



## MTM LUXURY LODGING

**Business:** MTM Luxury Lodging manages a group of top-ranked boutique hotels.

**Prior Solution:** Hosted email without adequate spam control.

**Current Solution:** USA.NET Hosted Exchange and Hosted Mobility Services

**Number of Employees:** 476

**Number of Users:** 89

**What's the Greatest Benefit of Hosting with USA.NET?**

"More capabilities with less cost"

► **Call Us Toll Free:** 800.653.0179

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**mtm** luxury lodging

[www.mtmluxurylodging.com](http://www.mtmluxurylodging.com)

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## MTM LUXURY LODGING:

### HOTEL GROUP EARNS 'MOST INNOVATIVE' DISTINCTION WHILE KEEPING COSTS, STAFF LOW

At Hotel 1000 in downtown Seattle, your room is already set at your preferred temperature. A painting by your favorite artist is displayed on the wall. And you can relax with high-definition TV and digital surround sound.

Hotel 1000 doesn't feel like home; it's probably better than home. Out of 89,000 hotels worldwide, Expedia ranks Hotel 1000 number three based on actual guest reviews.

The hotel industry is competitive, but MTM Luxury Lodging, the management company for Hotel 1000 and six other properties, stays ahead of them all with an unparalleled guest experience. While MTM properties' staff offers personal service, technology is just as central to guest service. Hotel 1000 is one of the first hotels in the industry to implement a fully-converged IP-based infrastructure, leading Hospitality Technology magazine to honor MTM with the 2008 Hotel Visionary Award for overall technology innovation.

"We've become known for pushing the envelope in regard to technology," said Chuck Marratt, director of information systems.

### COMMUNICATING FROM COAST TO COAST

In the 24/7/365 hotel environment, MTM staff at the company's Seattle-area headquarters and across all its unique boutique hotels – on both coasts – need mobile messaging to deliver coordinated, flawless guest experiences. IT staff must stay in contact about any technical issues, while guest-facing staff must communicate quickly regarding guest service matters.

"We are very heavy users of email because, we're not in one office," Marratt said. "It's an important piece of MTM and how we do business."

MTM has tried several email solutions over the years, including a POP3 provider and a large telecommunications company. The latter, unable to help MTM control spam effectively, actually introduced the company to USA.NET as a better option.

The organization migrated to USA.NET Hosted Exchange to expand its collaboration capabilities with features such as synchronized email, instant messaging, SharePoint and wireless mobile messaging with Blackberry and ActiveSync® for both Windows Mobile® devices and iPhone 2.0.

"USA.NET was known as the premier email hosting company, and I still believe this," Marratt said.

*“There’s no way we could afford a Blackberry server and have all these protocols available to us at the cost that we pay for USA.NET services. That was much more profitable than doing this on our own”*

*- Chuck Marratt  
Director of Information Systems*

## MTM PROPERTIES

### California:

Bardessono Inn & Spa (Napa Valley)

### Massachusetts:

The Liberty Hotel (Boston)

### Washington State:

Alderbrook Resort & Spa  
Cave B Inn at SageCliffe  
Hotel 1000  
Willows Lodge  
The Woodmark Hotel, Yacht Club & Spa

## LEANER WITH HOSTED EMAIL

Before selecting USA.NET, and again when MTM recently renewed with the company, MTM compared the costs of managing email and mobile messaging in house versus outsourcing.

Marratt considered all the costs of maintaining an Exchange server, including the hardware itself, spam filtering, anti-virus applications, and the time it would require of his team. MTM originally deployed with USA.NET on Exchange 2003, and was moved to Exchange 2007 at no additional cost as part of its standard monthly fee with USA.NET.

The growing company found it nearly impossible to project the future costs and bandwidth needs of adding more properties and staff if it managed email itself. With USA.NET’s hosted solution, the company can add services on demand as needed. As MTM opens its new property in the Napa Valley, the Bardessono Inn & Spa, it can add mailboxes instantly through the administrator’s online console.

“It made no sense for us to host email in house,” he said. “We would actually have to hire another full-time employee with Exchange experience to administer and stay on top of it all. There’s no way we could afford a Blackberry server and have all these protocols available to us at the cost that we pay for USA.NET services. It was much more profitable than doing this on our own.”

USA.NET’s tiered pricing makes that affordable. USA.NET provides three tiers of pricing based on usage: Silver, Gold and Platinum. Those users requiring full collaboration and mobility integration, like IT and management staff, are at the Platinum level, while more basic users such as reservation staff are at the Silver and Gold levels. This tiered pricing model allows MTM to provide its entire staff with corporate email. Previously, when only some employees had corporate email, some of the staff used their personal email accounts to serve hotel guests. Now, all employees have email, allowing all employees to serve guests in the same professional manner.

## ANYWHERE EMAIL

MTM has a complete email solution in USA.NET, including Hosted Exchange, Mobility Services, Instant Messaging, Content Filtering and SharePoint. MTM focuses on its guest service and growth while USA.NET takes care of server uptime, upgrades, anti-virus, and all other aspects of email and mobile messaging. Spam, once a problem, is now under control with USA.NET Content Filtering.

Most MTM management staff carry Blackberry or Windows Mobile devices to stay in communication by email or instant messaging. As they travel or move about properties, they can receive emails from anywhere.

“We get warnings about IT issues at properties before hotel staff even know there’s an issue,” Marratt said. “That lets us start to resolve the issue before it has an impact on our guests.”

The staff has also integrated Instant Messaging heavily into its communication. They can keep an issue moving by quickly answering a question during a meeting, or the call center can communicate with reservations staff in real time. For example, reservations staff can confirm availability or rates with hotel staff immediately, without ever having to place that guest on hold.

## EXTREME EFFICIENCY WITH REMOTE MESSAGING

The company known for its IT innovation also gets reactions of surprise when others learn that it operates with just seven IT staff members total – across all headquarters and hotel sites.

“When you look at headcount at hotels similar to ours, they have quite a few more than we have,” Marratt said. “Because of email mobility, we can resolve most IT issues remotely.”

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