

# Location Solutions

**ASSA ABLOY**  
Global Solutions

Position your property to enhance  
guest experience and safety

Experience a safer  
and more open world





Location Solutions

# The new frontier for competitive advantage

Location, location, location. Never before has it been more important to know the location of people and the everyday objects that make your property run. Location services and internet-enabled devices, or the Internet of Things (IoT), are fast becoming a strategic differentiator in the hospitality industry.

Location Solutions let you embrace the importance of place as an integral part of your business strategy. It's where you tap into the mindset of your guests. Where you help safeguard employees. Where operations become far more efficient. Where guest loyalty grows stronger. And where you can create more value for your guests and for your business.

Providing end-to-end location services makes it easy to deliver the connected experience that your guests have come to expect and your employees will come to rely on. By connecting smartphones to integrated beacon technology and the cloud, it's suddenly easier to gain a competitive edge.



## Why location matters

# Improve your guest experience

It pays to put your focus on location services. Give your guests a hotel experience to remember. With Location Solutions, here's what you'll get in return.

### More loyal guests

Personalize their stay with recognition, access, information, time savings and convenience. Your guests will keep coming back for more.

### Enhanced guest experience

Gain unique insights about your guests and offer personalized services to meet their preferences. This helps increase the average spend of each guest during their stay.

### Heightened service and safety

Deliver personalized guest services and safeguard your guests and employees.

### Boost revenue

Make more money by upselling and cross-selling more services to your guests. Plus you will save time and money by streamlining operations.

### Better asset management

Know where your assets are and that your equipment works as it should. Manage equipment performance and ensure preventive maintenance eliminates unplanned breakdowns that inconvenience your guests.

## Location Solutions in brief

<b>WHO</b>	Your guests, employees and partners
<b>WHAT</b>	A wireless infrastructure using the Internet of Things (IoT) and Bluetooth Low Energy (BLE) technology to provide integrated real-time and proximity indoor location services
<b>WHY</b>	Enhance guest experience, ensure employee safety, safeguard assets and streamline operations
<b>WHEN</b>	As soon as possible to gain competitive advantage
<b>WHERE</b>	Throughout your property
<b>HOW</b>	Sensor beacons and gateways use BLE, a de facto standard, to connect guest and employee smartphones and share data on guest preferences and location with the cloud.

# Five solutions to make your life easier

Elevate your guest experience by making your property ready for location services. Make your guests' stays more comfortable, more convenient, more productive and more secure. Location Solutions lets you rethink the way you do business.

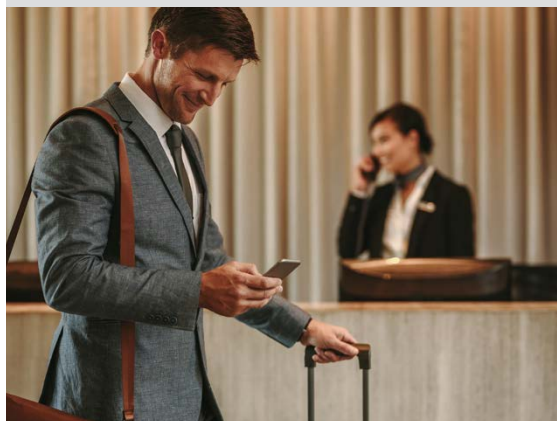
With a better understanding of guest patterns and behaviors, you can tap into the mindsets of savvy digital travelers and become more proactive in the way you interact with them. Anticipate their needs, build stronger relationships and streamline your operations along the way.

## Guest Satisfaction



### Proximity messaging

Cater to your guests' every need. Greet them by name and make their stay infinitely more personal. Push content and special offers to guests about spas, restaurants or happy hour at your property. Or speed response time to requests for guest services to make the hospitality experience amazing.



### Wayfinding

Help guests find their way to their rooms, restaurants, shops and the spa using their smartphones to navigate interactive maps of your property in real time. While they get familiar with how to get around your property, you can entice them to buy services with special offers and relevant, actionable messages as they move about.



The top 20 percent of full-service hotel properties with food & beverage operations are exploring location-based services as a strategic and competitive differentiator for personalization and cost-savings.

Hotel Management Magazine

## Safety and Security



### Staff Safety

Keep your employees safe at work. Whenever your staff encounters trouble, they can call for help by pressing the distress button. For rapid response in an emergency or distress situation, you can pinpoint an employee's location in real time.

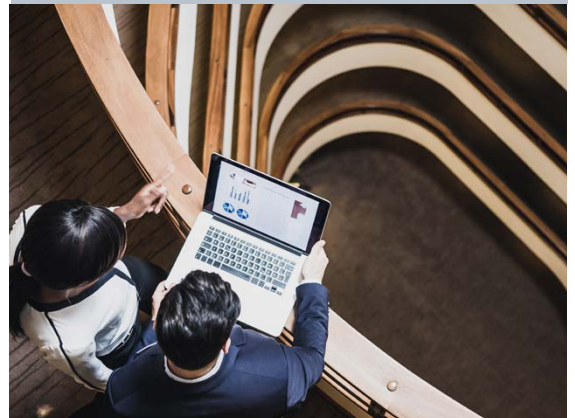


## Operational



### Asset tracking

Boost operational efficiency. Make your guests' lives more comfortable and your employees' jobs easier by transforming everyday hotel equipment into smart IoT devices. Speed delivery of personalized guest services and easily track hotel assets from AV equipment, service trays, trolleys and carts to rollaway cribs and beds.



### Condition Monitoring

Track motion, temperature, light, vibration and magnetic fields using sensor beacons. These smart devices start learning about equipment operation, such as elevators, HVAC systems, minibar fridges and other facilities-related systems. Using this data, you can help develop preventive maintenance strategies. That adds up to big savings and minimizes disruptions for guests.

# Easy-to-deploy location services

Guest demand for personalized services and employee demand for safety are on the rise. Now more than ever, integrating location services into your hotel apps is critical to meeting guest and employee expectations. Trust ASSA ABLOY Global Solutions for low-energy, high-accuracy and real-time tracking of goods, devices and people indoors.



## Fast, effortless and cost-effective

With Location Solutions, adding location services to your technology mix is easy and cost-effective. Implementation is fast and effortless, and operations are straightforward.

Simply plug your sensor BLE beacons and gateways into power sources throughout your property and use Wi-Fi to connect the network and the cloud. Guests and employees then simply download your mobile apps onto their smartphones and can begin using location services directly.



## Low capital investment

Hardware and software costs are minimal, yet coverage and reliability are at a maximum. There are no significant capital expenses, just low-cost BLE beacons and low-power gateways.



## Modular and scalable

Add beacons and gateways to expand coverage and configure your cloud dashboard to your exact requirements.



## Low maintenance

Set and forget your BLE beacons and gateways. Beacon battery life is long; batteries last up to five years.



## Easy to manage

You set your policies and alerts, then configure your cloud dashboard for total control. You can easily update firmware and reconfigure from a remote location, or entrust ASSA ABLOY Global Solutions to update or reconfigure as needed. Plus the battery status of each beacon is beamed to your dashboard, so there's no need to worry about downtime.



## Real-time positioning accuracy

Know the location of your assets, guests and staff. Depending on the setup, Location Solutions can pinpoint the exact location within a meter. This gives you access to accurate metrics and finely detailed geofences to better serve both guests and employees.



## Service

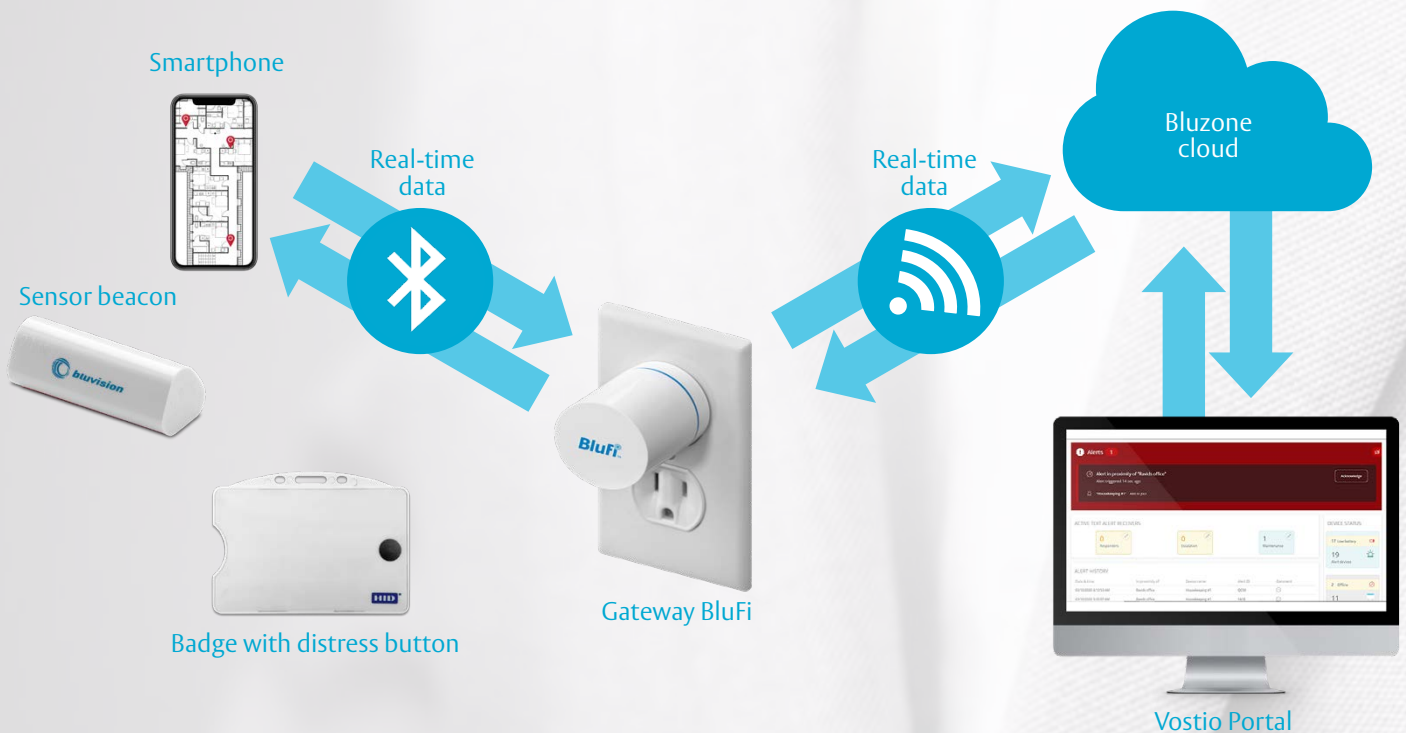
Need assistance? Call our 24/7 hotline to get help when you need it. Take advantage of everything Location Solutions has to offer using our professional integration services for APIs and SDKs.





# How it works

Create a reliable, cost-effective wireless infrastructure for indoor location services. Smartphones, beacons and badges, gateways and the cloud communicate and send location data to your systems.



BluFi Gateway uses BLE technology to receive and transmit data in real time to and from smartphones, BLE beacons and badges and the Bluzone Cloud.



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**Staff**



 **bluvision**

**HID**







# Why ASSA ABLOY Global Solutions

ASSA ABLOY Global Solutions is part of the ASSA ABLOY Group, the global leader in access solutions, helping billions of people experience a more open world every day.

ASSA ABLOY Global Solutions is dedicated to reimagining how people move through their world, with expertise in customer journey mapping, innovation and service design. Whether that world is a hotel, cruise ship, student accommodation or elderly care facility, these abilities lead to the invention of new security solutions that create value for our clients and exceptional experiences for end users. Using this sophisticated product development strategy, ASSA ABLOY Global Solutions helps customers improve guest satisfaction and operational efficiency while maintaining the highest levels of security.

ASSA ABLOY Global Solutions prides itself on being an industry pioneer that offers truly cutting-edge technologies, with a goal to never stop innovating and to always offer best-in-class solutions for our customers and the growing number of people they serve. This means that our purpose as an industry leader is not to simply lock and unlock more doors, but to unlock the feeling of safety, security and belonging.





ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end user needs for security, safety and convenience.

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