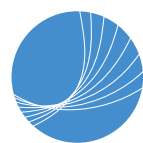




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Case Study | Hershey Entertainment & Resorts

Sweet Rewards of Cross Functional Incident Reporting

Background

At Hershey Entertainment & Resorts (HE&R), the team specializes in delighting customers every sense. It's all about the experience, the thrills of the diverse Park attractions, award-winning hotels, historic stadium and more. Everything about Hershey, PA is nice and sweet!

Hersheypark, a 110-acre theme park with more than 65 rides and attractions, features 11 roller coasters, more than 20 kiddie rides, live daily entertainment, games, food and shops. The Boardwalk at Hersheypark, included in the one-price admission to the Park, combines the best of two favorite family vacations – a day at an amusement park and a trip to the beach.

The Hershey Story, The Museum on Chocolate Avenue, honors and preserves the life and legacy of Milton S. Hershey, the town he created, and the lives he touched. Other activities here include an interactive Chocolate Lab, where visitors can take hands-on classes involving chocolate, and a café featuring the Countries of Origin Chocolate Tasting. The Hershey Story opened in 2009 as an operating division of the nonprofit M.S. Hershey Foundation, which exists to preserve and enhance Milton Hershey's legacy and community vision, and to provide educational and cultural enrichment to residents of and visitors to Hershey.

Built by Milton S. Hershey during the Great Depression, The Hotel Hershey is among the most celebrated lodging properties in Pennsylvania. The Forbes Four-Star, AAA Four-Diamond Hotel is a member of Historic Hotels of America. The Hotel features 276 guest rooms and suites, 228 of which are located in the main building and 48 of which are located in Woodside Cottages at The Hotel Hershey.

The sweet experiences found in Hershey, PA combine past and present, while upholding its' authenticity with a strong history and community. Visitors enjoy Hershey's unique character and the thrill of adventure in a safe and inviting environment.





The Business Challenge

Keeping visitors safe and secure by expediently, reporting, tracking and investigating events, in a low-key, inconspicuous manner is the main priority at Hershey. Their legacy system, however, was not centralized and could not meet expectations in providing real-time incident updates, which required rapid response.

Charles Gouldner, IT Security Analyst at HE&R realized the inefficiencies and redundancies of the organization's existing systems versus the requirements for connectivity with multiple departments and properties with the ability to share data intelligence. Realizing their current system was antiquated and difficult to use with limited capabilities, Gouldner sought a solution that could meet as many requirements as possible.

The Solution

In 2010, HE&R completely replaced their legacy system and upgraded to the iTrak Incident Reporting and Risk Management platform. "Our experience implementing iView Systems iTrak Incident Reporting Software was a straightforward and positive one, from users quickly adapting to a completely new incident management application, to the migration to a fully centralized and converged platform," said Gouldner. "The results have exceeded our expectations, while seamlessly integrating all of HE&R's properties while managing a multitude of transactions and tasks from our cross functional teams. All of this was accomplished in a single desktop environment, allowing us to fully work together, report, assess, communicate, respond, evaluate and audit."

For HE&R, the collaboration of the stakeholders engaging in cross-functional communication streamlined the reporting process. The team approach has led to more efficient management and reporting of the risk prevention process through effective communication, execution and analysis. This collaborative approach is made possible through the centralized and converged iTrak platform.

Gouldner, who oversaw the implementation of iTrak continued, **"What began as an incident reporting software solution developed into a multipurpose communication and reporting platform for risk assessment, liability mitigation and corrective action planning. It has become an invaluable tool in our day to day work across our organization."**

The Benefits

“Our team’s multi-disciplinary composition allows for quick recognition, action and processing,” said Gouldner. “Having the key department managers involved in iTrak, helps with congruous safety, security and liability management.”

For example, HE&R’s **Legal Department** now has the ability to take control of an incident and to search the database when specific associated incident questions are asked. This has proven to be a big time saver for the company.

The **Compliance Department** also has the ability to document situations and share data. Also, HE&R’s **Human Resources Department** has the ability to document investigations regarding violations of company policies and procedures involving employees. The overriding ability to securely share and maintain confidentiality on ongoing reports has been a key benefit.

Other supporting divisions have the ability to document employee injuries and general liability reports in a consistent manner. This has streamlined the reporting of occupational health and safety to the insurance and **Worker’s Compensation team**. Even the company’s **insurance partner** has the ability to access reports involving either property damage or personal injury, of which they are automatically notified when created or altered. This also allows for better information sharing between divisions, insurance and TPA’s.

“Our processes are undertaken in a proficient, straightforward manner with input from the key stakeholders, and with concise reporting standardization, we avoid obstacles that might otherwise hinder the integrity of the reporting process,” states Gouldner.

“Overall, iView Systems has been a great partner and the iTrak platform has continually impressed us with the amount of features, functionality and flexibility. It’s scalable and modular design has allowed us to add dispatch and lost and found functionality, further granting us efficiencies in resource management and reporting. We have close to 200 users and all have found the program to be user-friendly, yet powerful. It simply has become an invaluable system across our organization,” notes Gouldner.

Since the initial iTrak Incident Reporting and Risk Management deployment, the system has been fully upgraded to include the iDispatch Security Dispatch, Lost and Found and advanced Ad Hoc Reporting Modules. By converging the entire security and safety reporting platform beyond incident reporting, the iTrak platform seamlessly merges incident management, employee, property damage, occupational, health and safety reporting, within a single integrated platform.

The collaboration of the stakeholders engaging in cross-functional alignment has been a proven and valuable strategy at Hershey Entertainment & Resorts. The team approach leads to more efficient management of the prevention process through effective focus, execution and analysis.

Having iView’s unified suite of products installed across HE&R has resulted in streamlined multi departmental communication and reporting, ensuring that visitors enjoy Hershey’s unique character and the thrill of adventure in a safe and inviting environment.

Products Installed at HE&R in Hershey, PA, USA:

iTrak : Incident Reporting &
Risk Management Platform

Active Directory Module
for Windows Login

Lost and Found: Lost &
Found Management Module

Personnel Data Importer

Occupational Health &
Safety Reporting (**OSHA**)

Ad Hoc Reporting Module

iDVR Acquire Module

Guard Tour Integration

Incident Reporting | Risk Management | Identification Solutions
Visitor Management | Responsible Gaming



2381 Bristol Circle, Suite B203 | Oakville, Ontario L6H 5S9 Canada
www.iviewsystems.com

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