

**Company: Gold Point Lodging and Realty**

Gold Point Lodging and Realty, Inc. is the premier timeshare resort developer in Breckenridge, Colo. Gold Point's current project, Grand Timber Lodge consists of 159 units and annually approaches \$30 million in sales, making Gold Point one of the most successful single-site privately held timeshare developers in the US.

**Website:** [www.grandtimer.com](http://www.grandtimer.com)

**Business Challenge:** With multiple offices spread out around Breckenridge, Colo., Gold Point Lodging and Realty needed to ensure the availability of its reservation, front desk and financial services systems at all times without having to deploy expensive IT infrastructure or employ a large IT staff. Because the resort's peak season is during the winter when traveling is difficult on Colorado's mountain roads, the company needed a reliable and efficient systems management and help desk solution that wouldn't require much hands-on management and administration.

**Solution:** Gold Point deployed a remote and automatic systems management solution from Kaseya that provides the IT staff with a complete view of all systems on the distributed network from a central management console. Now, end users can issue trouble tickets directly from a workstation, giving administrators reliable remote access to their system. This eliminates the need to travel on icy mountain roads across the valley and greatly reduces response times and downtime, getting employees back up and running more quickly.

**Kaseya Remote Management Solution Ensures Systems Availability During Snow Season for Colorado Resort****Availability of Reservation, Front Desk, Financial Systems Key to Customer Service**

In the hospitality industry, availability of services is vital to maintaining superior customer service. If customers are unable to check in, pay their bill or are mildly inconvenienced, they are unlikely to return or make a recommendation to friends. Never is this as true as for timeshares. Typically, their entire business is built on the same families and couples returning year after year to the same resort for an annual vacation. In turn, families get to know each other and small communities develop – albeit for one week a year—around the beach, ski slope or tropical paradise.

Gold Point Lodging and Realty knows the value of good customer service. Growing from a small operation in downtown Breckenridge, Colo., to a \$30 million resort with several locations throughout the skiing-rich valley, Gold Point has built a real estate empire based on melding top-of-the-line customer service and luxury accommodations with a wholesome family atmosphere. Visitors expect their annual vacation to go off without a hitch, so it is up to the resort's hospitality staff to make sure the only thing people need to worry about is the week's ski conditions. Everything else must be taken care of.

The onus of ensuring business continuity—even when snowstorms and ice shut down the narrow mountain roads that crisscross the valley—falls to Gold Point's IT staff. The department of three has to maintain availability of the reservation, front desk, sales and financial systems that allow the resort's hospitality staff to conduct daily operations.

"Our biggest issue is maintaining availability of our key business applications in the most efficient manner possible," said Scott Britz, systems administrator for Gold Point. "We don't have a large staff or enterprise budget, so we need to find cost-effective ways to get the most out of our equipment and optimize existing resources across our campus environment."

Geography and weather were the biggest inhibitors. With two main resorts on opposite ends of the valley plus a sales office and other facilities downtown, the IT staff struggled to keep up with basic administration and help desk issues. Trouble tickets sometimes took up to a day to resolve with travel time factored in, possibly leading to front desk workstations or billing systems remaining down for an extended period of time. In the winter, roads could be closed, delaying on-site visits and putting staff in danger. In addition, Britz would often wait until several issues came up at a single location before scheduling a maintenance appointment, hoping he could consolidate trips. While this made his job more efficient, it further exacerbated customer service issues related to the outages.

Security and patch management were also issues. Britz couldn't reliably ensure that all systems had the latest security updates installed or keep track of expired software licenses and hardware retirement schedules. On one occasion, Britz identified and exterminated a virus that had infected the network, only to see it reappear several times over the next week. He later found out that had all systems been up to date with Windows XP's security updates, he wouldn't have had the quarantine issue.

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"It just became apparent that we need a better systems management solution that had remote capabilities built into the framework," Britz said. "We knew that better visibility into the network would improve systems availability and ensure that the hospitality staff had access to the tools and information they needed to provide seamless, quality customer service."

## Automated, Remote, Complete Systems Management

Gold Point Lodging and Realty deployed Kaseya Enterprise Edition, a remote and automatic systems management solution that gives administrators a complete view of systems on the network while ensuring optimal systems health and all software updates and security patches are installed.

Britz installed the Kaseya agent on 160 workstations running Windows XP and 10 Windows 2003 servers that support the company's Exchange and property management systems—these include reservations, sales, billing and front desk operations. He then tied the systems management solution to the help desk, allowing end users to issue trouble tickets from any workstation.

"The difference was night and day," said Britz. "Not only could I gain access to any computer or server in the valley and troubleshoot any issue from my office, but I knew at any time exactly what software was running on the system, when the license expired, its OS version, the latest security update installed, when the system was installed, how much memory or capacity it had, on and on."

Through the Kaseya solution, end users experiencing downtime or performance issues can now click on an icon in their task bar and issue a trouble ticket that is routed to the help desk system. Within minutes, an IT administrator gains access to the system remotely from a central console and troubleshoots the issue. There is no need for an on-site visit or hands-on management, saving hours of driving time and reducing downtime.

"The fact that our end users are using our help desk rather than calling us or trying to troubleshoot the problem themselves speaks volumes. It says that they trust the solution," Britz said.

At the same time, the Kaseya solution has streamlined patch management by ensuring that all systems have the latest version uploaded and installed. This consistency beefs up Gold Point's network security policies and makes sure viruses and other threats can not worm through the environment looking for vulnerabilities.

### Key Benefits

- IT administrators can access any system in the campus environment from a central console, eliminating on-site visits and reducing hands-on management
- Average trouble ticket resolution is now 30 minutes to an hour, down from five hours before the Kaseya solution was deployed
- Patch management is more reliable and consistent across the computing environment, improving security and performance
- Asset tracking features enable administrators to better manage the lifecycle of systems; this improves performance while reducing costs by eliminating the need to over-provision resources

*"Kaseya provides all the systems management tools we need in one complete package: automation, patch management, remote, asset management. It was like the solution was built specifically for our business model."*

-- Scott Britz, systems administrator, Gold Point Lodging and Realty

### IT Empowers Customer-Facing Employees

As a result of better visibility into the IT environment, Britz and his staff are better able to maintain business continuity 24 hours a day, seven days a week. Remote management capabilities from a central console further optimizes systems management, ensuring availability of key business systems regardless of physical location and helping take the bite out of snow storms' effect on customer service around the valley.

Employees now have reliable access to the tools they need to conduct daily operations. In turn, front desk employees are better able to provide services to the customer, ensuring their visit goes smoothly. Happy customers are more likely to return and bring their friends, giving the IT department a rare opportunity to contribute to the bottom line.

"Downtime has dramatically been reduced through better proactive management of the systems, allowing us to catch potential problems before they occur," Britz said. "If we do experience downtime, our trouble ticket resolution has greatly improved as well. An issue that used to take five hours to resolve including travel time now takes less than an hour."

Automation is key to Gold Point making IT management more efficient. The Kaseya solution allows the IT staff to automate basic administrative duties like deploying software updates, monitoring workloads and configuring access policies. This streamlined process saves additional hours for the IT staff and allows them to concentrate on other, more proactive projects.

In addition, the IT department is able to better keep track of its assets and equipment lifecycles, helping to improve system performance, reduce the need to over-provision and decrease equipment expenditures. This not only saves money but helps the department conduct audits for budget planning. Kaseya's intuitive reporting features also make it easier to keep track of IT assets and provide a powerful security status check.

"We looked at several remote systems management solutions, but Kaseya provides all the tools we need in one complete package: automation, patch management, remote, asset management. It's all there. It was like the solution was built specifically for our business model," Britz said.