



ASSA ABLOY
Global Solutions

**Maximizing the Advantages of
Mobile Access Technology**

Experience a safer
and more open world

Mobile technology continues to reshape entire industries and their services by providing users with enhanced convenience and the ability to personalize their experiences.

The hospitality industry is certainly no exception.

Interest has surged in offering mobile services, such as

allowing guests to use personal smart devices to access guestrooms. In fact, recent research shows that 67 percent of guests would select a smartphone-enabled hotel over a non-enabled one.¹

67%
of guests


would select a
smartphone-enabled hotel
over a non-enabled one



Why Mobile Access?

The rise in popularity of these mobile services coincides with the growing presence of silent travelers, a demographic known for their reluctance to engage in human interaction at any stage of their journey. By offering guests the ability to use their own smart devices as a room key, hoteliers are able to provide an appealing service that allows this influential group to interact with a property on their terms even before they arrive on the premises.

Serving as much more than simply an alternative means of providing convenient guestroom access, mobile access provides hoteliers with a way to connect with and relate to younger travelers. Millennials, already proving themselves capable of generating significant revenue for hotels, are in fact set to represent half of those traveling by 2020. Given the group's strong inclination toward technology, properties are looking to solutions such as mobile access in order to pique the interest of this important demographic, communicate with millennials and provide them with a convenient way to share their experience with others in their network.



Mobile access
provides
hoteliers with a
way to connect
with and relate
to younger
travelers.
Millennials

How Mobile Access Works

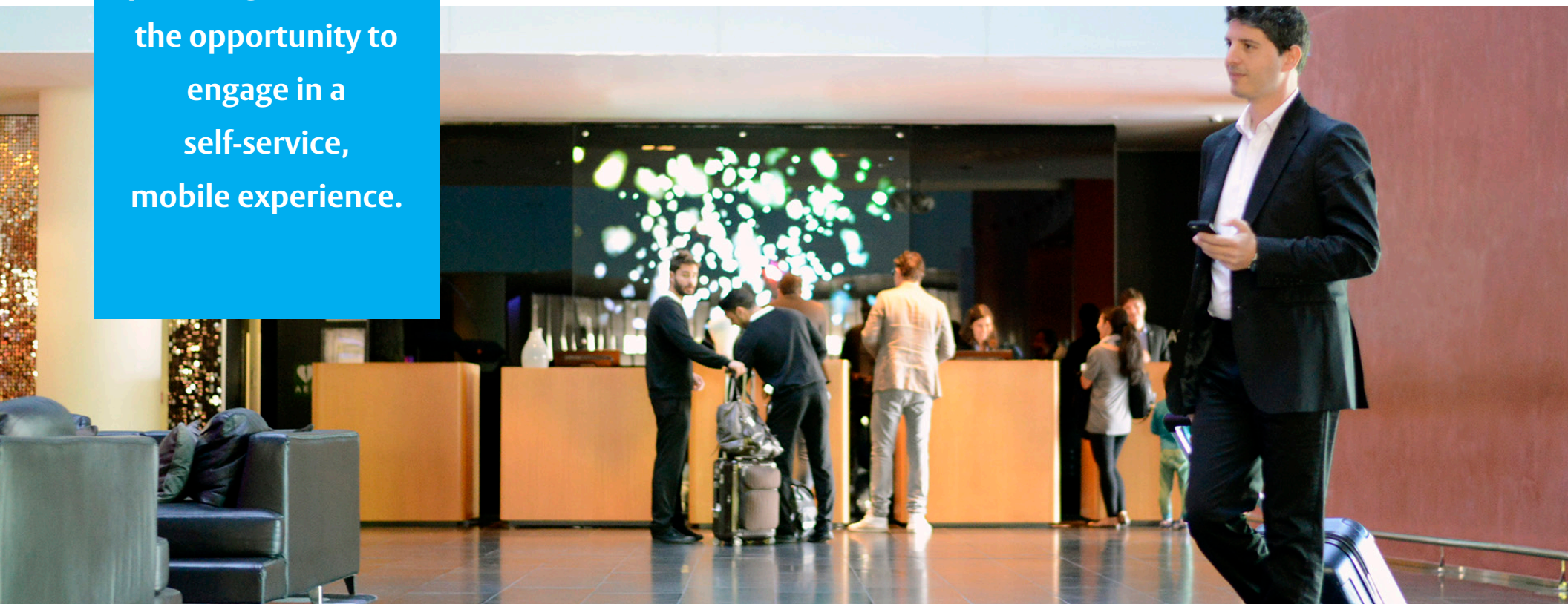
Simply downloading a property's mobile app gives guests access to a host of services, including a secure digital guestroom access key. After a guest initiates a request to use mobile access, push notifications are sent to keep them updated with relevant information, such as when they have been checked in or when the app has received a guestroom number assignment and corresponding digital key. With this advanced mobile solution, today's travelers are able to bypass front desk queues entirely and instead go directly to their rooms to begin enjoying their hotel experience.



Properties wishing to maintain a competitive edge can simply no longer afford not to provide guests with the opportunity to engage in a self-service, mobile experience.

For guests weary of long front desk lines after a lengthy journey or for business travelers on a tight schedule, mobile access represents a vital tool that allows them to take control of their hotel stay and ensure that their satisfaction is maintained.

Properties wishing to maintain a competitive edge can simply no longer afford not to provide guests with the opportunity to engage in a self-service, mobile experience.

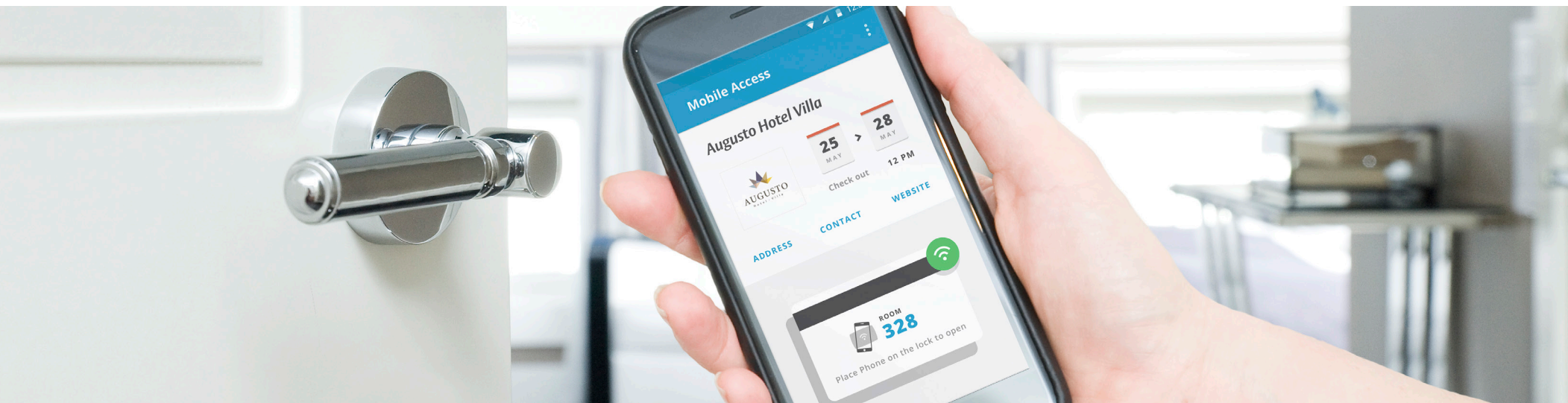


Getting Started

Mobile Access Technical Requirements

While certain aspects of the solution may vary, depending on pre-existing hardware and third party vendors, properties are typically able to implement mobile access in a relatively simple and cost effective manner. Some door locks may only require the addition of a small Bluetooth Low Energy (BLE) board, while others can keep most of the locking hardware intact by installing the BLE board along with an RFID electronic reader.

{ Hardware aside, properties will also require an online access management system, such as VingCard Visionline, so that the digital keys can be created and assigned to each guest. }

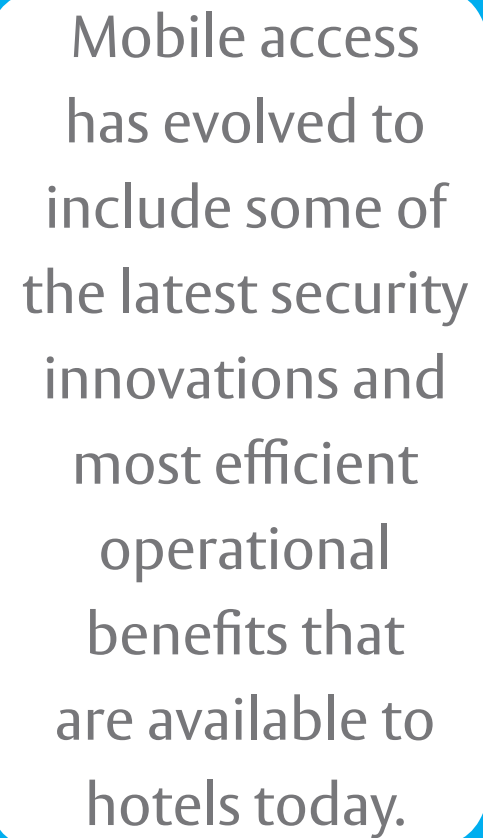


Offering Unmatched Security

Mobile access has evolved to include some of the latest security innovations and most efficient operational benefits that are available to hotels today. The solution works with a hotel's property management system (PMS) in order to allocate a guestroom and generate a digital key that is encrypted and securely delivered to a guest's smartphone.

The smartphone in turn places the key in a secure key vault within the hotel's mobile app.

When presented to the appropriate lock, the app then transmits the encrypted key via a secure communication channel, ensuring that only authorized users are able to receive digital key information and gain access to the guestroom.



Mobile access has evolved to include some of the latest security innovations and most efficient operational benefits that are available to hotels today.



Designed With Guest Adoptability In Mind

{ Properties that implement mobile access gain
a feature that is extremely easy to learn and use. }

As a new technology, however, adoption rates are at their highest when properties actively inform guests about the security and convenience benefits of the system.

By taking time to explain the unique advantages to guests, such as never having to visit the front desk or being able to access shared guest areas quickly, hoteliers will find that the resulting increase in guest satisfaction and property reputation more than justifies the initial cost and effort.

For more information on the advantages of ASSA ABLOY Global Solutions Mobile Access, please visit www.assaabloyglobalsolutions.com

ASSA ABLOY



Bibliography:

1. <http://www.softwareadvice.com/hotel-management/industryview/technology-use-report-2015/>
2. <https://hbr.org/2015/10/three-ways-big-companies-are-connecting-with-younger-consumers>