

ASSA ABLOY Hospitality

CASE STUDY

ASSA ABLOY



Ultra Hotel Tel Aviv

Trendy Israeli hotel property leads its region in guest convenience by implementing digital key technology for use of personal smart phone devices as digital guestroom keys.

Customer:

Situated in Tel Aviv's city center, the Ultra Hotel is stylish and modern, boasting chic, luxurious guestrooms, each with its own unique flair. Facing the American Embassy and only a 1-minute walk to the beach, Ultra Hotel presents a one-of-a-kind hotel experience to travelers from all over the world.

Challenge:

Seeking to maintain its reputation as a contemporary, cutting edge hotel, the Ultra Hotel needed to implement a solution that would accommodate guest expectations and fit in with its tech-savvy guests' mobile-oriented lifestyles.

Solution:

Always on the leading edge of new hotel technologies, Ultra Hotel Tel Aviv took the initiative to adapt its offerings to meet guest demands for simpler, quicker and more streamlined services. The first hotel in Israel to implement ASSA ABLOY Hospitality Mobile Access, hotel staff was able to quickly leverage the solution's benefits, maximizing guest experiences and efficiency at the hotel. Using the ASSA ABLOY Hospitality Mobile Access standalone app solution, the hotel has differentiated itself from local competitors by now offering more convenient services and addressing guests' needs for mobility and autonomy.

ASSA ABLOY Hospitality Mobile Access operates with secure Seos technology, delivering unmatched security by integrating with a hotel's property management system (PMS). With ASSA ABLOY Hospitality Mobile Access, Ultra Hotel can assign guestrooms and generate encrypted digital keys, that are securely delivered to a guest's smartphone, where it is stored within a secure digital key vault in the app. When presented to the corresponding lock, the app then transmits the encrypted key over a secure-communication channel, using the device's integrated Bluetooth, ensuring that only authorized users are able to receive digital key information and gain access to the guestroom.

Results:

- Hotel property increases guest satisfaction and convenience with quick and secure guestroom access via ASSA ABLOY Hospitality Mobile Access
- The ASSA ABLOY Hospitality Mobile Access standalone app solution easily integrated with Ultra Hotel's PMS for a simple and straightforward rollout
- The installation was completed quickly with limited disruption to the property's daily operations

"As a property that is renowned for providing our guests with a cutting-edge, design-centric environment, we are extremely proud to offer a solution that represents one of the newest advancements in mobile technology. ASSA ABLOY Hospitality Mobile Access provides us with a leading technological solution to both simplify and enhance our guests' experience, while increasing our ability to offer the highest standard in access security."

- Tomer Poleg, General Manager
Ultra Hotel Tel Aviv