

The Hyatt logo is displayed in white, serif, all-caps font against a dark blue background. The background of the entire slide is a photograph of a modern hotel lobby with a high ceiling, gold-colored vertical slats, and green seating areas.

HYATT

INTEGRATION LESSONS: BUILDING SCALABLE SYSTEMS AT HYATT

03/20/2025

GRAND HYATT BARCELONA, SPAIN

ABOUT
SPEAKERS

ABOUT BRIAN MERICLE



AVP, INTEGRATIONS

- 2 years in current role
- 10 years integration experience
- 25 years experience in IT
- Industries: Hospitality, Retail, Education and SaaS

HYATT REGENCY DALLAS, TEXAS

ABOUT ARTUR OGANEZOV



SENIOR SOFTWARE ENGINEER, INTEGRATIONS

- 2 years in current role
- 5 years integration experience
- Industries: Hospitality, Financial Services

ABOUT
HYATT



HYATT REGENCY BARCELONA, SPAIN

COMPANY SNAPSHOT

PARK HYATT MALDIVES HADAAHAA

FOUNDED

1957

CEO

Mark
Hoplamazian

HEADQUARTERS

Chicago, IL

COUNTRIES

79

OF COLLEAGUES

220,000

OF BRANDS

33

OF PROPERTIES

1,350+

WORLD OF HYATT

51M+
Members

PURPOSE: WE CARE FOR PEOPLE SO THEY CAN BE THEIR BEST

BRAND PORTFOLIO

WORLD
OF
HYATT.

LUXURY

PARK HYATT®

Alila.

M/RAVAL®

IMPRESSION
BY SECHERRE



LIFESTYLE

ANDAZ.

THOMPSON®
HOTELS

The Standard®

DREAM®
HOTELS



breathless
RESORTS & SPAS®



BUNKHOUSE®
HOTELS

me and all hotels

INCLUSIVE

ZOETRY®
RESORTS & SPAS

HYATT ZIVA®

HYATT ZILARA®

SECRETS®
RESORTS & SPAS

DREAMS®
RESORTS & SPAS

HYATT
vivid
HOTELS & RESORTS

SUNSCAPE®
RESORTS & SPAS

ALUA
HOTELS & RESORTS

CLASSICS

GRAND
HYATT®

HYATT
REGENCY®

DESTINATION
BY HYATT®

HYATT
CENTRIC®

HYATT
VACATION
CLUB

HYATT®

ESSENTIALS

Caption®
BY HYATT

HYATT
PLACE®

HYATT
house®

HYATT
studios

UrCove
— by HYATT —
逸扉酒店

BE
MORE
HERE



INTEGRATION
CHALLENGES

INTEGRATION CHALLENGES

Main drivers for redefining our integration strategy

Migration to SaaS



Technology Landscape Complexity



Organizational Silos



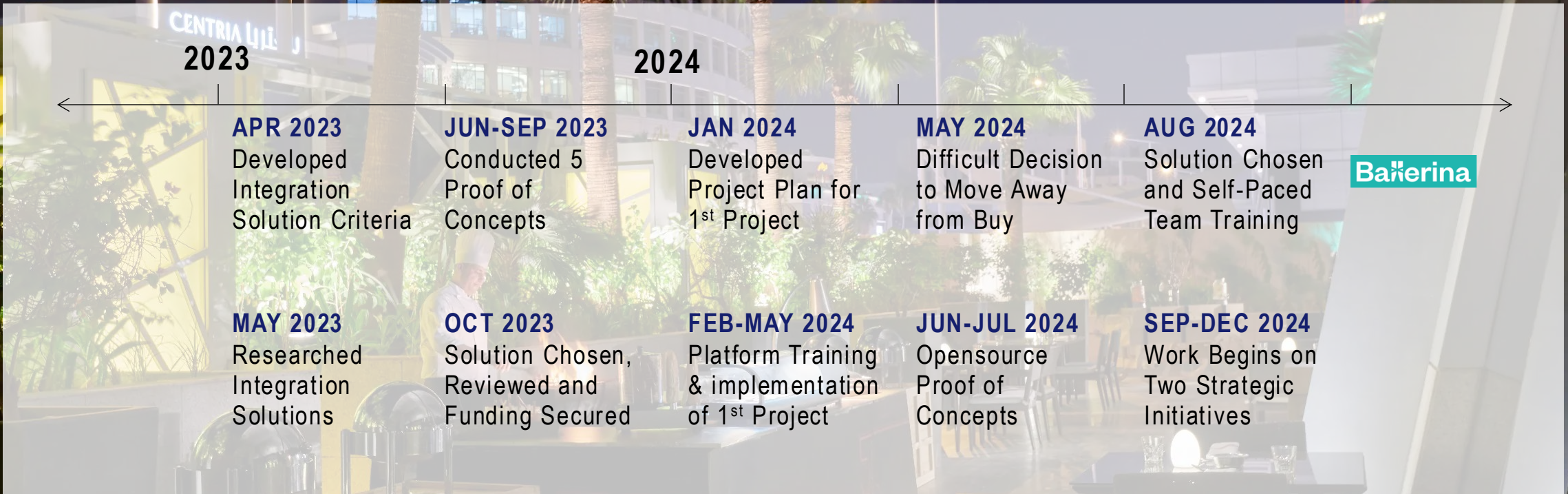
Lack of Standardization



INTEGRATION
SOLUTIONS:
BUY VS. BUILD

BUY VS. BUILD JOURNEY

Our journey to get to the final buy vs. build decision



Baierina

DRIVING TO BUILD

A few reasons we pivoted from Buy to Build

Developer Feedback



Skillsets & Infrastructure



Flexibility & Adaptability



WHY OPEN
SOURCE WITH
BALLERINA?



ALILA KOTHAIFARU MALDIVES

WHY OPEN SOURCE WITH BALLERINA

KEY ADVANTAGES



Integration primitives that simplify development



Active and supportive community



Reactive programming model and collaborative support



Detailed, example-driven documentation



Opinionated Platform

WHY OPEN SOURCE WITH BALLERINA

EVALUATION RESULTS



Strongest results from
proof of concept (PoC)



Purpose-built for
integration



No proprietary
technology

HYATT REGENCY COCONUT POINT RESORT AND SPA, FLORIDA

KEY LEARNINGS

PÁRISI UDVAR HOTEL BUDAPEST, HUNGARY | THE UNBOUND COLLECTION BY HYATT

KEY LEARNINGS

- Internal Dependencies:
 - Understand and address early
- Center of Excellence:
 - Create a knowledge base and offer training
 - Standardize processes across the organization
- Documentation:
 - Document decisions and their rationale for future reference
- Support & Community:
 - Leverage vendor/community support actively
 - Contribute to the community for mutual growth
- Adaptability:
 - Don't be afraid to pivot when something isn't working

CONCLUSION



KEY TAKEAWAYS

Foundations for integration
success using open source

**Adaptability &
Collaboration**



**Flexible Tooling
& Support**



**Investment in
Community**



HYATT REGENCY LAKE TAHOE

CLOSING THOUGHT...

The right integration strategy isn't about perfection...
it's about progress and collaboration!

ANDAZ SEOUL GANGNAM, SOUTH KOREA

THANK YOU ¡GRACIAS GRÀCIES
BARCELONA!



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