

CUSTOMER SUCCESS STORY

Wyndham Hotels & Resorts

Company Overview

Founded in 1981 in Dallas, Texas, Wyndham Hotels & Resorts has grown to be the world's largest hotel franchisor, with more than 23,000 employees at 9,200 locations in 95 different countries.

Cybersecurity Team and Environment

An organization as large as Wyndham Hotels & Resorts presents multiple security challenges, including exposure at 6,500 domestic and international endpoints.

The Wyndham cybersecurity team covers a number of different areas, including incident response, threat intelligence, vulnerability management, cloud security, application security, and the security operations center.



Cybersecurity Challenges

Wyndham has worked with GuidePoint Security on a number of different initiatives, most recently their EDR project.

Joseph Gothelf, Vice President of Cybersecurity at Wyndham Hotels & Resorts, oversees the comprehensive cybersecurity program at Wyndham Hotels, which has partnered with GuidePoint Security for over a decade to execute critical initiatives, such as implementing an EDR solution across thousands of endpoints and advancing data lake and SOC technologies. “GuidePoint Security helped us evaluate a number of different EDR vendors,” Gothelf said, “and evaluate our goals and what our success criteria was going to be for an ultimate selection.”

Getting buy-in was a consideration as well.

“Wyndham has a lot of board exposure and C-suite exposure,” says Gothelf. “So anything that GuidePoint Security is helping with us has a downstream effect to those groups to understand what we’re doing and understanding the risk reduction.”

It’s also a matter of technical superiority and breadth of knowledge when choosing a trusted security partner. “I’d say one thing that we do rely on GuidePoint security for is to bring us the that bleeding edge technology of what’s coming next. And from what we understand the reach that GuidePoint has in different companies, there’s really good understanding of what other organizations are using, both in our industry and outside our industry.”



Examples of GuidePoint Services the Company has **Relied Upon**

Endpoint Detection and Response Program

Wyndham's recent EDR project was a "massive, massive undertaking, for our organization," Gothelf said. They needed to "really evaluate what's important to Wyndham right now. What are the success criteria of that program? And for someone who has so much visibility at Wyndham, this was super important to us to make sure that the outcome here was 100% certain for us."

"Partnering with GuidePoint Security and our team to make sure that everything came out perfectly was really important to us. Especially for something that has so much visibility and had such wide international reach for us, we wanted to make sure that no stone was left unturned for making sure that we had everything together."

Michael Francess, Senior Manager, Cybersecurity Advanced Threat, leads incident response, threat intelligence, and detection engineering at Wyndham Hotels, has relied on GuidePoint Security as a trusted partner across two companies in his career, helping him through strategic challenges, tactical decisions, and critical projects.

According to Francess, GuidePoint helped out with much more than just vendor selection during the EDR process. "The biggest thing GuidePoint Security provided with that EDR project," Francess said, "was guidance around our success criteria and evaluation criteria. What exactly to focus on and what exactly we wanted to test, how we would test it, and what the expected outcomes would be. And then focusing on things that would be important not just to us, but have been important to other hospitality peers or other companies that were similar to us in our in our needs."

So where do they take the program next? "I know we've spent a lot of good time and effort and bringing good product and building out these good tools now that now we need to make sure those tools are doing what they're expected when they're called upon," Francess said. "Making sure we mature out the program, how to validate the program, and being able to benchmark that against our peers."

Data Lake, SOC Technologies, and API Security

Other Wyndham Hotels & Resorts initiatives that GuidePoint has lent its expertise to were data lake and SOC technologies. "GuidePoint continues to be actively involved in providing professional services to help us to continue to grow and mature in those areas...something we continue to watch and will likely be reevaluating in the next year."

"The next thing we're going to be looking to," Gothelf said, "is our API security program and enhancing and improving what we're already doing today. So we're working with GuidePoint Security to help us evaluate vendor selection success criteria. And ultimately, where is the best place for Wyndham to be?"



A Long History of Trust and Relationships

The cybersecurity team at Wyndham continues to seek out GuidePoint Security because of the “trust in people the relationships that I built,” said Fracess. “GuidePoint has definitely matured more into friendships than just standard business relationships. We very much view GuidePoint as an extension of our team. I make jokes that our account manager should just be given a badge -- the amount of times that he comes into the office. It’s being that trusted advisor just knowing, hey, if I have this problem or work towards a solution with something I can give them a call, shoot him an email, and they’ll be there.”



MICHAEL FRACESS

Senior Manager
Cybersecurity Advanced Threats

“I really can’t say enough good things about the advice I’ve gotten from GuidePoint throughout the years,” Fracess says. “Anything from challenges involving looking to replace an existing solution or improve upon an existing solution to, how to deal with an advanced adversary or detection problem or intrusion problem. There’s been times when we’ve consulted on a GuidePoint for any number of different things.”



JOSEPH GOTHELF

VP of Cybersecurity
Wyndham Hotels & Resorts

Gothelf concurs. “We’ve been partners with GuidePoint Security for over ten years now. Whether it’s a little project, a big project, consultation, a question, GuidePoint has been there for a quick phone call, a quick discussion, and quick analysis for almost anything we’ve ever needed.”

“GuidePoint’s been a great partner to help us make decisions, help test things out, help evaluate things that we’ve never heard of before. And I think that has really continued the trust as we’ve been able to execute those projects and really seeing the results and in the end worked out really well.”

About Us

GuidePoint Security provides trusted cybersecurity expertise, solutions and services to help organizations make better decisions that minimize risk. GuidePoint’s unmatched expertise has enabled a third of Fortune 500 companies and more than half of the U.S. government cabinet level agencies to improve their security posture and reduce risk.