertise was a critical factor in selecting VMware Cloud Foundation, a unified, software-defined data center (SDDC) platform that brings together VMware vSphere, VMware vSAN and VMware NSX into a natively integrated stack to deliver an enterprise-ready cloud infrastructure for the private and public cloud. Marriott also capitalized on the recent extension of VMware's partnership with IBM, the first vCloud Air Network partner to offer VMware Cloud Foundation on IBM Cloud.

“Having a dynamic, agile infrastructure supporting our compute, network, storage, and security services is a necessity in the hyper-competitive hospitality industry,” says Rosa. “The integrated VMware platform cost-effectively meets our current needs and offers the scalability to grow with us.”

Security in its data center is also no longer a barrier to public cloud adoption, thanks to VMware NSX. With the VMware solution, the company can simplify network management and enable higher levels of security by leveraging microsegmentation. “We're extending resources to the public cloud without compromising compliance or security,” explains Rosa.

VMware Cloud Foundation builds on Marriott's existing virtualization strategy. In addition to using VMware Horizon Air on VMware vCloud Air to deliver virtual desktops and apps as part its hyper-converged infrastructure, Marriott supports more than 20,000 devices on AirWatch to help ensure its mobile workforce can reliably serve customers anytime, anyplace.

#### Business Results & Benefits

The combination of VMware's industry-leading compute, storage and network virtualization solutions with technology from IBM enables Marriott to automatically provision new services to groups company-wide in just hours—rather than weeks or even months. The result is a virtualized, software-defined and automated data center environment that lets IT respond quickly to changing business demands and speed time to market for new services.

Marriott also benefits from a unified and consistent operational experience across the private and public cloud, with automation playing a central role in streamlining operations. With a more modern, flexible data center, Marriott can automate deploying, configuring, patching, and upgrading its entire VMware stack and simplify managing its growing business.

“Our ability to develop something once and extend it to both private and public clouds allows us to deliver new products, services, and updates much faster, so we can keep up with and even lead the pace of change in our industry,” says Rosa. “That means happy guests, happy employees, and a very productive IT team.”

With the agile infrastructure built on VMware solutions, including VMware Cloud Foundation on IBM Cloud, Marriott's revitalized digital platform not only has a compelling look and feel but also many rich, new capabilities. For instance, age-based pricing is now a feature that takes into consideration guests' requirements—such as parents travelling with young children—and tailors pricing accordingly. The freedom to adapt and respond quickly to diverse employee and customer needs is elevating guest experiences at Marriott, as the brand reinforces its image as a premier provider of hospitality services.

### Looking Ahead

In addition to its new cloud infrastructure, Marriott remains committed to supporting its on-premises foundation, which is also built on VMware solutions.

"The value of a partner like VMware that consistently delivers time after time cannot be understated," says Rosa. "Relationships matter. Experience matters. VMware has earned my trust, and with that Marriott's business."

