

Hershey Entertainment & Resorts Safeguards Guest Information and Reduces Data Loss

Executive Summary

Hershey Entertainment & Resorts Company (HE&R) was looking to reduce enterprise-wide data security exposure for their nearly 500 payment processing terminals. The company implemented Agilysys Pay as its payment solution for point of sale transactions at the same time the Payment Card Industry (PCI) Council issued its U.S. EMV requirement. The payment processing solution has helped HE&R protect sensitive card data while saving time and costs associated with PCI security assessments.

“ We’re focused on growing our business while reducing our security cost and data exposure. Agilysys Pay allows us to do both. ”

Greg Klopp
Managing Director, Information Technology
Hershey Entertainment & Resorts Company

Challenges

HE&R wanted to be ahead of the curve in terms of payment transaction security. The challenge was to bring security and efficiency into their processes without impacting their exceptional level of guest service.

The Goal:

The act of paying for goods or services needed to be easy, efficient and safe for guests. Keeping credit card numbers out of their point of sale terminals and protecting guest data across their expansive properties were top priorities. Their desired payment security requirements dictated that any new solution under consideration must have, at a minimum, point-to-point encryption (P2PE) with the ability to process chip transactions for EMV.



HERSHEY'S®



The Results

✓ REDUCED SECURITY RISK WITH EVERY POS TRANSACTION

✓ PROTECTED GUEST DATA WITH NEXT-GENERATION SECURITY

✓ ENABLED EMV TRANSACTIONS

✓ DECREASED PCI REQUIREMENTS AND COMPLIANCE BURDEN

“Here at Hershey Entertainment & Resorts, we’re always evaluating technology, we run InfoGenesis from a snack cart in Hershey Park to a world-class dining experience at The Circular at the Hotel Hershey.”

Greg Klopp, Managing Director of Information Technology

The logo for 'a Pay' features a green circle with a white lowercase 'a' inside, followed by the word 'Pay' in a white sans-serif font.



About HE&R

About HE&R: Hershey Entertainment & Resorts Company is a world-class entertainment and hospitality company dedicated to preserving the legacy of Milton S. Hershey. Founded in 1927 by Milton S. Hershey, HE&R and its subsidiaries own and/or operate the Hersheypark Entertainment Complex, Hersheypark Arena & Stadium, ZooAmerica North American Wildlife Park, Hershey Bears AHL Hockey Club, Giant Center arena, The Hotel Hershey, Hershey Lodge, Hersheypark Camping Resort, The Spa At The Hotel Hershey, MeltSpa by Hershey, Hershey Country Club and Hershey Golf Collection, Hershey Nursery, and Hershey Laundry & Dry Cleaning. For additional information about HE&R, visit www.HersheyPA.com. Today the company employs more than 2,300 full time workers and up to 8,000 during peak season. The company features more than a dozen concerts annually, with top-notch talent from Paul McCartney to Beyoncé.

ABOUT AGILYSYS

Agilysys is well known for its long heritage of hospitality-focused technology innovation. The Company delivers modular and integrated software solutions and expertise to businesses seeking to maximize Return on Experience (ROE) through hospitality encounters that are both personal and profitable. Over time, customers achieve High Return Hospitality by consistently delighting guests, retaining staff and growing margins. Customers around the world include: branded and independent hotels; multi-amenity resort properties; casinos; property, hotel and resort management companies; cruise lines; corporate dining providers; higher education campus dining providers; food service management companies; hospitals; lifestyle communities; senior living facilities; stadiums; and theme parks. The Agilysys Hospitality Cloud™ combines core operational systems for property management (PMS), point-of-sale (POS) and Inventory and Procurement (I&P) with Experience Enhancers™ that meaningfully improve interactions for guests and for employees across dimensions such as digital access, mobile convenience, self-service control, personal choice, payment options, service coverage and real-time insights to improve decisions. Core solutions and Experience Enhancers are selectively combined in Hospitality Solution Studios™ tailored to specific hospitality settings and business needs.

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