



### La Quinta Inns & Suites

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Vivek Shaiva  
CIO  
www.lq.com



## La Quinta Collaborates Across the Room and Across the Globe with GoToMeeting

La Quinta Inns & Suites is a brand of LQ Management LLC, one of the largest operators of limited-service hotels in the United States with more than 78,000 rooms. Based in Dallas, Texas, with 9,000 employees nationwide, the company operates and provides franchise services to more than 750 hotels in the U.S., Canada and Mexico.

### The challenge: simple, reliable collaboration with partners around the world

La Quinta’s need for a Web conferencing solution originated in the IT department in 2006. “We were working with geographically dispersed vendors in India, Belarus and all over the U.S. on a variety of IT projects, including software development, process redesign and process optimization,” said Vivek Shaiva, chief information officer. “We needed a way to remotely collaborate on design documents and to review visuals and diagrams with vendors.”

Shaiva and his team evaluated a number of leading Web conferencing solutions and chose Citrix® GoToMeeting® for several key reasons. “The number one reason was simplicity,” he recalled. “GoToMeeting is simple and elegant in design. It’s focused on the job, without superfluous bells and whistles that can distract from usability.” Another critical attribute was ease of firewall traversal. “With all the third parties involved, it was important to be able to connect across corporate firewalls without issues. GoToMeeting did a much better job than the competitive products. In fact, it consistently traverses firewalls more than 99 percent of the time.” Finally, Shaiva appreciated the Software as a Service (SaaS) delivery model used by GoToMeeting, which avoided the need to license, install, support and maintain software in house.

### Implementing GoToMeeting

After GoToMeeting was implemented by the IT department, word of its success began to spread throughout the company. “The next important stage in the evolution was the adoption of GoToMeeting by our revenue management team,” Shaiva said. “Like us, they needed to communicate with people across a large geographic area and view application data.” La Quinta’s regional revenue

## Key benefits

- Enhances team productivity
- Provides flexibility to collaborate from home or the road
- Ensures easy connectivity across corporate firewalls
- SaaS model avoids IT administration

managers in the U.S. work with individual corporate hotels in their regions to devise pricing strategies and set rates. The team members use GoToMeeting frequently – 10 to 15 times a week per revenue manager – to quickly and efficiently share data. The tool has allowed users at La Quinta to enhance the phone conversations and conference calls that had typically been used to discuss reports. “Online collaboration is faster and more accurate than trying to talk through a lot of numbers on the phone,” said Shaiva.

Subsequently, several other departments – marketing, sales, accounting and operations – began using GoToMeeting. The marketing team reviews creative materials, such as advertising layouts, online with external agencies and also internally with staff at headquarters. “More and more groups – both at headquarters and in the field – are recognizing the advantages of collaboration with GoToMeeting,” he noted.

## Increasing the productivity of any meeting

According to the CIO, productivity is the top benefit of GoToMeeting. “Meetings are quicker and more efficient when everyone can view and work with the same information in real time. Otherwise, it can be very painful.” Shaiva pointed out that even when people are physically meeting in the same conference room at headquarters, they launch a GoToMeeting session because it’s so easy and convenient. “One computer might be used to project onto a screen, but everyone around the table is connected to the GoToMeeting session on their own laptops. They can change presenters to let different people show a document or data stored on their machine. We work in this mode all the time.”

Another important advantage of Web conferencing is flexibility. “In addition to our revenue management staff, who work from home offices, people depend on GoToMeeting to collaborate from home if they’re sick or have a family issue, or while they’re on the road.” GoToMeeting enables IT staff who have gone home for the evening or weekend to troubleshoot issues and review logs with on-site colleagues without having to come into the data center.

Shaiva emphasized, “GoToMeeting has become our communication tool of choice.”



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