Aminess
HOTELS & RESORTS

ENSURING EXCELLENT DIGITAL EXPERIENCE
WITH MANAGED AND SECURED MOBILE DEVICES
IN HOSPITALITY INDUSTRY

PROMDM

About AMINESS

Aminess Hotels & Resorts Group has been established back in 1970, when operated as part of Poreč and Umag tourist companies, Laguna Novigrad d.d. Today they have grown into **one of the leading tourist companies in Croatia**. The company Aminess d.d. under its Aminess Hotels & Resorts brand, today manages a total of **14 hotels, 5 camps and 3 resorts** with villas and apartments in the most attractive destinations across the Adriatic - in Istria, on the islands of Krk and Pag, Makarska, the island of Korčula and the Pelješac peninsula. Aminess is the personification of hospitality, which is also reflected in their name, created by combining the French word ami, which means friend, and the suffix -ness, which is associated with our core values: friendliness, kindness, happiness. Aminess Group is **dedicated to creating inspiring experiences in hospitality** so their guests would always be happy to return.

Business Challenges

Aminess Group decided to introduce mobile devices into their business in order to **increase the productivity of daily business, raise the efficiency of its own staff and ensure a great digital guest experience, as their competitive advantage** in the hospitality industry. Because of the above, they introduced a **significant number of mobile devices** which needed to be managed and controlled by a central Mobile Devices Management system. The plan was to use devices for the improvement of business processes, therefore devices needed to be grouped for the purpose of easier management. Devices were organized into special categories according to the business functions and locations for which they have been used, since Aminess is dispersed throughout Croatian coast. **The Group has 30 different locations at 6 different destinations**. Initially, they used a "mass market" global corporate MDM solution for managing their mobile devices, which partly met their needs. But their specific requirements and need for custom adjustments, related to hospitality usage business scenarios, got them to look out for a solution that would better answer their specific requirements, allow modifications and flexibility related to various business processes in their organization.

After that initial phase, it was clear to Aminess that their main business problem from that moment on was related to **how efficiently manage the large number of devices**, so their employees or IT administrators wouldn't have to install or adjust each device separately. They needed a reliable centralized management for all business/mobile devices used by employees and guests in their everyday work (company devices). Implementation of a Mobile Device Management System was required. Central management of devices would enable them to make everyday tasks easier and monitor and manage all mobile devices used in their business with ease.

Since the very beginning Aminess Group realized the need for easier and more efficient management of mobile devices within the entire hotel group and they found that is necessary to group devices within the system according to different business categories:

Group by functions – devices are grouped by specific task they are performing; such as devices for guests, devices for restaurants & bars, devices for cleaning and maintenance service, etc.

Group by location – devices are grouped by location, since Aminess locations are widely dispersed throughout Croatia, there was a need for centralized way to remotely monitor and manage devices across all Aminess locations.

In order to **improve the guest digital experience** and increase efficiency and savings, within the restaurant & bar segment, the Aminess Group introduced the **Digital Menu mobile app** - for the purpose of which it was necessary to introduce mobile devices through which food and drinks can be ordered inside hotels, bars & restaurants and mobile homes.

By introducing the **Flexkeeping service**, the Aminess Group increased the efficiency of processes between internal departments - such as fast and efficient communication between reception and the cleaning and maintenance department. This way they can instantly see which rooms are ready to receive new guests, and which are in the process of being cleaned. For devices used for the Flexkeeping service, it was necessary to introduce the function of remote installation and management of applications for performing the daily tasks of employees.

In the future, Aminess Group has even bigger plans which relate to the further extension and improvement of their digital user experience with mobile devices, such as the introduction of devices to improve the work of the reception, the introduction of devices for guest entertainment in the rooms, and the introduction of devices for surveying employees and guests. Aminess's need for acquiring the Mobile Device Management System that will be able to meet their requests, sounded even more necessary. They needed an adequate **MDM solution that will be able to adapt to their diversified and specific business requirements.**

Solution

As an answer to Aminess specific requirements related to their business processes, **Aminess Group selected ProMDM Mobile Device Management Software for managing all their mobile devices**. Aminess operates with various devices and ProMDM's support for wide range of devices, especially Android devices, was hugely important and crucial in successful implementation of MDM solution. Also, Aminess had specific needs regarding management of their business applications (like Digital Menu, Flexkeeping services, etc.) and ProMDM manage to fulfil them very efficiently by high level of product flexibility and customization options, **which address specifics business requirements of hospitality industry**.
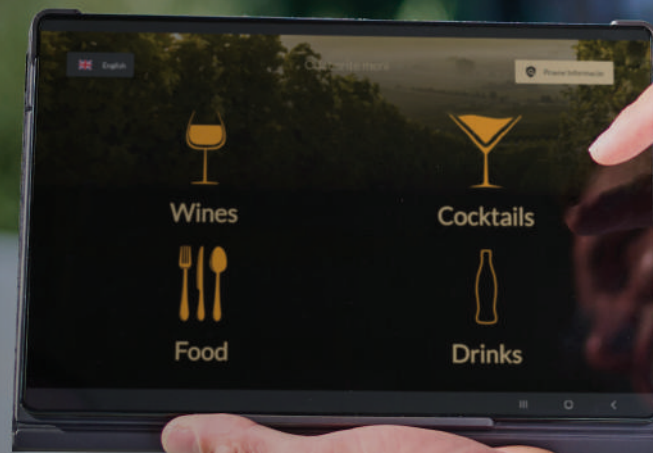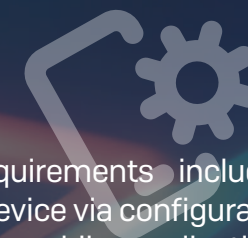
Furthermore, Aminess team pointed out the **fast and high quality ProMDM product support** which was hugely important in project implementation and smooth management and operations of their business mobile applications and devices.

Challenges that were addressed are:
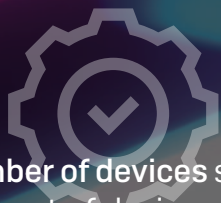
Enrolment of a very large number of devices simultaneously and easy, simple and fast assignment of devices for individual tasks and groups.

Control of mobile devices at all stages of their lifecycle.

Grouping, Tagging and Labelling of devices within the system during device registration. Devices are marked during registration with labels and tags. Using the given labels or tags, it is possible to group the devices by business function, location, or any other business or technical criteria.

General mobile device management requirements including device monitoring, remote configuration of device via configuration profiles, installation and management of mobile applications, distribution of files and content to devices, enabling typical support actions, and enabling other capabilities needed for easier and better-quality user support.

Digital surveys - adding a bookmark (Web clip) to the device in order to direct users to specific links or web apps pushed through MDM to targeted devices for a specific purpose.

Kiosk mode - Locking the device to the single task mode like "Digital Menu" through mobile app or web app. MDM allows you to lock your device for usage of only specific application.

Managed Web Browser "ProMDM Proton" - enables you to display web content (e.g., web app) in a controlled environment. This is especially useful in cases when you don't have time or resources to develop a specific mobile app, so you can use the managed web browser as a dedicated application. The browser is set, so it won't allow further navigation from that page or going to some other content.

Geolocation tracking - enables location tracking via location services and geo tracking management. Installing the application ProMDM Geolocation configuration and retrieval of location data via MDM. ProMDM provides support for implementing additional security for Samsung devices by plugging into the Samsung KME console.

Mobile Application Management - enables distribution and management of internal mobile apps for their business. In addition to distribution, updates and removal of apps ProMDM enables remote configuration, control and data retrieval from mobile apps.

Automation – instead of doing it manually, the rules and configuration for a specific type/group of devices can be automated in advance, and through the MDM system pushed to all devices of the same type/group. This way targeted devices will be automatically adjusted, so that they are optimally prepared for the specific services or locations where specific devices will be used.

Managing Guest Entertainment devices - ProMDM provides the possibility of installing and locking the devices to the necessary applications and security levels for hotel guests in the rooms, where the guest would have a fully personalized device that can be at their disposal 24/7 during their stay for entertainment purposes. After the guest leaves, the device can be reset to factory settings and prepared for the next guest.

Results

As a result, today Aminess Group smoothly runs with 300+ mobile devices, with 727 managed applications that are needed in everyday operations.

They have successfully deployed to mobile devices up to 867 configured profiles ensuring all required mobile/tablet related policies and security certificates have been applied. They have organized their mobile devices in 19 specific groups and 30 locations at 6 different destinations.

The system is centralized and can be regularly monitored which provides continuous insight and reporting about state of devices, policy implementation, device management and health and security status. This **ensures smooth and efficient usage of the mobile devices** in the hospitality business and contributes to **better digital experience for guests and employees while improving Aminess Group's overall productivity**. With the ProMDM mobile device management solution IT department stays in control, while efficiently managing mobile devices and providing better support and end-user digital experiences.

ProMDM product was modified and adjusted for specific Aminess Group needs, making their hospitality service and digital experience of their employees and guests excellent.

„Digitalization of business processes and guest experience are unavoidable topics to which we pay special attention at Aminess. We know in depth our business processes and needs, and ProMDM is a partner that knows MDM technology very well. The cooperation and understanding between us, as two parties, leads to the successful realization of such projects.", said **Neven Cvitković**, director of the IT department, Aminess Hotels & Resorts

"The ProMDM system is mostly used in our daily operations, it enables us to perform everyday tasks easier, with secure monitoring and management of our mobile devices. As a big advantage I would mention the support provided by ProMDM team, who listens carefully to all our business needs and tries to adapt the system, so that it is as helpful as possible for us and our users", emphasized **Matej Brčić,** Specialist in network technology, Aminess Hotels & Resorts

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