Global Hospitality Group Deploys EncryptRIGHT® Tokenization in Cloud

Seamlessly Replaces Legacy System with Capacity-on-Demand Solution in AWS

One of the world's largest hotel chains, comprised of thousands of properties in countries spread throughout the globe, was facing a complex challenge. While their aging and obsolete data protection management system was reaching end-of-support, they were also migrating much of their core functionality to the Amazon Web Services (AWS) cloud. They needed to find a cloud-ready tokenization solution that could not only secure the sensitive data of their guests but could also support a live data migration with no interruptions to the millions of overnight guests they welcome every day.

Prime Factors delivered a system that was quick and easy to implement, deployed seamlessly in the cloud, and managed the migration with no downtime so smoothly that, according to the global hotelier's Director of Cloud IT, "no one could tell that we transitioned from old to new, which was incredible." Not only can the global hospitality provider instantly secure its guests' personally identifiable information (PII) as it enters the hotel's systems, but the web applications and security infrastructure that processes and protects their sensitive information can also quickly scale to meet peak capacity demands using EncryptRIGHT® Tokenization fully deployed in the AWS cloud.

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— Jose Diaz, VP of Products & Services at Prime Factors

Leading up to the project, the hotelier was looking to transition to the AWS cloud to help them more efficiently manage their infrastructure and provide much-needed scalability for peak seasons. However, their legacy data protection system that was being retired, which held the sensitive data of more than 150 million guests from all over the world, was a highly customized, on-premises solution that did not operate in cloud environments. To move all transaction processing, data management, and data protection functionality to the cloud and seamlessly scale capacity at peak demand, this customer needed to find a different solution – one that could support the migration of data and ongoing tokenization in real time, while the company continued to process the thousands of guest transactions that might be occurring at any moment, with no migration downtime.

"The transition of a legacy tokenization platform is not a trivial thing," said Jose Diaz, VP of Products & Services at Prime Factors. "Typically, data protection solutions securing data at the application layer are tremendously complex, requiring months or years of implementation support and hundreds or thousands of developer-hours of customization, as was the case with our customer's legacy system."

However, this customer needed a full implementation in less than three months, while simultaneously migrating to the cloud. This is where our EncryptRIGHT architecture really shines – helping customers to implement tremendously quickly, delivering very broad data protection functionality, with almost no customization whatsoever."

The customer deployed EncryptRIGHT along with their guest management platform in AWS, a 100% cloud-deployed solution, to immediately protect their guest's PII data, predominantly credit card numbers, loyalty cards and associated addresses, phone numbers and PIN numbers, while also migrating data in real time from the company's data center to their new AWS cloud environment. EncryptRIGHT also identified and "cleansed" more than 5.2 million tokens that had been duplicated within the legacy system to avoid future 'token-collisions' within the customer's payment system. By purging these repeat entries, EncryptRIGHT can access the database and return the correct data faster and more accurately, which means shorter wait times and happier guests.

This global hospitality brand was able to migrate off their highly customized tokenization solution into a 100% cloud deployment, with virtually no customization, in a matter of a few weeks. EncryptRIGHT has also been configured to automatically scale up and down on-demand as additional capacity is needed, allowing the customer to save substantial budget on infrastructure that would have otherwise sat idle for much of the year. Calling the EncryptRIGHT software "agile," the partnership "exemplary" and the transition "seamless," the global hotelier's Director of Cloud IT added, "since [the implementation], we have had no major issues or complications. I've been very pleased with the product." And the millions of guests that trust this hospitality leader can sleep even easier knowing that their sensitive information is secured the moment it enters the hotel's system.

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The Prime Factors EncryptRIGHT Tokenization Software offers robust data protection functionality for pseudonymization and anonymization of sensitive data by substituting surrogate data elements in place of Personally Identifiable Information (PII) and other sensitive data — that is, to replace things like credit card numbers, Social Security numbers, healthcare data, and other sensitive information with surrogate "tokens". The tokens, not the original sensitive information, can be used by and shared with the various systems, applications or sites that may need access to the information, while the original data remains secured and contained.