

Elevating guest experiences through robust IT

Palladium Hotel Group is transforming its operational resiliency to deliver exceptional guest experiences all around the world.

Business needs

Palladium Hotel Group, a luxury hospitality brand that started in Ibiza, now boasts 44 hotels across six countries and is celebrated for creating unforgettable guest experiences. But behind the scenes, the company faced mounting IT challenges. As the company expanded into new markets and embraced digital transformation, it became clear that its legacy infrastructure could no longer support its ambitious growth.

The group's mission of turning customers into fans depends on flawless operations and personalized service. Achieving this required securing critical systems, streamlining IT management, and building a scalable foundation for innovation. The stakes were high; just one disruption during peak operations could lead to substantial financial losses.

Business results



60% shorter backup windows across global properties.



Significant cost savings through deduplication and compression.



Increased IT productivity by 4 hours daily, enabling teams to focus on innovation.



Secured global growth and boosted resilience with a scalable, cyber-resistant infrastructure.

Solutions at a glance

- [Dell PowerProtect Data Domain](#)
- [Dell PowerProtect Data Manager](#)
- [Dell PowerProtect Data Domain Virtual Edition](#)



**60% shorter backup windows
across global properties**

Crafting luxury through innovation and resilience

Imagine checking into one of the most highly ranked hotels in the world, expecting an unforgettable experience. The setting is stunning, the service impeccable. In luxury hospitality, the smallest tech hiccup can overshadow the grandest resort. That's why Palladium Hotel Group, founded in the 1960s in Ibiza and now a global leader in high-end hospitality, invests deeply in more than just beautiful destinations. Delivering excellence as scale demands a secure, agile and resilient IT backbone, one that ensures every guest experience is seamless, from check-in to checkout.

Javier González Belinchón, corporate infrastructure & operations director, helps deliver those incredible experiences behind the scenes. "Our customers are our priority, but to deliver a great experience, we first need to ensure the best possible employee experience," he explains. That means empowering staff with reliable systems and seamless connectivity so they can focus on creating memorable stays.

However, Palladium's legacy infrastructure, spread across multiple datacenters, was holding the company back. "Too many datacenters create inefficiencies, higher costs and risks. We knew it was time to embrace innovation," Belinchón says.

A strategic shift with Dell Technologies

To modernize its environment, Palladium partnered with Dell Technologies, deploying PowerProtect Data Domain, PowerProtect Data Domain Virtual Edition, and PowerProtect Data Manager. These solutions offered a unified, scalable approach to cyber resilience across all properties.

"The Dell PowerProtect portfolio gives us the confidence that our data would be secure and easy to manage across a complex environment," Belinchón shares. "It's like having a toolbox and you have the right tool for every situation."

A major challenge was the significant WAN latency, reaching up to 190 milliseconds in certain remote resort locations. Data Domain Virtual Edition solved this by enabling local backups that could be securely transferred to the central datacenter in Madrid later. This approach ensured daily backup windows were met without impacting operations.

Innovation that drives performance

The transformation was immediate. Backup windows were reduced by 60%, and deduplication and compression of 48:1, which significantly minimized storage needs, optimized bandwidth, and saved thousands of dollars. Transparent Snapshots allowed virtual machines (VMs) to be backed up without disrupting performance, critical for a company managing hundreds of VMs across the globe.

"We work with heavy workloads, and Transparent Snapshots makes a real difference," Belinchón notes. "We get no business disruption, lower risk of data loss and the VM backup times are cut in half."

Data Manager's centralized, policy-driven management simplified oversight across all properties. "We can oversee backups, recovery and compliance from a single platform. This reduces complexity and gives our teams clearer visibility and control," he adds.

Security was also strengthened. Features like Retention Lock created local vaults, while cloud integration with Data Domain Virtual Edition added extra protection. "PowerProtect's cloud integration offers unparalleled peace of mind," Belinchón says.

Impact where it matters

Palladium Hotel Group has seen measurable gains in freeing the IT team to focus on strategic initiatives like artificial intelligence to elevate guest experiences by



The combination of PowerProtect technologies simplified our data protection globally while building resilience into our operations.

Javier González Belinchón
Corporate Infrastructure & Operations Director, Palladium Hotel Group



“With deduplication and compression, bandwidth is optimized, remote backups are seamless, and storage requirements are drastically reduced.”

Javier González Belinchón
Corporate Infrastructure & Operations Director,
Palladium Hotel Group



delivering instant, multilingual support and personalized service at every stage of the customer journey. These AI systems streamline operations by handling routine inquiries, allowing staff to focus on high-value, human-centered interactions. They also learn from guest behavior to tailor recommendations and offers, enhance satisfaction, and boost revenue. This innovation reflects a broader shift toward smart hospitality, where technology enhances, not replaces, the human touch. “We’ve transformed overall productivity. Our team now spends time on high-value activities instead of operational redundancies,” Belinchón says.

A future built on trust and technology

Palladium’s ambitions don’t stop at operational efficiency. The company is expanding into new markets and rolling out innovative services. By consolidating workloads from legacy servers, Palladium simplified operations and reduced maintenance costs. “Scaling new services or expanding infrastructure is seamless with Dell, providing agility we never had with legacy systems,” Belinchón explains.

As Palladium continues to grow, its partnership with Dell Technologies remains central to its strategy. “Our investment in Dell ensures secure, scalable, and innovative solutions that align with our long-term business goals,” Belinchón says.

The modern infrastructure positions Palladium for future innovation, allowing it to adapt quickly, integrate emerging technologies and expand with confidence. Their commitment to innovation extends beyond IT, it’s embedded in the guest experience. The group is exploring IoT-enabled smart rooms, AI-powered concierge services, and automated energy management systems that adapt to guest preferences in real-time.

In the luxury hospitality industry, where every detail matters, Palladium Hotel Group has proven that behind every exceptional guest experience is a resilient, forward-thinking IT strategy.

“The partnership with Dell has transformed how we operate, ensuring we can grow into new markets seamlessly while preserving data integrity.”

Javier González Belinchón
Corporate Infrastructure & Operations
Director, Palladium Hotel Group

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