How Hoteliers Can Plan For Secure Mobile Key

Understand what lies beyond the Tip of the Mobile Access Iceberg

Is Your Property Ready for Mobile Access Door Lock Systems?

Should your estate or properties commit to a mobile access strategy before front desks and dedicated room keys become a thing of the past?
This white paper provides a three-step process to help hoteliers evaluate if secure mobile guest access is right for their operation.

What Hoteliers Need to Know about A Mobile Access Enabled Locking Solution

Vendor enthusiasm and guest expectations are driving secure mobile access. This is a fast developing, emerging technology that will be more widely implemented over the next few years. For operators to make an informed business decision, they need to understand that a viable mobile delivery solution involves several complex processes before a guest opens their door with a smartphone. Hoteliers need to know the right questions to ask. s a start, a secure mobile access system must:

- Communicate with guests' smartphones worldwide.
- Integrate smoothly with a hotel's property management and loyalty systems and enhance operations.
- Deliver a secure mobile key credential to a specific mobile device.
- Be convenient, reliable and secure for both hoteliers and guests.
- Provide guests with a seamless experience during check-in/check-out and throughout their stay.

Executive Summary

Mobile access is one of the most debated topics in the hospitality sector. Major hotel chains already use mobile apps to drive loyalty programs and promote amenities and services, with smaller properties following suit. Remote check-in/check-out via smartphone is one of the most frequently used guest services on hotel mobile apps, with the device acting as a digital key to open a smart lock.

In addition to the mobile phone acting as an enabler for these services, there are two important considerations: There must be security between the key and the lock, and security between the network and the key. This requires a well-designed secure infrastructure.

dormakaba – Delivering Smart and Secure Access

dormakaba is a leading, global provider of high-quality access management solutions, hotel access systems, enterprise data and time recording systems. We have established trends in security and beyond for more than 150 years with a focus on functionality, convenience, design and delivering optimum value to our clients.

This is dormakaba's three-step process to help hoteliers assess their own readiness for secure mobile door locking systems:

1. Answer two gateway questions that signal a property's mobile access readiness.
2. Identify your company's reason for wanting to adopt.
3. Understand the implementation process for a secure mobile strategy.

Step 1: Two questions that signal mobile access readiness.

Your answers will establish a baseline readiness for secure mobile access.

A) Is your property equipped with RFID (radio frequency identification) door locks?

RFID locks are required on guestroom doors for a simplified transition to mobile access technology. RFID locks from dormakaba can be supplied future ready for mobile access or enabled for immediate use. If you have not yet installed RFID locks, the retrofit upgrade investment should be factored into your mobile access evaluation.

Bluetooth Low Energy (BLE) is the preferred communication technology for mobile-ready RFID door locks. If your RFID locks have Near Field Communication (NFC) technology, investigate if your access control vendor has a defined upgrade strategy to deliver Bluetooth Low Energy. Again, factor any upgrade investment into your decision-making process.

B) Is there demand from your guests for secure mobile access; will mobile add value?

Media coverage and advertising suggests that most guests feel positively about mobile access. Mobile check-in/check-out and secure mobile room keys reportedly top the wish list of experienced business travellers. If this client demographic accounts for a significant proportion of your guests, you may be ready to further evaluate going mobile.

If you operate limited-service properties with budget-conscious guests, your cost benefit scale may prohibit the move to mobile. Not all guests are tech-savvy travellers. For these
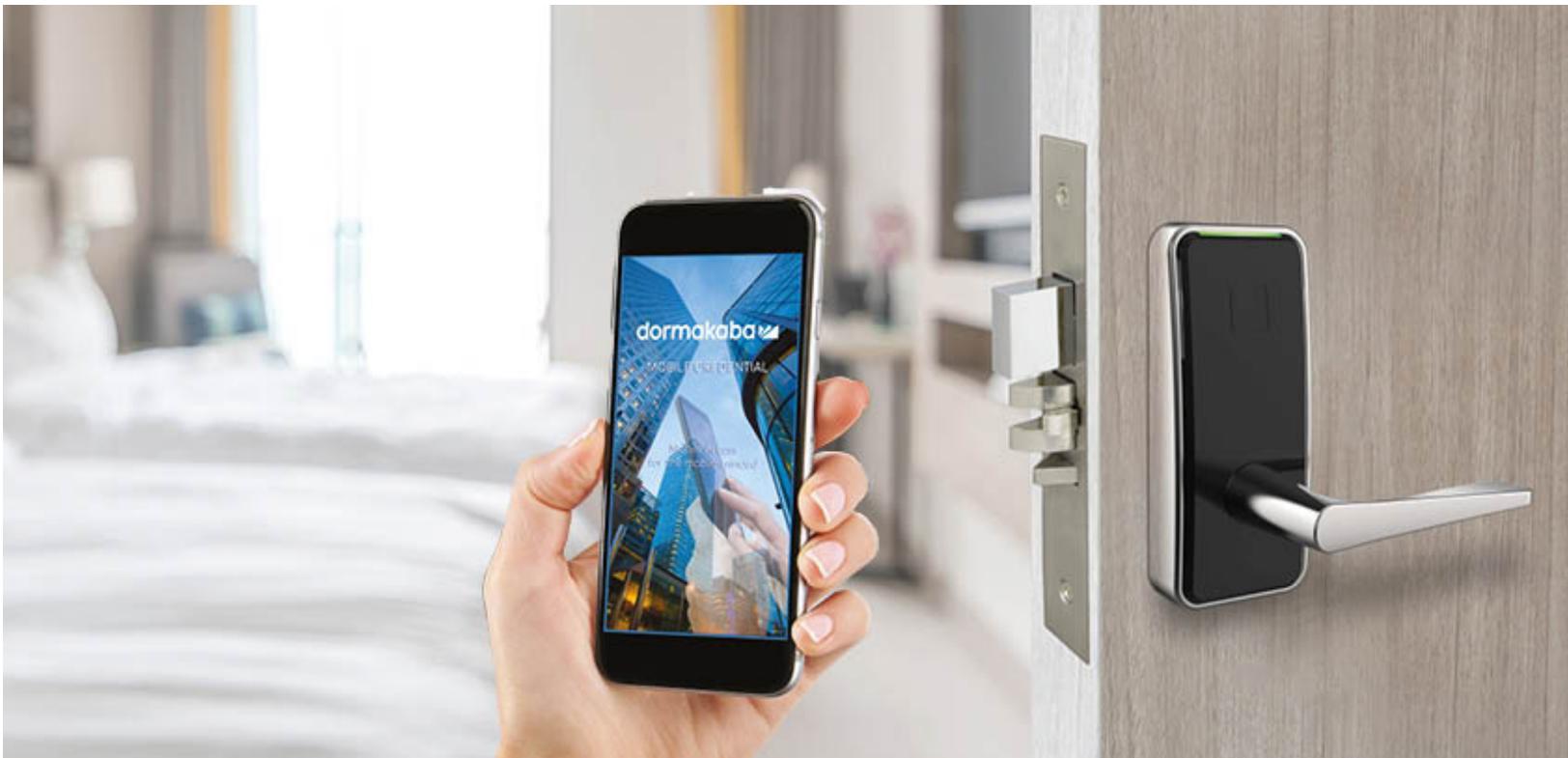
01
Is your property equipped with RFID Locks?
Featured: Saffire LX Hotel Lock

02
Mobile access solutions may contribute to brand loyalty

03
Featured: RT Plus Hotel Lock

guests, mobile access is seen as adding unnecessary steps to a familiar process. For them, it may be less desirable than keycard use. Deluxe destination properties should also consider if their guests value the personalised service of meet and greet. If this is the case, RFID locks can enhance the guest experience, while providing a platform for future technology expansion.

Step 2: Identify your motivation for going mobile.

Two main drivers currently influence the decision to adopt secure mobile access door locking systems. Evaluate if these are appropriate for your operation:

Marketing benefits:

- Mobile access will likely create a perception that your property is an innovative technology leader. How important is this to your property's market position?
- Mobile access may contribute to a stronger brand loyalty program by requiring a direct relationship with a chain or property for room access. For guests to utilise mobile access, they must first download the chain or property app. This includes mobile access functionality with loyalty programs and amenity marketing information. Chain apps enable guests to book directly and bypass online travel agencies (OTAs). Is it likely

your guests will want to take the time to use their handheld to evaluate the property's offerings prior to opening their door?
- If your guests download a hotel app to use mobile key, they will also be more likely to explore other revenue generating functions. These might include property promotions for dining, leisure and other activities. Is this an advantage?

Possible operational benefits:

- Minimised front desk workload with faster check-in.
- Reduced front desk labour costs.
- Improved operational efficiencies and a better guest experience.

Step 3: Beyond the Tip of the Iceberg: Evaluate the implementation process for a secure mobile strategy.

Steps 1 and 2 are the tip of the iceberg when it comes to mobile implementation. The technology involved and operational steps required for a successful, secure rollout lie beneath the surface. Addressing these steps is essential for an informed, smoothly executed mobile access implementation process.

The following checklist identifies 6 initial elements of a mobile access decision making strategy:

01
Open a dialogue with your property management system (PMS) vendor to evaluate the criteria needed to develop a fully functional mobile key interface. This interface and key assignment process may require pre-arrival room blocking based on guest loyalty program preferences. Will your PMS accommodate these requirements?

02
Develop a process with your PMS vendor that addresses your company's policies to manage and message virtual check-ins on day of arrival. For example, you must now deliver a key to a guest who conducts remote check-in from a taxi en-route from the airport. If your property is in an oversold position, how will your system handle room assignments flexibly for a confirmed guest when the arrival time is uncertain?

03
Verify that your loyalty program can interact with guests who book rooms and check-in/check-out via the secure mobile access function on your hotel app.

04
Analyse the impact of secure mobile access on other systems such as your central reservation application. An inflexible information technology infrastructure and operating procedures may require significant program changes to accommodate secure mobile access.

05
Evaluate app development. Examine the ease-of-use and security features of the mobile access app. How well will it integrate with your current hotel app? Verify the upgrade path to add mobile access door lock systems.

06
Address non-technology issues such as:
- Marketing communications - your guests need to know that you offer mobile access and understand how to use it.
- Security procedures - how will you verify that the mobile phone user is really your guest?
- Legal issues – which entity is responsible for mobile access security? The mobile credential delivery provider, the guest whose handheld device is outside the property's control or the property itself?
- How will you provide confidentiality for credit card numbers and other personal information provided over a mobile network?
- How will you issue additional keys for non-mobile-using guests or children?

Finally: Delivering security is essential

The primary responsibility for a property operator is guest security. dormakaba is an industry leader in developing and implementing total-enterprise security for guest doors, public spaces and physical access using Bluetooth (BLE), RFID and other technologies. Whilst existing magnetic and RFID keycard systems are controlled by the property, mobile keys by design, are delivered over open networks to third party mobile devices. Key credential delivery is communicated via a mobile carrier to a smartphone owned by your guest. If you decide to go mobile, work with a vendor that will ensure end-to-end security. dormakaba's mobile key management and delivery system ensures secure deployment.

- Delivery of a key to the guest's smartphone over a secure credential provider.
- Encrypted storage of a key on a guest's smartphone.
- Secure, encrypted key credential communication from a guest's smartphone to the door lock.

Conclusion

dormakaba's mobile access system merges security and convenience to enhance the hotel's lock system investment and guest security. We are an innovator of technologies that enable the issue and management of secure mobile credentials for hotels. Our next generation locks are mobile-access ready or enabled to give operators a flexible choice of guest entry options and deliver a seamless guest experience.

dormakaba UK & Ireland
Wilbury Way
Hitchin
Hertfordshire
SG4 0AB
T: +44 (0)1462 477600

Lower Moor Way
Tiverton
Devon
EX16 6SS
T: +44 (0)870 000 5625

info.gb@dormakaba.com

www.dormakaba.co.uk