

# Highland Holding Group

## CASE STUDY

**ASSA ABLOY**  
Global Solutions



ASSA ABLOY Global Solutions collaborates with Highland Holding Group to implement the latest Mobile Access solutions at three of its properties in order to address the evolving needs of students and tenants

### Customer:

Highland Holding Group, a State College, Pennsylvania based owner, operator and developer of commercial, multi-family, and student housing properties, including The Edge, a high-end, mixed-use property featuring luxury student apartments, as well as retail and office space.

### Challenge:

In the competitive field of student housing, Highland Holding Group's properties — The Edge, Center Court and Campus Tower — represented one of the true premium housing options in the downtown area. With the goal to attract students seeking a living experience with modern, high-tech touches, Highland Holding Group wanted to offer a Mobile Access solution that provided an added layer of security and convenience. Highland Holding Group also wanted a streamlined way of issuing keys and a more efficient process to eliminate lines and wait times at the front desk on move-in day.

To add another layer of complexity, The Edge also needed a solution that could handle a complex access management structure, allowing them to offer different access paths to cater to their student housing community, as well as multiple office and flex spaces.

### Solution:

After careful consideration and research into leading access management and Mobile Access technology vendors, Highland Holding Group selected ASSA ABLOY Global Solutions for its adaptive technology that offered the ability to implement a state-of-the-art mobile access system.

With the support and direction of ASSA ABLOY Global Solutions, Highland Holding Group deployed a comprehensive locking solution throughout 114 student housing units, four amenity doors, three perimeter entries and one elevator. Additionally, Mobile Access was added to 31 office doors and two common spaces, as well as an additional elevator.

The integration of Mobile Access quickly addressed concerns associated to wait times and lines in providing keys, while offering student residents access to solutions that are more secure than a traditional key.

- Deployed an app-enabled Mobile Access solution tailored to the needs of student residents at three properties.
- Offered a total access solution that was cost effective, secure and convenient.
- Created a strong sales proposition for the property with the inclusion of mobile access.

*"The market is currently full of solutions that offer a mix of mobile access and security features. However, it was clear to us that ASSA ABLOY offered the most robust, comprehensive and customizable solution designed to meet the needs of our residents."*

- Mohammed Hasan, Director of IT, Ecommerce and Marketing of Highland Holding Group

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With the custom permissions set by Mobile Access, traffic flows within the building were efficiently separated without creating inconveniences for tenants and residents. This installation provided the property with great control of how residents, tenants and visitors entered and exited the building, while offering students the conveniences of Mobile Access and its features. With Mobile Access, The Edge can further ensure that only those with the correct authorization can gain access to specific areas. This includes rooms that are restricted to specific personnel as well as preventing non-students from accessing areas that are only authorized for student residents.

With the support of ASSA ABLOY Global Solutions, The Edge — alongside Highland Holding Group's other Mobile Access-equipped properties — is a leading example of how smart design and technology can work together to benefit the experience of student residents.