



EAST, Miami

EAST, Miami, the first North American hotel location for the EAST brand, taps ASSA ABLOY Hospitality's New VingCard Essence door lock for more efficient hotel monitoring and more personalized guest experiences.

Customer:

Following the success of its Hong Kong and Beijing locations, the EAST hotel brand from Swire Hotels opened its first North American location with EAST, Miami. The hotel features an original, calming atmosphere for unique travellers who seek a uniquely tailored and personalized service in their hotel stay. Located in the Brickell City Centre, the hotel is only 15 minutes from Miami International Airport, and is close to many popular districts in Miami such as Wynwood and South Beach.

Challenge:

Looking to increase operational efficiency as well as guest security, EAST, Miami needed a technological solution that would give hotel staff a more effective way to properly monitor who has access at any given time to certain areas of the hotel.

Solution:

To create a more technologically advanced and secure hotel environment, the EAST, Miami leadership team chose to install ASSA ABLOY Hospitality's New VingCard Essence door locking system, along with its Visionline locking solution. The two products work in tandem to give management and staff full control over hotel monitoring and security from one central location.

With this new implementation, management and staff can now remotely monitor and control who has guestroom access and when. This provides the hotel with added security functions, enabling them to have a real-time view of all lock activity on property in order to help avoid breaches and quickly address any security-related events.

The New Vingcard Essence door locks now feature wireless online capabilities and are Mobile Access compatible. The hotel plans to launch this access functionality to guests soon, which will allow guests to unlock their rooms and other locked facilities at the hotel through their personal smart phones.

Results:

- The New VingCard Essence gives hotel staff more control over hotel monitoring and security.
- ASSA ABLOY Hospitality's New VingCard Essence and Visionline locking solution work together to produce a highly efficient security monitoring solution.
- EAST, Miami saw improvements in guest satisfaction and hotel operations due to more efficient processes and security.

"It is important to us to work with companies that globally lead in innovation and performance. ASSA ABLOY Hospitality not only brought this innovation to the table for us with the New VingCard Essence door lock, but also provided us with a solution that gives us access to real-time lock events on our property, monitored from one central location."

- Mihai Bote, CHTP Director of Technology at EAST, Miami

ASSA ABLOY Hospitality

CASE STUDY

Find out how ASSA ABLOY Hospitality's New VingCard Essence brought innovative hotel security monitoring to EAST, Miami by watching our customer testimonial video <https://www.youtube.com/watch?v=DDRrmKtQjY>.

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