



## CASE STUDY

# How Hyatt Uses Kasada to Achieve its Purpose of Care

Hyatt chose Kasada to help deliver on its commitment to operational excellence and distinct guest experiences



A global hospitality enterprise with 20 premier brands and more than 900 hotel and resort properties in 65 countries across six continents, Hyatt's purpose — "to care for people so they can be their best" — informs every business decision it makes, including its technology investments. Hyatt is known for its commitment to operational excellence and distinct guest experiences, and its IT and digital product teams aspire to the same high caliber, working in tandem with the cybersecurity team that prides itself on "leaving no stone unturned."

### Addressing Tech, Platform Ops, and Information Security Needs

Before implementing Kasada, Hyatt used two primary lines of bot defense, among several layers of platform, to contain standard, albeit potentially damaging, issues, such as fake login attempts, account takeover, and credential stuffing.

Ben Vaughn, Vice President and Chief Information Security Officer at Hyatt said, "Room rate data is extremely valuable information for other parties in the industry."

Hyatt implemented numerous new protections to buoy up against these evolving threats, and they fared better than many in the segment, according to Vaughn. "But had we had Kasada at the time, we would have been able to expend less time and fewer resources achieving those protections."

Jason Ayson, Director of IT, E-Commerce Technology at Hyatt concurred: "We needed solutions that could help us get ahead of the evolving threat landscape and approaches of the malicious threat actor, as well as protect us from potential attacks in the future. To get a firsthand look at Kasada's solution, we ran a POC to test its ability to produce the evolving protection it promised without requiring the level of manual intervention that our teams were used to."

Vaughn added, "We ran the POC through our search pages for specific browser user agents and were able to see the full picture of all traffic processed by Kasada, including bots. With this insight, we could see the value in Kasada right away."

Hyatt also found value in Kasada's solution in that it can act as a web application firewall (WAF). "When we place Kasada in front of an endpoint, we are very confident that there won't be any bots hitting that endpoint anymore, which enables our digital team to know that the traffic stream is real guests and customers. The false positive rate is incredibly low and we now have more robust and actionable data," said Vaughn.

"At Hyatt, we do our very best every day to protect our guests' and our colleagues' information, and we continuously evaluate strategic opportunities to strengthen our cyber defense systems. As one of our most important digital assets, it's critical that we have myriad controls and layers of protection for hyatt.com. We have a robust combination of human expertise, policies, systems, and solutions in place to protect our digital platforms—and we find Kasada to be one of our most valuable controls within our ecosystem."

— BENJAMIN VAUGHN, Vice President and Chief Information Security Officer, Hyatt

Hyatt benefits from Kasada's solution in terms of its capacity growth strategy. "Every time we added capacity, it was consumed by unprofitable traffic," said Lawson Kelly, Vice President and Global Chief Technology Officer. "Kasada allowed us to slow our rate of capacity growth so that we could extend the useful life of that capacity. Instead of being consumed in three years, it is extended to five years, which defers future cost rather than lowering current cost. This enables us to model a more accurate capacity growth strategy rather than having to over-invest."

Across departments, the ROI from Kasada was evident and nearly immediate at both the human and machine levels. Vaughn explained, "Here's an easy way to look at ROI: an attacker gaining access to a single guest account would be unacceptable to us. The first time Kasada prevented an account takeover event, we saw value." He added, "We see very regular updates and new features added to the product—indicating Kasada's commitment to continuous improvement—and full transparency on pricing. From a service standpoint, Kasada offers us an embedded, finely integrated support model that ensures the right actions are taken at the right time. Having their support team available to answer questions 24/7 is something very special. It's immersive and demonstrates something we highly value at Hyatt—commitment to genuine care."

### Business Outcomes

- Foiled unwanted traffic instantly, using evolving triage architecture
- Reduced friction and latency for authentic end users
- Mitigated malicious bots and replaced some WAF functionality
- Rapidly generated bottom-line savings
- Delivered time-to-value under 30 minutes Eliminated other costly, friction-generating solutions
- Enabled more accurate forecasts, directly impacting operations
- Offered versatile multi-page, multi-site protection
- Closed gaps between existing layers of defense
- Dramatically reduced need for manual bot mitigation
- Immediately produced cleaner data and metrics
- Continuously provided immersive, holistic collaboration
- Enabled tech and business teams to optimize preparedness
- Provided granular intelligence and enabled lightning fast action
- Offered holistic solution and integrated, immersive service model



At Hyatt we care deeply about what we're delivering to our guests. It's at the core of our purpose. That positive experience has to start from the very first contact, and for most people, Hyatt's digital platforms are the first touchpoint. Companies that pride themselves on customer experience have to be looking for the best technical solutions on the market—and that is what we found in Kasada."

— BENJAMIN WEISS  
Director, Product Management, In-Stay Portfolio and World of Hyatt App, Hyatt

Tethering Decision-Making to Mission  
Now more than ever, the global economy is decidedly digital, and business is moving in parallel with automated, non-human traffic flowing at a rapid-fire pace in often elusive forms. Strategic companies such as Hyatt are proactive in observing external change and gathering the granular knowledge needed to evolve systems. In Kasada, Hyatt found a mission-compatible collaborator that offers a holistic solution to automated threats and immersive services that give optimal support to Hyatt's dedicated teams while protecting business assets and enhancing end-user experience.

"The most valuable part of our collaboration with Kasada is being able to stay on top of the constantly evolving challenges of the digital world," Benjamin Weiss, Director, Product Management, In-Stay Portfolio and World of Hyatt App, Hyatt concluded. "Knowing you can count on the help and support of a provider with Kasada's level of investment is an enormously valuable thing for anybody within the security space. We prioritize security, privacy, and the guest experience in everything that we do, and Kasada adds value for each of our roles and responsibilities, and enables all of us at Hyatt to further deliver on our purpose of care."

*The term "Hyatt" is used in this article to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.*

## About Kasada

Kasada is the most effective and easiest way to defend against bot attacks across web, mobile, and API channels. Its modern, proactive approach adapts as fast as the attackers working against them. The solution frustrates and strikes back at fraudsters to make automated attacks unviable. Invisible defenses eliminate the need for CAPTCHAs and ensure a frictionless user experience. Kasada onboards customers in minutes, requires no ongoing management, and empowers enterprises with long-lasting protection and optimal online visibility. Kasada is based in New York and Sydney, with offices in Melbourne, San Francisco, and London. For more information, please follow us on Twitter, LinkedIn, and Facebook and visit [www.kasada.io](http://www.kasada.io).