

CASE STUDY

Choice Hotels Canada | Scalable IT Expertise for a National Hospitality Leader

As one of Canada's largest lodging franchisors, Choice Hotels Canada needed an IT partner that could match their scale while providing personalized, proactive care. Connectability stepped in as a seamless extension of their executive team, moving beyond basic support to deliver strategic risk management and comprehensive cybersecurity education.

CLIENT: Choice Hotels Canada



INDUSTRY: Hospitality / Hotel Franchising

LOCATION: Mississauga, Ontario, Canada

SERVICES: Hotel franchising, reservations, loyalty programs, operations support

ABOUT CHOICE HOTELS CANADA

Choice Hotels Canada is a titan in the hospitality industry, serving as one of the country's largest and most successful lodging franchisors with over 330 properties nationwide. From upscale boutiques in the Ascend Hotel Collection® to household names like Comfort™ and Quality®, Choice Hotels Canada supports a diverse portfolio of independently owned and operated locations. As a master franchisee of Choice Hotels International—a global network of 7,500 hotels—their operations require a sophisticated balance of high-level strategy and reliable day-to-day execution.

THE CHALLENGE CHOICE HOTELS CANADA FACED

Managing a national network of brands requires more than just "fixing computers." Choice Hotels Canada needed a partner capable of operating at a high executive level while maintaining the agility to handle immediate technical needs. Their primary challenges included:

Bridging the Gap: Finding an IT firm that felt like a dedicated internal department rather than an outside vendor.

Elevating to Proactive IT Management: Moving away from a standard, reactive IT approach to a highly proactive strategy that anticipates challenges, eliminates operational bottlenecks, and stops technical issues before they can occur.

Security Culture: Educating a large corporate team on the evolving landscape of cybersecurity and phishing threats.

THE CONNECTABILITY APPROACH

Connectability integrated directly into the Choice Hotels Canada workflow, providing a blend of high-level guidance and rapid-response support. Key initiatives included:

Team Integration: Establishing a "one-team" culture where Connectability functions as a seamless extension of the Choice Hotels staff.

Proactive Risk Management: Implementing 24/7 monitoring and preventive maintenance to minimize technical friction.

Continuous Cybersecurity Education: Launching weekly security briefings and simulated phishing tests to build a human firewall against digital threats.

Strategic Guidance: Leading the organization through complex technical challenges with expert-led consulting and confidence.

THE IMPACT FOR CHOICE HOTELS CANADA

By partnering with Connectability, Choice Hotels Canada has secured a foundation for continued growth and operational excellence:

Enhanced Security Culture: A staff that is better trained, more alert, and prepared to handle modern cyber threats.

Advanced Threat Protection & Resilience: The deployment of enterprise-grade security tools—including Penetration Testing, Cloud Detection & Response, and Cloud-to-Cloud backups—ensuring vulnerabilities are identified and mitigated before they can impact the network.

Reduced Operational Risk: A shift from reactive troubleshooting to a proactive, preventive IT environment.

Executive-Level Confidence: Leadership can focus on national franchising strategy, knowing their IT infrastructure is managed by experts.

Exceptional Responsiveness: The peace of mind that comes from having a partner who is always available and deeply familiar with their business needs.

IN THEIR WORDS: CHOICE HOTELS CANADA

"Since Connectability took over our IT, the biggest benefit has been their responsiveness. Working with them feels like having an extension of our own team—someone who not only knows what they're doing but also guides us through challenges with confidence and expertise."

— Brian Leon, CEO, Choice Hotels Canada