

"An investment in knowledge
always pays the best interest."

- Benjamin Franklin,
American inventor, statesman

SecuredEducator™

**Liability Education
Total Cost of Ownership (TCO)**

Unigest designs, installs, and supports
Automated Public PC Workstations.
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Overview

innovative

Step One of Uniguest's Powered-Simplicity™ process is
The SecuredEducator™:

1. Liability Education

Education on the liabilities of hotels providing a public PC to their guests and visitors.

- a. Spyware
- b. Adware
- c. Malware
- d. Viruses
- e. Adult Content – CIPA
- f. Operating System Corruption

2. Total Cost of Ownership (TCO)

Education on the total cost of ownership
(TCO of buying, installing, and maintaining a public PC.)

- a. What kind of hardware to buy
- b. How best to install
- c. How to keep it free from “software junk”
- d. Most cost-effective ways to prevent failure and fix failures

Liability Education

knowlegable

For **7 years**, Uniguest has been educating the hotel industry on the liabilities involved with providing hotel guests and visitors with a public computer system. Unfortunately, with "technology" initiatives being a relatively new amenity for the hotel industry, the liabilities of public PC's have been pushed under the rug in order for hoteliers to concentrate on larger IT initiatives, mainly high-speed Internet access HSIA.

Because most concentration has been spent on HSIA, it has made it challenging to create demand by hoteliers for the type of service Uniguest provides. Therefore, Uniguest makes, as part of its sales process, education the first step.

Security is (or at least should be) the foremost concern for IT departments. With regards to public computer workstations, **security is normally the last concern.** But why is that? With a public PC, users are exposed to security risks that they would not normally be exposed to at home or at the office. With public PC's there are users who are purposely trying to see what previous users were doing on that PC. They look for pictures, recently visited websites, documents and last and the most important; usernames and passwords to email accounts, bank accounts, and more.

Security, although it is the least worry for hoteliers, should be the first. At the end of the day, **whose responsibility is it to secure users from security risks on a hotel's public PC?** The user themselves? The hotel General Manager or engineer? The Hotel Management Company? The Hotel Owner/Franchisee? Or is it the responsibility of the hotel franchisor that normally sets the franchise standard that franchisees follow?

Today, it is only opinion as to who holds the key to responsibility. And no one wants to hold that key.



Total Cost of Ownership (TCO) reliable

Most managers, business owners, or financial personnel know this term well. When reviewing certain buying decisions, determining the TCO is important. The reason why is some purchases might seem low-cost at first, but for the long-term it could end up costing more than an item that has a higher upfront cost but lower ongoing cost.

This is definitely the case when it comes to a public computer system.

Most hoteliers see the “cost” as just the price for the hardware and software. Because it doesn't cost anything for their procurement agent (hotel staff member or in some cases, the GM) to spend anywhere from 30 minutes to 2-4 hours reviewing what type of computer system and printer to buy. Is that the only cost? What about the hourly rate for that staff member? And it doesn't cost anything for the property's engineer or other staff member to install the system, right? Wrong again? **What is the largest expense for most companies? Labor.** And lastly, does it cost the property anything for a staff member to “clean-up” the PC software every day or once per week from all the downloaded junk users love to download. Sure it does! Over the course of a year, you are talking about roughly **52 hours or more in time** it takes to clean up an average public computer. And that doesn't take into consideration the hardware or software completely failing and having to call a computer technician to come fix the problem. That can cost several hundred dollars for each occurrence.

The TCO for a public PC consists of:

- **What kind of hardware and software to purchase**
- **How to install properly**
- **How to use software to protect users and keep users from corrupting the system**
- **How to troubleshoot when the system fails or loses Internet connection**
- **How to repair in the event of a software corruption or hardware failure**

The largest cost involved with a public PC is the intangible cost of expertise and man-hours spent buying, installing and fixing on an ongoing basis. It also includes the **single largest cost** which is that of the potential of **litigation**.

Litigation would potentially be the most serious cost. It is the opinion of most IT security specialists that the courts require businesses to take the **“best precautionary measures”** with regard to user security. Without the right expert consulting through the process, and the right processes put in place, hotels could be deemed liable and increase exposures.