



# CASE STUDY

## Hyatt



### ABOUT THE CLIENT



Hyatt Hotel Corporation is one of the world’s premier hotel companies. Hyatt subsidiaries own, manage or franchise more than 550 hotels and resorts worldwide.

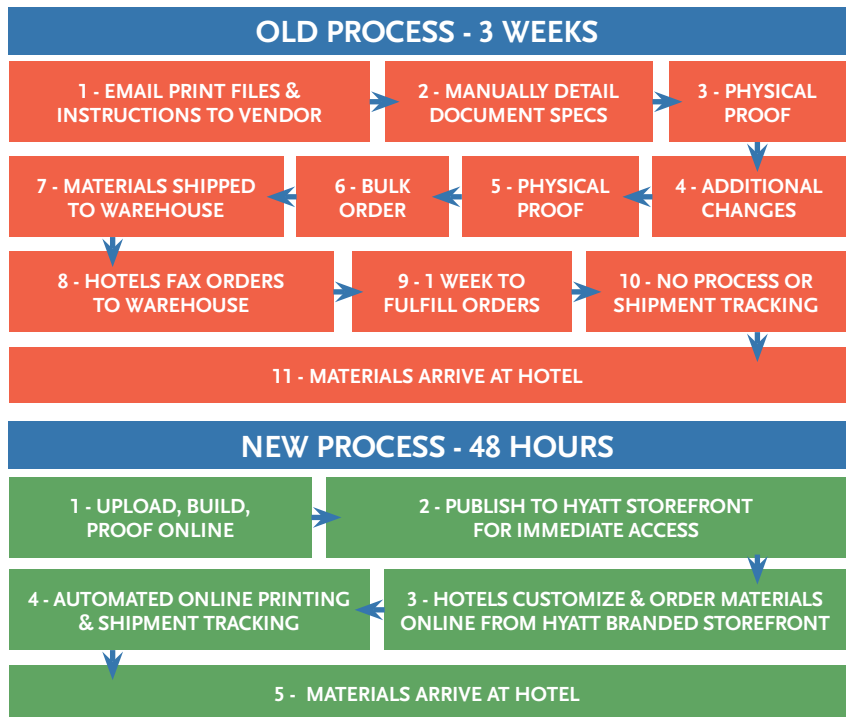
[www.hyatt.com](http://www.hyatt.com)

“Mimeo now provides a one stop shop for hotel managers to get the materials they need, when they need them.”

- Christy S., VP Learning & Development

### CHALLENGE

Hyatt’s Learning & Development and Marketing teams produce documents and consumables for hotel locations. Their process was time consuming, vulnerable to errors, and cost intensive. Plus, warehoused materials would frequently become obsolete.



### PROBLEM SOLVING

Mimeo’s Marketplace gives Hyatt an online branded storefront where hotel owners/managers customize materials for their locations and order materials as needed - no more warehousing. The storefront also provides automated online tracking throughout the entire process which was not available before.

### BONUS

Hyatt elected a Marketplace Administrator to manage the document library and ensure that materials were up to date. 1 person can now manage storefronts for 4 departments.