



Media Fact Sheet **April 7, 2008**

Four Popular Starwood Hotels & Resorts in Hawaii Adopt Cisco Technology

Starwood Hotels & Resorts in Waikiki, one of the world's largest hotel and leisure companies as well as ultimate destinations of Hawaii, has deployed more than \$2 million in Cisco core and advanced technologies as part of a comprehensive Cisco-based network that is helping them comply with new Payment Card Industry regulatory standards, improve operational efficiencies and deliver an optimal guest experience with business-class amenities such as wireless conference facilities and high speed Internet services to the rooms.

Starwood Hawaii Properties in Waikiki:

Moana Surfrider, A Westin Resort – “The First Lady of Waikiki”

The Moana Hotel pioneered the onset of visitors to Waikiki and the island of Oahu, opening its doors to the public on March 11, 1901. The four-story, 75-room Moana, cost \$150,000 to build and the modern luxuries of the Moana boasted the Territory of Hawaii's first electric-powered elevator; guestroom telephones and private baths.

The Royal Hawaiian – “Pink Palace of the Pacific”

The opening of The Royal Hawaiian on February 1, 1927, ushered in a new era of luxurious resort travel to Hawaii. The Honolulu Star-Bulletin described the newly opened Royal Hawaiian as “the first resort hostelry in America.” The hotel was built with a price tag of \$4 million and was fashioned in a Spanish-Moorish style.

Sheraton Princess Kaiulani – “Home of Princess Victoria Ka’iulani”

Located at the former entrance site of the Ainalau Estate, once home to Hawaii's beloved Princess Victoria Ka’iulani, the Sheraton Princess Kaiulani opened on June 11, 1955 (King Kamehameha Day), at a cost of \$4.5 million. It was the largest hotel built in Hawaii since The Royal Hawaiian in 1927.

Sheraton Waikiki

The Sheraton Waikiki, centrally located on the world-famous Waikiki beach, opened in June 1971. The hotel underwent a \$20 million major renovation in 1995. In March 2007, the hotel completed a \$55 million room renovation, which began in October 2004

Achieving PCI Compliance with Cisco Technology:

The new Payment Card Industry (PCI) standard was developed by the major credit card companies to help organizations that process card payments prevent credit card fraud. A company processing, storing, or transmitting payment card data must be PCI compliant or risk losing their ability to process credit card payments, which would have a major impact on any company in the hospitality market.

The American Hotel & Lodging Association, states that the new PCI standards, are forcing the hospitality industry to make compliance a top priority. In fact, in a recent PCI study by Forrester Consulting, 72% of general managers are making protection against credit card data breaches “a very high priority.”



Starwood Hawaii is using the Cisco networking security technology as the foundation for their security deployment to protect credit card data, cardholder information, transaction logs, and database records. They are able to meet their PCI compliance requirements, produce comprehensive compliance reports and offer guests the added assurance that their data is protected.

Operational Efficiencies with Cisco Technology:

At the heart of Starwood's network security infrastructure is the Cisco Security Monitoring, Analysis and Response System (MARS), which allows the Starwood IT staff to more efficiently manage and respond to network threats. This holistic and easier to digest view of the security landscape decreases response time and frees up the IT resources to focus on the hotel guests IT needs.

In addition, by standardizing on the same Cisco-based network architecture as the mainland corporate offices, the Starwood Hawaii properties are able to enhance operational efficiencies, sustain business continuity and improve communications.

Providing Business-Class Amenities with Cisco Technology:

Cisco solutions provide Starwood hotel guests with convenient, secure, high-speed Internet access, enabling complete connectivity within all conference rooms, wireless lobbies as well as other public spaces in the hotel and across the four properties, setting new standards in guest connectivity and convenience.

Cisco Partner Summit 2008:

The Partner Summit is an annual gathering of Cisco channel partners. With more than 80% of Cisco's annual revenue sold by its channel partners this is a critical group to current as well as future success. This year's event is being held in Honolulu from April 8-11 and is expected to attract an international delegation of more than 3,000 participants, representing more than 1000 companies and 90 countries.

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