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HOTEL SECURITY INTEGRATION

Unlocking the Door to the Future
of Enhanced Guest Safety and
Digitalized Convenience



A guide from Vingcard



For virtually any aspect of a hotel's operation, today's hospitality industry is fast moving towards the adoption of a fully interconnected environment of systems, amenities and services. As the market continues to become ever more competitive with regards to meeting guest expectations for enhanced convenience, safety and experience personalization, 91 percent of hoteliers¹ significantly now believe that a key business success factor is the presence of technology platforms able to seamlessly integrate with one another. From PMS and POS platforms to chatbots and mobile apps, hotel businesses are certainly not lacking in options when it comes to seeking out solutions promising greater interoperability, automation, and as a result, increased efficiency and guest satisfaction.

However, to be successful in meeting modern demands for exceptional service from the moment a guest arrives to when they ultimately check-out, a hotel's security access operations must play a central role within system and service integration strategies. Responsible for providing each guest with secure access to their rooms and various other onsite areas, security access technology with an ever expanding list of integration opportunities is in fact proving to represent a defining factor in a hotelier's ability to seamlessly combine enhanced and individualized service quality with maximum safety and guest peace of mind.



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¹ <https://skytouchtechnology.com/integrating-hotel-technology-improving-operations-part-5/>

TYING IT ALL TOGETHER WITH CLOUD-BASED ACCESS MANAGEMENT

One glaring disadvantage of legacy systems hoteliers may continue to use is that such platforms once introduced to the market, typically have their integration capabilities set in stone and are largely unable to offer compatibility with new technologies or service features as they arise. With regards to access management, this inability can prove to be a costly setback in the now essential need to integrate backend systems and guest-facing services in order to ensure a seamless, adaptable and hassle-free stay experience.

Resolving this issue in more recent years has been the development of cloud-based access management systems² that unlike their more traditional counterparts, are designed with scalability and continuous advances in technology in mind. As solutions sidestepping the need for onsite servers, cloud-based access management systems are notably able to:



- Remain automatically up-to-date with the latest software patches.



- Ensure effortless integrations with virtually any third-party platform via the simple development of an API.



- Evolve in step with hotel industry trends and guest expectations without requiring any cost-prohibitive hardware replacement.



One increasingly sought out integration has seen hoteliers seeking to combine the capabilities of their access management solution with their energy management platform for enhanced functionality and expense savings⁴. When equipped with cloud-based access management technology, such integrations are always straightforward and able to sidestep an otherwise complex patchwork of various systems which if even an option, leaves open a risk that certain features will not function as intended. Yet once an integration has been successfully performed, security access and energy management platforms can work in unison to drastically lower a hotel's energy costs and environmental footprint. For example, activity logs from a guestroom's door lock readers can determine room occupancy status in real-time. When shared with a property's energy management system, this data in turn allows it to automatically adjust settings for in-room amenities including thermostats and lights based on whether a guest has entered or exited a room.

² <https://www.assaabloyglobalsolutions.com/en/solutions/access-management/vostio-access-management>

³ <https://www.se.com/ww/en/partners/connectivity-ecosystem/>



With guests expecting ever faster service, including when the time comes to check-out, a cloud-based access management system can also offer a hassle-free path towards adopting auto check-out services. By utilizing an API, the advantages of such an integration include:

- Providing departing guests with a convenient location to dispose of keycards.
- Automatically alert the property that a guest has checked out.
- Instant deactivation of keycards to prevent any lapses in hotel security.

With a cloud-based access management system able to facilitate these types of integrations, hoteliers can sidestep any costly guesswork and can instead focus on ensuring that specific integrations that make sense for their business and guests are met with success.

ADOPTING A SCALABLE APPROACH TO EVOLVING DIGITAL KEY SERVICE TRENDS

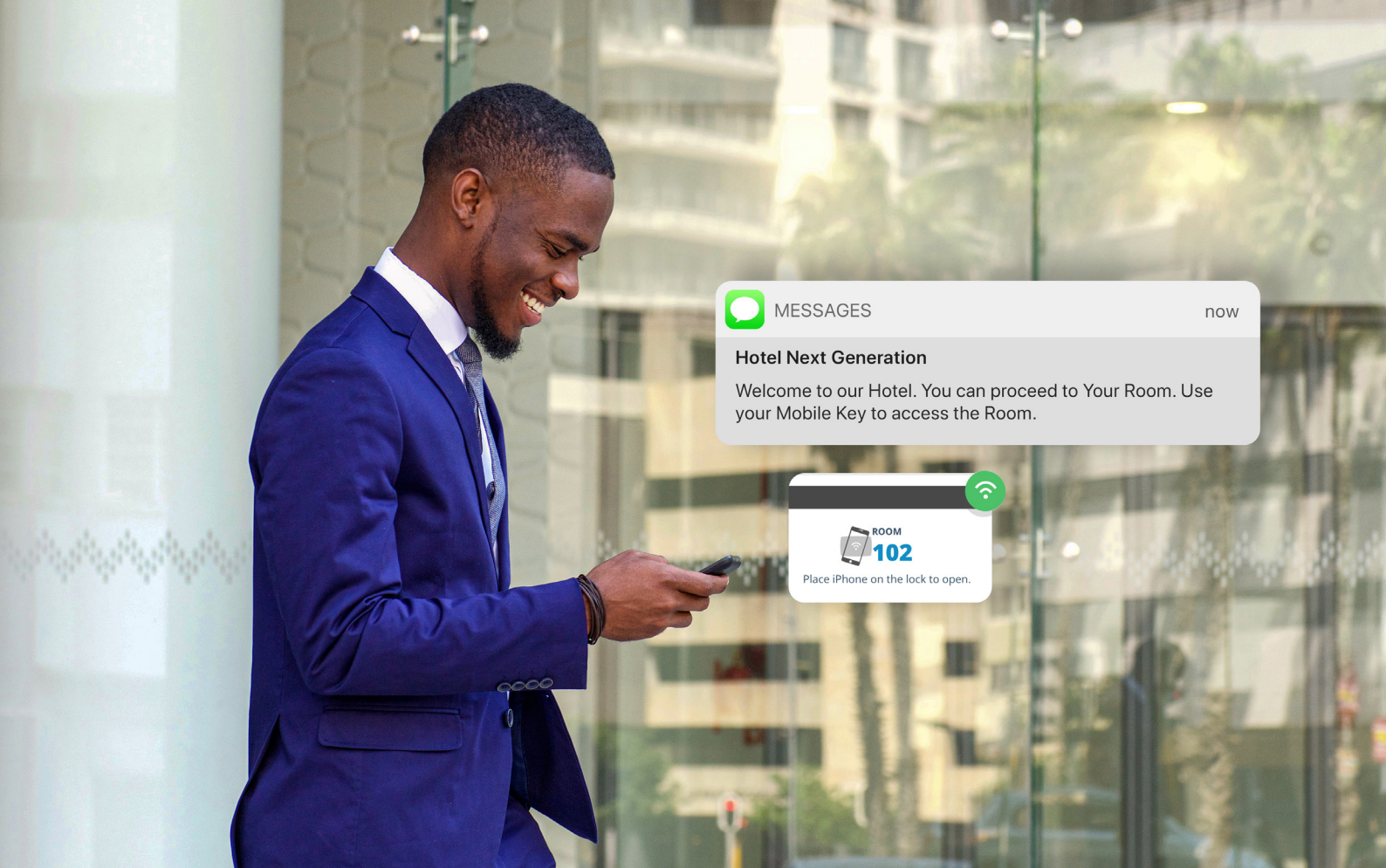
In today's industry climate where enhanced security must be balanced with service convenience and personalization, digital key technologies have stepped in to provide hoteliers with a means to offer a digitalized experience capable of achieving all three goals. With surveys continuing to indicate that at least 60 percent of guests⁴ will select a smartphone-enabled hotel over one solely offering more traditional services, digital key solutions have proven to be a highly competitive factor⁵ in ensuring a continuous flow of guest bookings.

Of guests will select a smartphone-enabled hotel over one solely offering more traditional services....



⁴ <https://www.softwareadvice.com/hotel-management/industryview/technology-use-report-2015/>

⁵ <https://hospitalitytech.com/how-mobile-key-went-avant-garde-mainstream>



Yet while able to serve as a standalone solution, digital key platforms present the highest value in enhancing the guest experience when integrated alongside other features and functionalities accessible via a single mobile app. Able to serve as a comprehensive source for a fully digitalized guest experience, integrated features that can exist seamlessly within the same mobile key-enabled app can include:

- Guest-to-staff messaging
- In-room amenity control
- Making reservations for restaurants or spa appointments
- Renting out amenities such as mountain bikes
- Requesting room service and much more

Ultimately, the capabilities of a digital key solution to integrate with additional app functionalities will come down to a security access provider's range of relationships with third-party technology providers⁶.

While a relatively new solution that has nonetheless grown to become a standard hotel service offering thanks in part to its contactless service advantages⁷, digital key platforms are by no means a static technology and continue to evolve as guest behaviors or preferences change. Among the most recent of integration options hoteliers now have at their disposal is the ability to provide guests with the means to store and use mobile keys within third-party digital wallets located on personal devices. For travelers who are often encountering a hotel's guest-facing app for the first time, mobile key compatibility with their digital wallets⁸ offers a range of benefits:

- Instant familiarity that sidesteps possible frustration in being able to locate and use a hotel's digital keys.
- Less mobile apps taking up device memory.
- The ability to store digital keys alongside other items such as plane tickets, bus passes, concert venue stubs and credit cards.

⁶ <https://www.assaabloyglobalsolutions.com/en/solutions/mobile-access-and-keyless-solution/mobile-access-partners>

⁷ <https://www.hotelmanagement.net/tech/mobile-key-adoption-rise>

⁸ <https://www.businesswire.com/news/home/20211208005152/en/Hyatt-Rolls-Out-Room-Keys-in-Apple-Wallet>

BRINGING ID VERIFICATION INTO THE 21ST CENTURY

Since hospitality's beginnings as a modern and regulated industry, verifying the identification of arriving guests has been a necessary, albeit often cumbersome and time-consuming process required to maintain hotel security.

Traditionally, staff members have typically been tasked with making physical photocopies of a guest's ID, creating seemingly never-ending paper trails while only adding to the length of time that guests have to remain at the front desk. Conventional means of verifying guest identification more often than not, also simply involves an employee reviewing a photo to see if it matches the guest in front of them, leading to an increased risk of ID fraud that can easily go undetected⁹.

Yet with today's advances in technology integration, hoteliers can now bring ID verification into the digitalized space and in doing so, can simultaneously close security gaps while drastically streamlining front desk operations and improving the guest experience¹⁰. For example and as part of adopting a mobile-first strategy, hotel businesses can take advantage of the growing prevalence of digitalized driver licenses, ID cards and even passports that travelers can now conveniently store and access on their personal device. With regards to hotel check-in operations, digitalized IDs notably allow front desk staff to circumvent the need to make physical photocopies, with all relevant information instantly uploaded and stored electronically.



While cutting down on a hotel's amount of paperwork, digitalized ID verification also offers:

- Faster guest check-in experiences.
- Minimization of fraud with Instant ID verification.
- Instant sharing of information with authorities when criminal behavior is suspected.

⁹ <https://blog.autohost.ai/resources/fake-ids-are-flooding-hospitality-heres-how-to-stop-them>

¹⁰ <https://www.idmerit.com/blog/how-customer-identity-verification-can-improve-the-guest-experience/>

Another newer yet increasingly popular form of verification is the rise of [facial recognition technology](#)¹¹. Able to automatically recognize a guest the moment they set foot into a hotel by comparing a facial scan to an on-file photo, the integrating of facial recognition technology into a property's security operations promises to deliver both heightened safety and a more enjoyable, hassle-free guest stay journey from beginning to end. In addition to identifying a guest as they arrive, facial recognition can be extended to other hotel areas such as [elevators](#), [guestrooms](#)¹², fitness centers, spa rooms and more, ensuring effortless traversal for authorized visitors while maximizing property-wide security capabilities.

Aside from enhanced hotel security and guest convenience, the advantages of facial recognition technology also offer a unique opportunity for hoteliers to gain an edge in personalizing the experiences of each and every guest. This can include:

- Integrating with a PMS to instantly identify and tailor services for [loyalty program members](#)¹³.
- Alerting staff to any dietary needs for guests as they enter a hotel's restaurant.
- Instant insight into guest hobby interests such as outdoor activities in order to make experience recommendations the moment a guest approaches hotel employees.

Facial Recognition Technology



¹¹ <https://www.biometricupdate.com/202105/benefits-of-facial-recognition-kiosks-for-hospitality-travel-highlighted-by-nec-bizvibe>

¹² <https://www.hotelmanagement.net/tech/facial-recognition-tech-creates-service-security-options>

¹³ <https://hospitalitytech.com/how-facial-authentication-can-transform-hotel-guest-experiences>

WORKING WITH AN EXPERT FOR YOUR SECURITY INTEGRATION NEEDS

Hotel businesses are only set to transform into ever more interconnected environments where once separate systems and services are now increasingly required to co-mingle in order to achieve heightened experiences and hotel efficiency. With a seemingly limitless array of integration options continuing to surface, today's hoteliers must be sure of their ability to achieve successful integrations by working with security providers with an established reputation in offering compatibility with third-party technologies.

Key to ensuring integration success both now and in the future, will also be a hotelier's ability to rely on their security provider's versatility in adapting their solutions to new features and functionalities as they become available. To avoid any potential complications and prevent hidden costs from spiraling out of control, hospitality professionals should always ask their provider to offer a detailed roadmap on the lifecycle of their solutions. By understanding the longevity of a specific platform and its ability to adapt to shifting industry needs and trends, hoteliers can ultimately gain the confidence and ability to always stay one step ahead of even the highest of guest experience expectations.

Get in touch with us

For additional details on the advantages of mobile access and cloud-based security technology.

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