



Devices that Power a Resort During Peak Season

Lake Placid Crowne Plaza selects HP as their partner of choice for its reliability and support





INDUSTRY:	Hospitality
OBJECTIVE:	Quickly support devices when employees are traveling or occupied during peak season
APPROACH:	Lake Placid Crowne Plaza utilizes HP devices to provide top notch service to guests from booking to check out
IMPACT:	Powerful and easy-to-use devices help deliver a seamless customer experience, ensuring occupancy and booking rates stay on target

At hospitality organizations, from restaurants to hotels and sports facilities, nothing should stand in the way of the customer experience, especially not technical glitches. That's why at Lake Placid Crowne Plaza Resort, selecting technology is a big decision. At the 250-room getaway in the Adirondacks, the experience for vacationers is paramount, and their employees need devices that provide a seamless experience from booking to checkout.

The Lake Placid Crowne Plaza Resort has a one-person IT team, so in addition to selecting devices that create seamless vacations for guests, IT Director Ian Swirsky needs reliable technology he can trust when he takes vacations of his own. The resort staff has found that they need PCs with performance, reliability and support through slow and peak seasons. In this case study, learn more about why Swirsky chooses the laptops he does.





The demand for peak performance during peak season

Even though the staff at Crowne Plaza Lake Placid is focused on the guest experience, like any other destination-type hospitality, they have different technology needs. The one-person IT department supports many different connected, but independent services. Swirsky shares that “it’s a lot different than your normal cookie cutter hotel because we have smaller businesses that we tend to, like our Golf Club and Marina. There’s a lot going on any given day.”

Because Swirsky oversees so many different devices and helps many off-site businesses, he is largely looking for reliability and support in his devices. He can’t be everywhere at once, and he needs to trust that their laptops will be able to handle the demands of peak season. No matter if it’s the PC for the general manager or the marina staff, devices need to hold up to demands around the clock.

“Once peak season starts, we’ll have wall-to-wall customers until Columbus Day. At the lowest point in the summer, our occupancy range is 90 to 95 percent, and some weeks are completely booked already,” says Swirsky. “We’re just too busy and have too many guests over the summer to have a failure. It just can’t happen.”

During the low point in the year, managerial staff will travel and work remotely. They still need to check their emails daily, though, and they need access to premium support even when they aren’t in New York. Swirsky has deployed laptops for an owner who travels to meet with a hotel board and for a general manager who spends time out of state during the off season. Even the Marina manager needs flexibility.

“The Marina manager is becoming more of a part-time position, and since we are closed completely in the winter, they need a laptop to take home and keep up with their e-mail over the long winter months,” says Swirsky. “When we’re waiting for summer visitors, some people take extended vacations. They still try to check in every day on email and whatnot.”

Because of the traveling tendencies of employees, their devices need to be highly mobile. Swirsky shares that users need to trust their laptops will stay running and charged regardless of their location. Some employees might need to prepare a PowerPoint on a plane, while others may manage reservations from states away.

“We’re just too busy and have too many guests over the summer to have downtime. It just can’t happen.”

— Ian Swirsky, IT Director, Lake Placid Crowne Plaza Resort





Where laptop brands fall short for resorts

Not every laptop brand can meet the needs of Lake Placid Crowne Plaza. Among his many responsibilities at the resort, Swirsky researches which brands of technology are right for the company. He has many priorities when looking at purchasing a new device, for example, Swirsky shares that “a lot of times I look for the support that’s included when deciding on a laptop. The hotel owners could be in Florida or anywhere in Europe, and they want access to business, so they need to be able to have self support.”

Swirsky went on to share that other areas of focus include price, performance and compatibility with their existing systems. After identifying those specifications, he focuses on reliability and the support that comes with a device; these are areas where he sees major differentiation from brand to brand. With over 10 years of experience working with the resort and its partners, Swirsky has come to understand how different brands meet the organization’s needs.

“Some of our off-site businesses come to me for advice, but they don’t use HP devices,” says Swirsky. “They contact me when they have a problem. I get the laptops back up and running, and I tell them it’s time to invest in new technology. I continually steer them toward HP devices. It’s just the best bet for your money.”

Swirsky has found that alternative laptop brands do not hold up against HP devices when it comes to the level of reliability. Many of the other organizations he supports for the resort select their own devices, and he can see first-hand how they fall short. Even though the resort is not in charge of deploying laptops for these partner organizations, it relies on their success. Swirsky is often called on to troubleshoot when a laptop isn’t performing.

“A lot of times it’s annoying issues, like the microphones don’t work. The built-in devices are not functioning properly. I’ve seen several times when we go to plug in additional monitors to a device, the resolution and getting the duplicate or to extend the screen is always problematic,” says Swirsky. “I just don’t have those issues with my HP laptop.”

Through helping off-site businesses, Swirsky has seen firsthand what could happen to employees with unreliable PCs. If these problems were to occur when the hotel owner is traveling abroad, she would not be able to fully use her laptop during the trip. Staff at Lake Placid Crowne Plaza would not be able to rely on alternative devices like they do with their HP laptops.

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Efficient devices enable a seamless getaway

Lake Placid Crowne Plaza has found that when devices meet all their needs, the business thrives. From laptops deployed to owners and managers, to desktops at the front desk, the technology ensures staff can work efficiently. Even the maintenance team needs effective PCs to access building plans to keep the establishment running smoothly. The benefit of the powerful technology is then passed on to the customers, giving them an enjoyable experience.

"I think HP devices are all around very, very good laptops," says Swirsky. "Overall, they're extremely user friendly. They don't come with a lot of bloatware. They're easy to set up. I never hear complaints from somebody having challenges signing into a meeting or something else where their microphone or the camera is not working."

Users are satisfied with their devices; they keep up with the speed of peak season and the mobility of slow season. Having reliable devices that users trust also reduces the workload on IT. Device deployment is faster, and they are easier to manage. Swirsky has found that when there is a problem with a device, HP support takes care of the repairs for him. Windows 11 also

helps reduce help desk ticket volume. Without constantly troubleshooting user devices, he can focus on the resort infrastructure and maintaining essential systems.

"We've had a couple of small issues that were actually user-inflicted, but HP support was able to help out with those right away," says Swirsky. "It's been great to have the support for users, and it lifts it off my back. If I do get that rare vacation day, it means I don't have to worry."

Swirsky even has an HP laptop himself that he uses to keep the resort running, and appreciates everything from the reliability to power and ease of use. He can carry it through a day-long marathon of presentations without worrying about battery life, and can take it on trips to manage systems remotely. He has seen HP devices outperform other brands firsthand, and believes that HP is the best technology brand for Lake Placid Crowne Plaza.

"My choice, of course, is HP laptops," says Swirsky. "We use some EliteBooks. We also have some ZBooks, and they all perform really well. It's outstanding."

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Technology that seamlessly supports IT

The right technology solutions are essential to delivering the best experience to every guest and customer. Reliable, efficient, and powerful devices ensure that employees can successfully manage every touchpoint in the customer experience. No matter where they are, employees need devices they can trust to maximize their work experience.

HP devices with the power of Windows 11 are built to help users stay productive and engaged. At HP, we design modern technology solutions to streamline operations and support offerings that provide peace of mind. Leverage the expertise and innovation of HP, so you can focus on your business.

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