

2023 BUYING GUIDE

The Ultimate Guide to Mobile Key & Keyless Entry



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What is Mobile Key & Keyless Entry?



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A Mobile Key is a digitally encrypted “key” that resides on a mobile device, smartphone, tablet or wearable, allowing the authorized user to gain access to secured doors or other physical or digital access points within a property. The advancement of digital keys within the hospitality industry has turned keyless entry from a growing trend into a mainstream hotel amenity. This innovative solution allows hotel guests to check in and access their assigned guestroom immediately upon arrival, unlocking the door with their mobile device via the mobile key and thus eliminating the need to visit the front desk. The solution works by generating an encrypted digital key that is transmitted to users’ smart devices and safely stored in a key vault on a mobile app. When presented to the appropriate door lock, the app then transmits digital key information over a secure communication channel, ensuring that only authorized users are able to gain access. When keyless entry is implemented at a property, both guests and authorized staff members enjoy the convenience of using their smart device as a secure key to access assigned areas of a property without the need to carry or keep track of a separate physical key.

What’s inside this buying guide?

- ▶ Introduction
- ▶ Key Benefits
- ▶ Trends & Developments
- ▶ Key Features
- ▶ Critical Integrations
- ▶ Pricing & Implementation
- ▶ Questions to Ask Vendors
- ▶ ROI Calculator
- ▶ Curated Resources

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Mobile Key & Keyless Entry Benefits and Business Value

What it does

1

Guest Convenience

A key benefit for hotel guests is the convenience of using their own smart device as a secure room key to access their room, eliminating the need to keep track of a physical key and the worry of losing it. It also saves time for guests by allowing them to check in remotely and go directly to their room upon arriving at the property, skipping the queue at the front desk.

2

Increased security

In addition to the advanced digital encryption that is built into mobile keys, the solution provides added security, since a guest's smartphone is less likely to be misplaced than a plastic keycard and typically is password-protected by the user, providing a secondary layer of digital security. Should a guest lose their phone, mobile keys can typically be instantly revoked through the system and reassigned in real time by hotel staff.

3

Added revenue opportunities

Mobile key solutions are typically app-based, allowing hoteliers to offer and promote a variety of revenue-generating amenities, services and offers to maximize ancillary room revenue. This includes room upgrades, internet, room service, restaurant & spa bookings and other optional on-property offers. Since the mobile key is used often by the guest to access the room, it encourages download and frequent use of the app, maximizing the resulting revenue opportunities available within the app.

71% of consumers are more likely to stay in a hotel that offers self-service tech, and 73% of hoteliers agree that self-service tech will become increasingly more important to their business.

How it adds value

- **Better guest user experience for faster check in and out.** With mobile access, the guest can easily check in online and directly enter the room without visiting the front desk. Room change requests or hotel stay extensions can be automatically updated within the app.
- **Reduce staff hours at the front desk.** Staff can lower front desk wait times and focus more on enhancing guest experiences while reducing the need for additional labor resources.
- **Drive improved guest satisfaction scores.** A mobile access platform is an intrinsic part of a complete hotel solution that ensures guests can obtain a more personalized, convenient and satisfactory experience.

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ASSA ABLOY Global Solutions

Mobile Key Provider

Reviews
106

Recommend
94%

Integrations
73

Visit Website

Read reviews

EXECUTIVE LETTER

Digital Tools Provide Flexibility that Guests Demand

Presented by **ASSA ABLOY**
Global Solutions

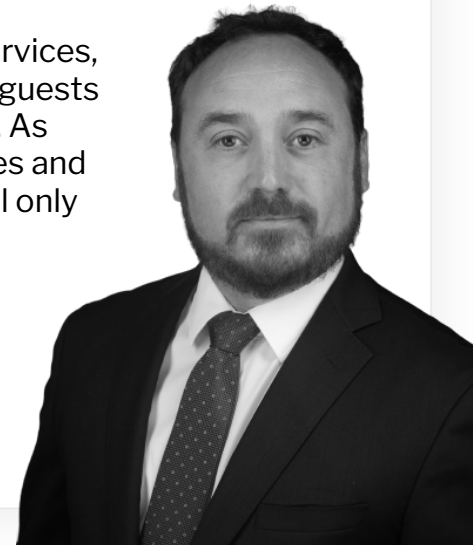
While security access solutions are primarily designed to protect hotel guests and staff from the risks of unauthorized room access, the global pandemic resulted in an additional need to minimize the spread of germs in order to ensure maximum overall safety and confidence. Those guests willing to resume travel and staying at hotels consistently voiced a demand for the adoption of contactless services that sidestep potential germ exposure via shared surfaces or coming into close contact with others.

While created prior to the rise of COVID-19 with a goal to enhance guest convenience, digital key and check-in technologies proved to be ideal in alleviating guest concerns over germs without leading to a lapse in service speed or quality. In the wake of the pandemic, many large hotel brands in fact now feature digital keys as a required service for each location as part of enhanced cleanliness initiatives. This has only sped up overall industry adoption rates as other hotel businesses seek to deploy their own digital key strategies in order to cater to modern guest service expectations and remain competitive.

While guests still currently desire the presence of contactless services, digital key's lasting influence be the enhanced convenience that guests now frequently encounter at hotels enabled with the technology. As more and more guests come to benefit from faster check-in times and the advantages of instant guestroom access, digital solutions will only continue to grow in prevalence throughout the industry and will ultimately become as expected as hotel Wi-Fi or room service.

Nicolas Aznar

President of the Americas
ASSA ABLOY Global Solutions



Trends & Future Predictions for Mobile Key & Keyless Entry

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2022-2023 Trends

Enhanced room access convenience expectations. digital key platforms continue to evolve in order to address specific property needs and guest preferences. For today's diverse hotel business operations, options now exist that include providing digital keys as a standalone service, integrating them with a property's existing mobile app, as well as facilitating integrations with third-party systems in order to provide guests with even greater functionality. Boosting guest convenience even further is the recently launched ability for guests to interact with mobile keys via digital wallet platforms. Using the feature, guests can now store and use digital keys within digital wallets located on their personal device devices without having to use a separate mobile app. This removes an extra step for guests to gain swift room access.

Interconnected hotel systems. The rise of IoT-based solutions and services has had a tremendous impact on what hoteliers can achieve in terms of ensuring an uninterrupted and ever more personalized guest stay experience. From providing guests with recommendations based on individual interests to ensuring that guestroom temperature and lighting are set to comfortable levels the moment a guest first enters the room, hoteliers now more than ever have the ability to provide each guest with their own version of the ideal hotel stay.

Future-proof solution scalability. With the speed of technology evolution in today's industry, hoteliers are increasingly finding themselves having to play a seemingly never-ending and costly game of catch-up in order to maintain a modern and competitive business. Within the area of security access, a newly discovered security threat or the rise of a popular feature would traditionally mean having to bear the expense and time necessary to replace existing door lock hardware.



Key features to look for when choosing a mobile key & keyless entry solution

1 Future-proof Technology

When comparing Mobile Key solutions, hotels must bear in mind whether a particular platform can provide a level of security that meets the highest industry standards, and that it can be easily and affordably updated as technology evolves. The provider they choose should have a track record on innovation and timely release of the most advanced upgrades, as relevant and reliable new security technologies emerge.

2 Flexible and Modular Solutions

As each property has different needs for security and locking solutions, hoteliers should select a Keyless Entry locking system provider that offers various ways to implement the solution, either via integrated software, through a hotel's own mobile app or through certified third-party providers.

3 Training and Onboarding Capabilities

As a relatively new technology, the success of Mobile Key and Keyless Entry at any given property is highly dependent upon its adoption by staff and guests. Hoteliers considering implementing Mobile Key should identify a partner that offers adequate consultation, training and educational materials on how to implement and use the system, as well as how to encourage its use by guests, in order to get the best ROI.


4 Financial Security and Backing

Due to the rapidly growing demand for Keyless Entry, there are many providers in the marketplace today and many others emerging. To ensure the most reliable and stable solution, hoteliers should seek out providers that are backed by a trusted and financially secure company that has a long history of success and support in the industry.

5 Service and Support Coverage

Since the hotel industry is a global one, properties and groups - especially those with properties in more than one region - should make sure their chosen vendor provides adequate service and support in every property's local area. It is therefore best to choose a global provider of Keyless Entry and Digital Key services to ensure the best ongoing support.

Top Rated Mobile Key & Keyless Entry Products





ASSA ABLOY Global Solutions
Top Rated Mobile Key & Keyless Entry

| | | |
|------------|------------|--------------|
| Reviews | Recommend | Integrations |
| 106 | 94% | 73 |



[Demo](#)

[Read Reviews](#)



Goki
Top Rated Mobile Key & Keyless Entry

| | | |
|-----------|------------|--------------|
| Reviews | Recommend | Integrations |
| 43 | 94% | 54 |



INTELITY
Top Rated Mobile Key & Keyless Entry

| | | |
|-----------|------------|--------------|
| Reviews | Recommend | Integrations |
| 38 | 96% | 13 |



Openkey
Top Rated Mobile Key & Keyless Entry

| | | |
|-----------|------------|--------------|
| Reviews | Recommend | Integrations |
| 28 | 81% | 36 |



Zaplox
Top Rated Mobile Key & Keyless Entry

| | | |
|----------|-------------|--------------|
| Reviews | Recommend | Integrations |
| 2 | 100% | 22 |

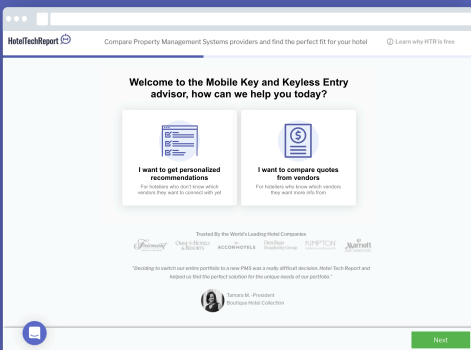
Flexipass
Top Rated Mobile Key & Keyless Entry

| | | |
|-----------|------------|--------------|
| Reviews | Recommend | Integrations |
| 26 | 81% | 5 |

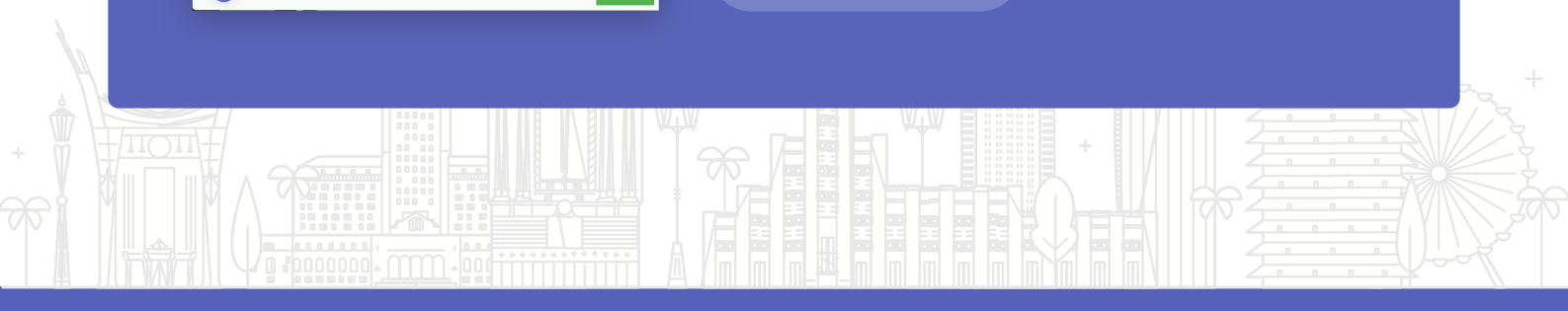
Lynx Automation
Top Rated Mobile Key & Keyless Entry

| | | |
|----------|------------|--------------|
| Reviews | Recommend | Integrations |
| 3 | 55% | 21 |



Want to find out which mobile key & keyless entry solution is best for your hotel in under 2-minutes?

Take the quiz →



What hoteliers are saying about their mobile key & keyless entry providers



Review of



ASSA ABLOY

Management Associate from **Boutique in Singapore**

“ASSA ABLOY Global Solutions has offered a great entrance automation services for our hotel and the locks were able to sync with GTRIIP mobile app to allow for seamless self check-in system. This has helped our Group to improve on our productivity and moving towards a more sustainable operations



Excellent

The ability for guests to use the system with little interaction if they so choose -

Director of Finance
Hotel in Richmond



Always Willing Assist

ASSA ABLOY Global Solutions is a proven and approved access

Senior Systems Manager
B&B in Cape Town



The glass is Half Full

The proficiency and pro staff with Mobil Access

General Manager
City Center Hotel in Lo

Hotel Hugo

Hotel's amenities and friendly key app

New York



IT Supervisor

I have worked with ASSA ABLOY Global Solutions team since 2018 , the

IT Supervisor
Hotel in Ethiopia



Hospitality Innovators and Trendsetters

Hospitality partners that truly understand the industry

Manager
Branded Hotel in Cape Town

[Read more reviews on www.hoteltechreport.com](http://www.hoteltechreport.com)



Pointers from industry experts

Hannah Scott Content Marketing Manager @ INTELITY

“The ASSA ABLOY Global Solutions team deeply understands the check-in and entry process as well as the hardware that powers these processes. That expertise differentiates them in the market and INTELITY recommends them to customers globally.”



David Carr Integrations Program Manager @ INTELITY

“ASSA ABLOY Global Solutions's team has solutions for any situation. With a global footprint backed by local experts, their team is able to help overcome any issues and aid with any local standards that must be met to get your solution up and running as quickly as possible.”



Pernilla Brodd CMO @ Zaplox

“ASSA ABLOY Global Solutions has more than 25 years experience and has developed from a regional supplier of mechanical locks to becoming the global leader in access solutions. With its vast customer and partner network, ASSA ABLOY Global Solutions is truly a global player and ideal fit for hotel chains with multiple properties spread across several geographies. Zaplox validated integration allows properties to implement a mobile guest journey based on Zaplox's guest app with mobile check-in and mobile keys, tightly integrated with ASSA ABLOY's BLE locks. “

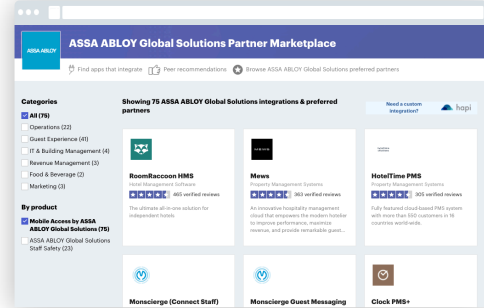


● Want to save time and money on integrations?

Learn more about  hapi

Critical integrations

Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.



- **Property Management System.** A seamless integration with a property management system allows mobile key to sync with real time inventory.
- **Access Management Software.** Security features and user management for mobile key are controlled through access management software.
- **Energy Management System.** Mobile Key is an extension of a hotel's locking system, which can be integrated with thermostats and occupancy sensors to reduce energy consumption and minimize utility bills.

Want to easily compare features of top mobile key & keyless entry products side by side?

Launch Comparison →

| | ASSA ABLOY | GOKI | INTELITY |
|---|---|-------------------------------------|-------------------------------------|
| Compare Mobile Access by ASSA ABLOY Global Solutions vs Goki vs INTELITY Guest Mobile Apps with Mobile Key | | | |
| | Mobile Access By ASSA... 106 reviews | Goki 43 reviews | INTELITY |
| | Get Proposal | Get Proposal | Get Proposal |
| Ratings summary | Features | Customers | Pricing |
| | Door Hardware | | |
| | Door Hardware and Locks ⓘ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Door Lock Upgrade Kit ⓘ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Access Management | | |
| | Guest App | | |
| | Compatibility | | |
| | Other | | |

What questions should smart buyers ask vendors?



#1 How long have you been in business?

Longevity in servicing the hotel industry is a sign of a successful provider that is experienced and knowledgeable about the needs of hoteliers in a variety of settings and configurations. Established vendors are also more likely to be financially solid, vs. a startup with unreliable funding.

#2 How long has your Mobile Key solution been on the market?

Proven solutions are always a better bet than new, untested ones. Make sure the solution has been around long enough to have the bugs worked out of it and that it has undergone adequate testing in the market.

#3 What are the implementation options for your Mobile Key solution?

As different hotels have different technology stacks and integration needs, make sure there is more than one way to implement the system, and that one of those methods works with your property's configuration.

#4 How many (and which) properties and groups have implemented your solution and what have the results been?

Make sure the provider has use cases and successful implementations of Mobile Key solutions with properties and/or groups similar to yours, as what works for one type of property may not work for another.

#5 Which technologies does your solution employ and how often have you released updates?

It is critical to understand the underlying technology for the solution, and to ensure that it is not in danger of becoming obsolete in the near future. Providers should also have a plan in place for frequent updates to the solution, as more advanced technologies emerge.

What success metrics (KPIs) should you focus on?

- ▶ **Guest satisfaction and convenience.** With Mobile Key, hotel guests save valuable time by skipping the front desk and instead going to their rooms by unlocking the door using their own smart device. They can also enjoy the convenience of not having to keep track of a physical key.
- ▶ **Operational efficiency.** Mobile Key reduces the workload at the front desk, freeing up staff to concentrate on more valuable guest services and engagement.
- ▶ **Increased security.** Since Mobile Keys are housed on the user's personal smart device, which is typically password-protected, it is inherently more secure. Digital keys are also encrypted and transmitted using secure communication channels to ensure that only authorized users can gain access to a guestroom or other assigned areas.

Pricing & implementation guidance



PRICING

What are the typical pricing models and ranges that I should budget for?

- **Hardware Expense**
Most hotels already have hardware from major locks providers.
- **Implementation & Training**
\$5,000-\$20,000. Many vendors are waiving implementation fees due to COVID.
- **Monthly Subscription**
\$1-\$3 per room per month

IMPLEMENTATION

What does the typical implementation timeline and process look like to go live?

- **Varies by property.** Mobile key vendors are typically able to deploy solutions remotely, resulting in a faster and more efficient delivery for hoteliers. During the implementation process, vendors work in close cooperation with customers which means that hoteliers get to know solutions better and vendors get a hands-on understanding of what the hotel's specific needs are. Depending on the solution, the whole process usually only takes 30-90 days.



Furthering Reading & Success Stories

Read real stories from hoteliers like you about how they leveraged mobile key & keyless entry software to grow their business.

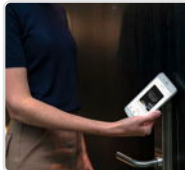
SUCCESS STORIES



Aiden Hotel Darling Harbour



SOVA Boutique Hotel Experience



Luxury Chinese property implements VingCard Essence RFID door locks



Hotel Indigo Jiuzhai

FURTHER READING

- [Personalization, Tight Budgets Dictate Hotel Tech in 2021](#)
- [Hotel Apps Aren't Just for Going 'Contactless': Why Hotels Need Apps Even After Covid-19](#)
- [Hotel Technology: 8 Trends to Watch in 2022](#)
- [Viceroy Hotels and Resorts Global Head of IT Weighs in on Mobile Key and Contactless Hospitality](#)

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ASSA ABLOY Global Solutions

For over 45 years, ASSA ABLOY Global Solutions has been at the forefront of security innovation to provide hoteliers with solutions that can cater to their latest needs. Using its proven expertise in customer journey mapping and service design, the company continues to develop new technologies that address growing demands for safer, contactless, more efficient and personalized hotel environments. Industry-leading platforms include electronic RFID door locks and safes, contactless compatible Mobile Access, cloud-based access management software and the latest in staff safety and location-based technology. ASSA ABLOY Global Solutions also offers responsive service and support in more than 166 countries.



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Each month 200,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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