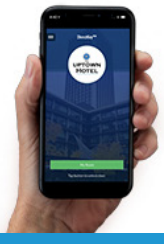
100 MILLION REASONS TO CHOOSE DIRECTKEY™ TECHNOLOGY



Three Questions to Answer on Your Path to a more 'Contactless' Experience

One of the biggest longstanding impacts of COVID-19 on the hospitality industry is the acceleration of digital transformation. What were once considered 'nice-to-have' guest options are now imperatives in delivering a more 'contactless' guest experience that meets consumer demand for safety and cleanliness.

While conversations around technology innovation are not new for hoteliers, the challenges around implementing solutions in a timely fashion and positioning for the long term are top of mind.

In the spirit of reducing stress and building value, here are some things to consider as you look at contactless solutions that will not only improve the guest experience, but add value to your overall business.

1. Has the mobile access solution been successfully implemented at scale?

After a year defined by uncertainty, why add more? Yes, it's common to ask about experience — but in this situation, experience with scale is what really matters. Has your potential partner successfully implemented mobile access across a range of property tiers, providing positive guest experiences? If so, this breeds confidence that no matter what the situation, a solution can work — and has worked.

Consider touchless hand dryers, which have helped revolutionize the contactless bathroom experience for over 20 years across hotels, airports, stadiums, universities, and more. Imagine how expertise and understanding of industries in this space translate into rapid innovation and application to diverse scenarios today.

When it comes to mobile access, Onity's DirectKey™ technology has opened doors 100 million times over the past five years, in over 2,000 cities around the world: all from guests' smartphones. Every one of those doors unlocked is a cause for confidence in DirectKey technology.

While depth and breadth of experience are critical, overall support and service bring it all together. Hoteliers should seek vendors who offer project management, coordinated scheduling, delivery, installation and commissioning, plus ongoing, post-install support. Consider a remote site survey to initiate the planning and quoting process, as this can reduce lead time for scheduling upgrades.

2. What's the level of ease and customization in implementation?

Integrating contactless solutions and implementing them into a property's current workflow are critical to success. 'How to get this done without a massive undertaking' is top of mind with many hoteliers as they balance getting the business back on track — often with less staff.

Consider the power of voice technologies in transforming something like room service from having to pick up the phone, to just ordering by voice command. It's an easy-to-deploy service already utilized by numerous hotels across the United States.

Similarly, DirectKey offers a direct way to implement a mobile access solution. Onity's cloud-based offering provides a variety of ways to adopt mobile access with DirectKey. Hotels can choose between integrating DirectKey into their existing brand loyalty app and property management system, integrating DirectKey into a third-party app, or adding their own branding to Onity's off-the-shelf mobile app. It's a range of options that can make implementation as turnkey as possible, while minimizing cost and reducing development time without heavy IT investment.

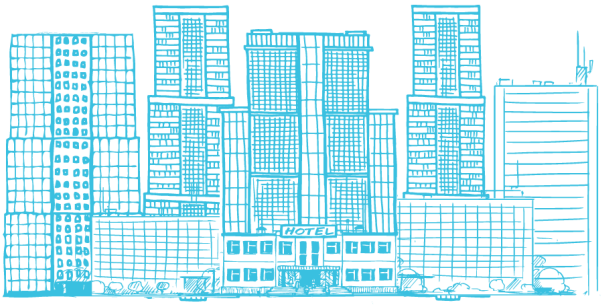
From a lock hardware perspective, mobile access for existing properties can be achieved through an upgrade instead of a full lock replacement. Hotels can pick an efficient path to install updated locks or retrofit existing if they already have Onity locks. Other properties have an upgrade option with various trim solutions. Hoteliers should consider the best solution for their needs including guest experience, installation requirements, security and project support.

3. What is the impact to our guest experience and their level of safety?

The guest experience is at the center of every decision. As many decisions are being made with a range of safety elements in mind, a partner must be readily equipped to help you understand how its contactless solution will make guests feel at ease.

Contactless products need to integrate seamlessly and be easily adopted by consumers. Smart speakers, automatic hand dryers, tap to pay devices, and more have all become common (and even expected) options for consumers. They have been widely deployed because they are easy to learn, easy to use, and trusted by consumers.

Likewise, Onity's DirectKey technology with Bluetooth® enables a seamless journey, allowing guests to unlock the door while approaching it, without touching the reader. DirectKey provides secure and smooth entry into spaces across the property from parking garage, to elevators, guest rooms and beyond.



In the hospitality industry, it is imperative to deliver a seamless, personal and safe guest experience. And it requires a trusted set of partners to get you there quickly and effectively. Partners that not only help enhance guest satisfaction, but truly add value to the business for the long-term.

You can be confident in Onity's DirectKey solution when it comes to mobile access. With over 20 years of experience and 100 million door openings since launching in 2015, you can trust them to open yours.

As a pioneering mobile access technology for hotels, Onity's DirectKey system is part of Carrier's Healthy Buildings Program, an expanded suite of advanced solutions to help deliver healthier, safer, more efficient and productive indoor environments across key segments including hospitality, commercial offices, education, healthcare, and retail.

©2021 Carrier. All Rights Reserved. Bluetooth is a registered trademark of Bluetooth SIG

HEALTHYBUILDINGS | Onity