

# Sheraton Brussels Hotel



*"We wanted seamless and reliable integration of our mobile communication system to our alerting and notification systems. Enterprise Alert® delivers this 100%."*

Olivier Uytterhoeven, Director of IT, Starwood Hotels Brussels



## Background

Sheraton Hotels are part of the renowned Starwood Hotels & Resorts Worldwide group. Maintaining a safe and secure environment for its guests is a primary objective. In order to minimize potential disruption to business continuity from emergencies the company employed a fire alert system that checked the status of fire detectors and a technical system monitored other business critical functions such as emergency doors and temperature sensors.

## Business Challenges

If an event triggered an alarm, text messages were sent to pager devices to alert staff. However, the existing system had a number of disadvantages. The text messages were limited in length to just 32 characters, meaning they could not convey much meaningful information. The pager devices could only receive messages within the hotel grounds. The messages were of the one-way 'fire and forget' type that had no facility for ownership of an alert to be established or confirmed. Additionally staff had to carry both a pager and a cordless phone with them at all times.

These factors combined to leave Sheraton open to a greater risk of business interruption the company wanted to minimize. The new solution should replace the inflexible

legacy pager system and integrate with multiple alerting systems.

## Derdack product that was selected

Whilst upgrading the mobile phone service used by the hotel, Sheraton took a fresh look at their alerting and event notification processes. This led the company to the Enterprise Alert® notification workflow software from Derdack.

## How/where the product was deployed

Enterprise Alert® has been deployed at the Sheraton Airport hotel. A separate installation acts as a centralized notification workflow hub based at the Brussels Sheraton Towers that also controls the Four Points hotel. Configuration and installation of Enterprise Alert® took two days to complete the process of building the application workflows, escalation chains and message routing rules. Enterprise Alert® integrates with both the fire and technical alerting systems and provides a single notification source for business alerts. When the technical or fire system detect an event, it is sent via a serial link or using the SMTP server to Enterprise Alert®. The software intelligently analyses the content of the message to determine if it has been triggered by a fire or technical alarm. Depending on the notification workflows, the software transmits the alarm via SMS to a predetermined group of users using up to

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Sheraton Brussels Hotel,  
Brussels, Belgium

## Industry

Tourism

## Business challenge

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## Business benefits

"We have successfully replaced a costly legacy pager system with a flexible, future proof notification workflow solution that can integrate with any of our monitoring systems. Not only does Enterprise Alert® deliver messages, it also delivers results!"

Olivier Uytterhoeven

## Learn more

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four GSM modems to ensure sufficient capacity. Technical alerts by SMS are typically sent to the security managers on duty. Personnel must respond and acknowledge within a certain timeframe, otherwise the alert is escalated to the next level. For fire alerts, internal fire marshals are contacted with details of where the alarm has been triggered and all hotel staff are informed of a general evacuation order.

#### **What business benefits has the client enjoyed as a result**

The implementation of Enterprise Alert® has delivered a number of business benefits. According to Olivier Uytterhoeven, Director of IT, Starwood Hotels Brussels, "Enterprise Alert® enables us to more effectively protect our customers, our people and our operations. It gives us greater flexibility over how we run our business and ensures that we can respond quickly and efficiently should an emergency occur."

SMS sent by Enterprise Alert® are not limited in length meaning they can convey more details that are useful to the recipient. It can be sent to any mobile device even those outside of the hotel, allowing staff to be contacted when they are off the premises. Staff carry a single mobile device reducing the number of pieces of equipment that need to be maintained. SMS costs have also been slashed, thus minimizing ongoing system costs.

"We wanted seamless and reliable integration of our mobile communication system to our alerting and notification systems. Enterprise Alert® delivers this 100%. It has enabled us to respond more quickly and frees up staff time to concentrate on dealing with events as they occur thus reducing our business risks," said Uytterhoeven.

The success of the Enterprise Alert® project has led Sheraton to identify other areas of its business that could benefit from Deraldack's notification workflow software. For example, diners at the Sheraton Towers restaurants can press a button at their table to summon a waiter. Enterprise Alert® is integrated with the hotel's internal SMTP server and forwards an SMS message to a waiter's mobile indicating which table requires assistance. The software is also used to communicate meeting notifications to internal staff. "We have successfully replaced a costly legacy pager system with a flexible, future proof notification workflow solution that can integrate with any of our monitoring systems. Not only does Enterprise Alert® deliver messages, it also delivers results!" concluded Uytterhoeven.

Matthes Deraldack, CEO of Deraldack commented, "We are pleased that the implementation of Enterprise Alert® has been so well received at the Sheraton, and that they appreciate not just the business benefits from a centralized notification workflow



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perspective but also the incremental benefits they could realize in other parts of their business."

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