

# Hyatt driving innovation and exceptional customer experiences with FIDO passwordless authentication



**Art Chernobrov**

Director of Identity, Access, and Endpoints



**Derek Hanson**

VP Solutions Architecture and Alliances



#identiverse

# Hyatt's vision

Deliver world-class guest experiences to increase brand loyalty across digital user journeys by modernizing cybersecurity practices and eliminating passwords

Hyatt Hotels Corporation is one of the world's best hospitality brands and remains committed to caring for people so they can be their best.



# Legacy MFA gaps in guest experience





# Journey to phishing-resistant MFA with FIDO

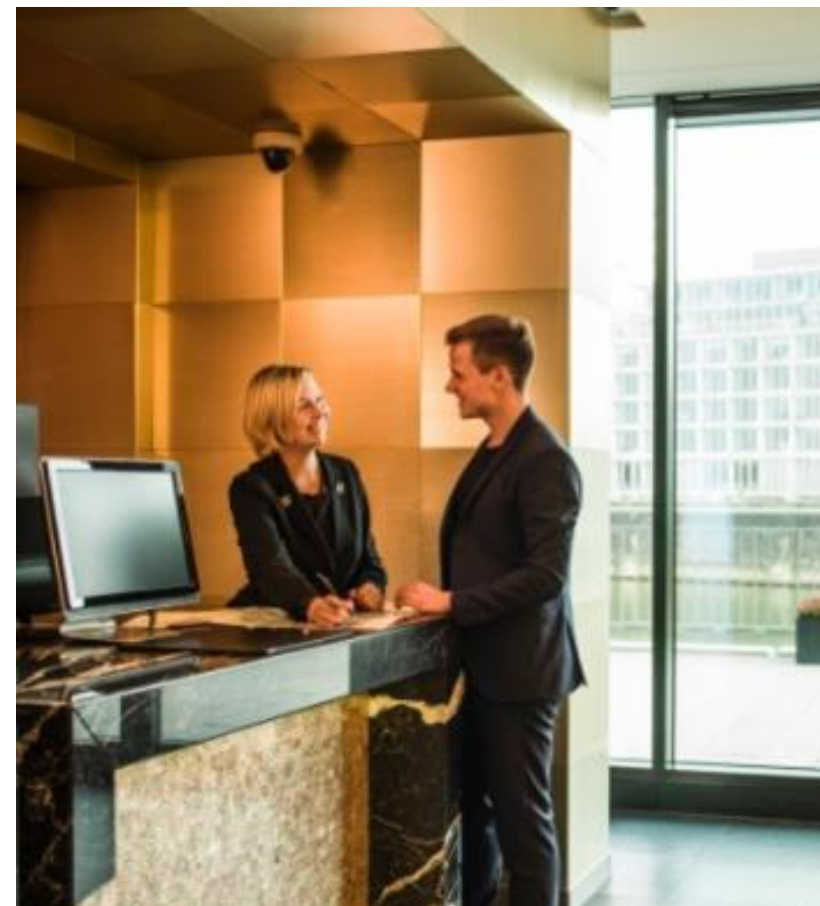
Leadership decision to replace weak MFA methods and move to a passwordless future to eliminate user MFA fatigue

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Front-of-house colleagues ensure quality guest experiences and various users across environments are secured

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Deployed FIDO-based MFA for 'World of Hyatt' Loyalty Program to increase security of confidential guest data



# Considerations: Designing the right strategy



Increase colleague and contractor workflow productivity



Delight guest experiences



Embark on new deployments and audiences



Leverage investments in our technology stack



Adopt FIDO keys with 'Welcome to Hyatt' kit and new hardware purchases

# Passwordless makes IT lives easier

Hyatt is leveraging Microsoft Intune and Azure AD

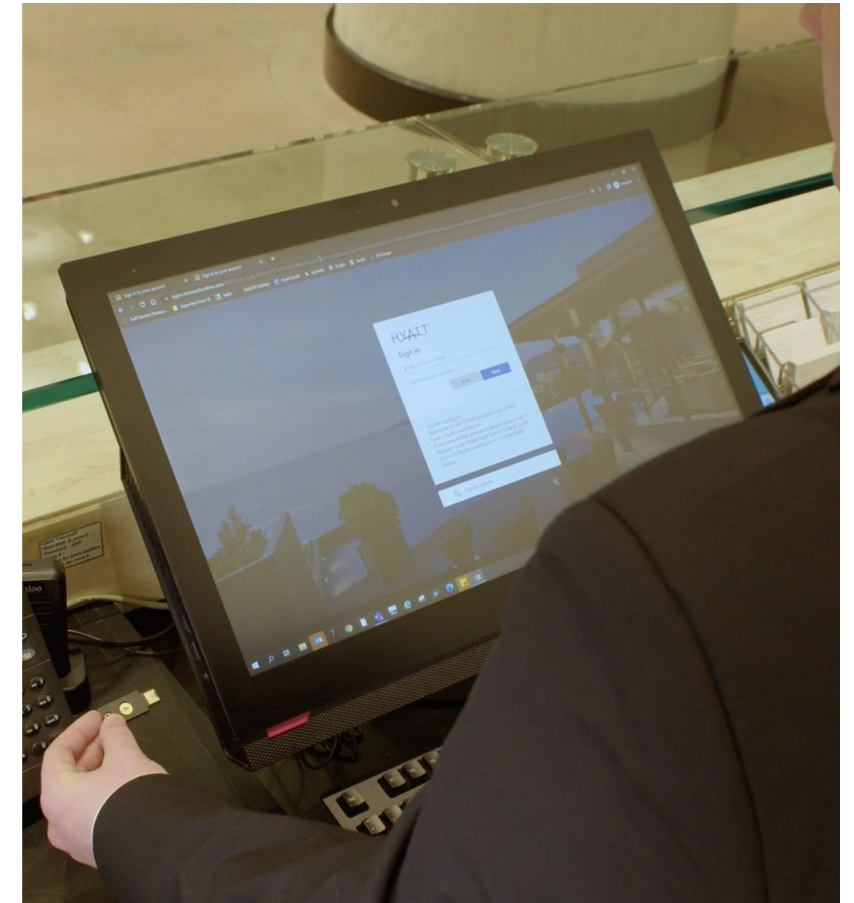
Autopilot provides Windows out-of-box experience

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User is guided through the FIDO security key registration process then can securely access Hyatt applications

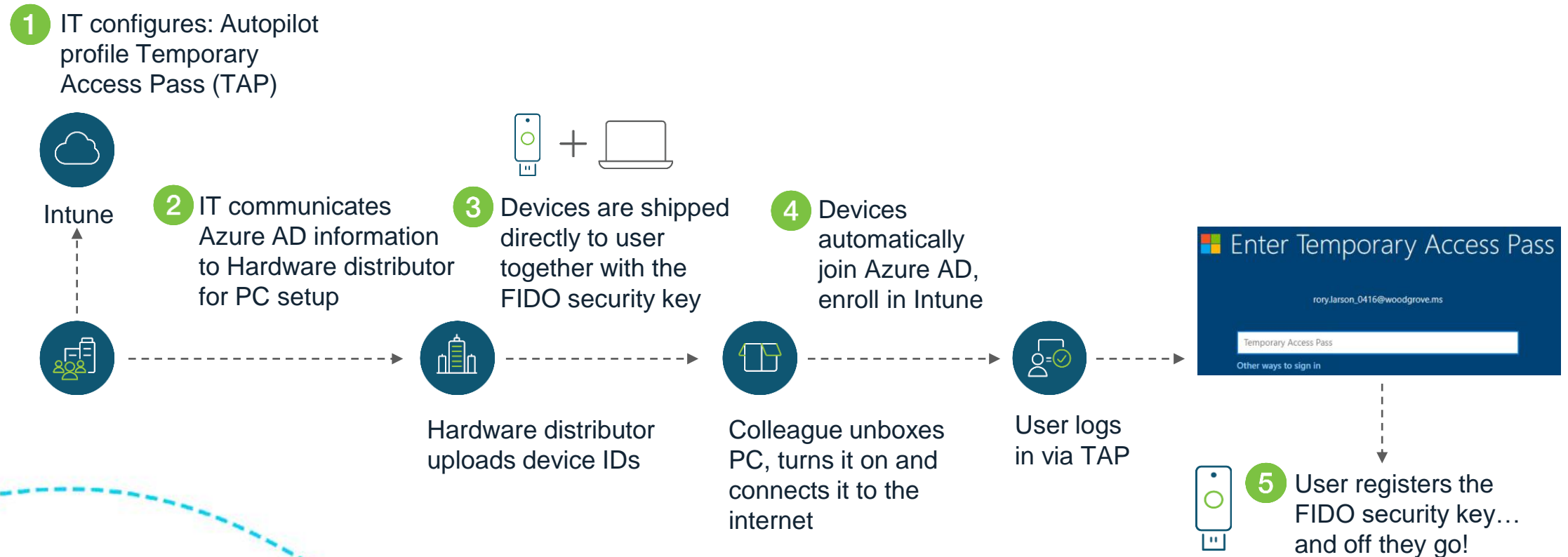
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Enables passwordless provisioning of a PC



# How Hyatt deploys FIDO passwordless

Microsoft Azure AD, Intune, Autopilot + FIDO security keys





# Lessons learned... it's not that scary



## Start with low-hanging fruit

Every organization has legacy apps, but that shouldn't keep you from moving forward.



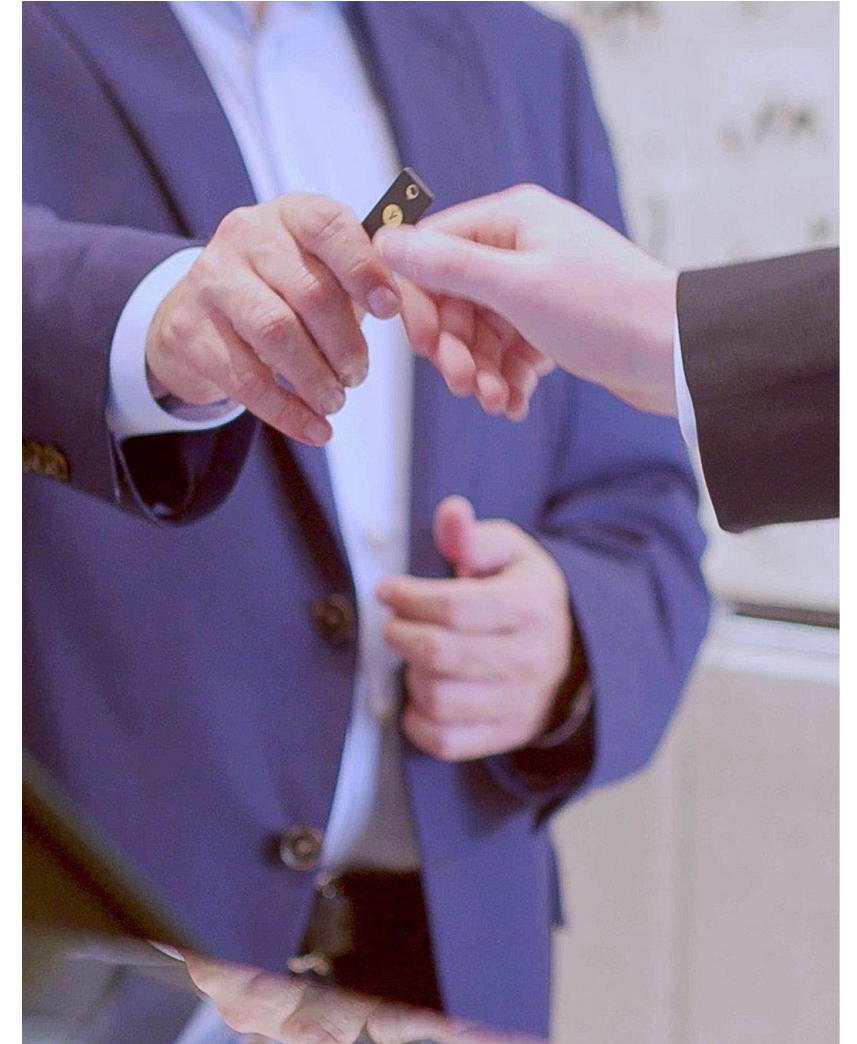
## Position it as a user benefit

Sell it as a huge benefit for users - no more forgotten passwords and time-saved!



## Make it easy and repeatable

Create technology policy to require FIDO security keys and prepare meaningful training resources to streamline deployment.







# THANK YOU!