



Case Study

CISA eSIGNO is a winner for the B&B Hotels chain



The B&B Hotels chain was initially launched in France in 1989, with the aim to offer quality hotels at inexpensive, transparent prices. The hotel locations are carefully chosen to ensure maximum convenience and practicality for guests.

The group's Italian branch - B&B Hotels Italia - was established in 2008, and today boasts a number of hotels across Italy: Bologna, Faenza, Ferrara, Florence, Mantua, Monza, Padua, Pisa, Ravenna, Rome, Turin, Udine, Verona and Sesto San Giovanni (opening April 2014). It has ambitious plans for expansion, including a second hotel in both Rome and Milan. B&B Hotels Italia has earned itself the reputation of a chain which meets its guests' needs, offering an exceptionally friendly and welcoming service.

"Our values can be summed up as 'greater freedom of choice and better value for money', something only B&B Hotels can offer" explains Pascal Contessotto, Operations Manager of B&B Hotels Italia, "check-in is key for us and we have revolutionised traditional methods to offer maximum convenience and freedom."

Upon arrival, guests complete all registration and payment procedures and, with these formalities out of the way, they can enjoy their stay without having to worry about a thing. Thanks to modern technology, guests are free to leave the hotel whenever they want to, as each hotel has an automatic reception where guests can check in 24/7. This means you can arrive any time of the day or night and still be able to enter and get a room.

"In my work" comments Pascal Contessotto "choosing partners for B&B hotels is strategically important. This includes our choice of suppliers who, like CISA, become partners in the true sense of the word, helping us develop the best solutions for our guests".

A touch screen kiosk at reception allows guests to enter their personal and check-in/check-out details, and the Ariane Systems software (www.ariane.com) interfaces with the CISA encoder, programming the security card which is then dispensed to the guest.

“The CISA eSIGNO lock meets all our needs” explains Nick Fung, Access Control Consultant for B&B Hotels, “because as well as its elegant, compact design which adapts to any kind of door, it offers the advantage of contactless technology without the need for wiring”. The chain’s plans for expansion and ongoing investment in the refurbishment of its existing hotels, and the speed at which it opens new establishments across Europe, make CISA contactless locks a winning solution. Designed with new build and retrofit in mind, CISA eSIGNO locks make the renovation and reopening of existing hotels much easier.

The B&B Hotels Group is a well-established brand in the low cost quality hotel sector and has enjoyed strong growth over the past few years, recording a turnover of around Euro 177.4 million in 2009. The chain’s strategy is to open 60 hotels over the next 5 years, with a total investment of Euro 150 million.

The B&B Hotels Group currently has more than 300 hotels with over 20,000 rooms in France, Germany, Italy, Poland and Portugal.



Nick Fung continues “Our relationship with CISA is growing and is based on exchanging knowledge to come up with tailored solutions which fulfil our mission: to provide our guests with the greatest convenience and freedom”.

CISA and B&B HOTELS

B&B HOTELS MANTUA

B&B HOTELS RAVENNA

B&B HOTELS FAENZA

B&B HOTELS CASTELMAGGIORE (BO)

B&B HOTELS FERRARA

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