



## Nevaya created a comprehensive, cloud-based tech stack with an API-first approach for CitizenM's whole portfolio.

### What **CitizenM** offers.

CitizenM delivers a new breed of hotel, disrupting the traditional hotel model to give modern travellers what they want - affordable luxury. It prioritises big city centre locations, ultra comfortable rooms, state-of-the-art technology, vibrant lobbies, engaging ambassadors and a seamless experience at every opportunity. • Customer usage analytics across the full platform.

citizenM's first hotel opened in Amsterdam in 2008 and now has 25 locations across 16 cities, eight countries, and three continents.

### The challenge

**"When I took up my position three years ago, there was a really fragmented landscape with our technology provision. We had different suppliers in different regions, and we needed to identify core partners who could supply the whole of citizenM - reliably, efficiently and effectively."**

**Mike Rawson, CIO at citizenM**

As an organisation that prides itself on delivering a frictionless stay that meets the demand of the modern traveller, citizenM needed to make sure its technology could live up to that promise.

Assessing its current provision, Chief Information Officer Mike Rawson identified a number of problems - most importantly, the fact they couldn't entirely trust their guest-facing technology.

Existing TV software providers relied on on-site servers that were prone to outages and downtime. In addition to delivering poor service to guests, fixes were slow and technology updates were difficult to deploy, increasing the demands on staff resources. In short, they were a barrier to a frictionless stay.

Mike had also identified a missing service in their provision. Although an Apple TV was installed in every room, it didn't support Netflix or Android devices. It meant guests didn't have access to what they really wanted, which didn't sit well with citizenM's values.

Simple, seamless access to the hundreds of streaming apps available to guests was required on the TV - for both Apple & Android devices. As was the technology that fully supported citizenM's guest-centric approach and could be instantly rolled-out in new locations to enable the company's ambitious growth plans.

**"We want our guests' experience with us to be as close as possible to when they're at home. We want it to be super comfortable, with no training on the technology required. Their stay should be an extension of their home."**

Mike Rawson, CIO at citizenM



## The solution

### A comprehensive, cloud-based tech stack with an API-first approach.

**“With Nevaya, there was a good synergy of cultures. We really liked their tech stack and were especially impressed with their clean, cloud-first SaaS environment. Their breadth of products also impressed us. It’s easy to roll-out additional services across our fleet of hotels, they’re all part of the same ecosystem.”**

Searching for the ideal core partner, Mike and his team identified that Nevaya had demonstrated promising results for the business already. Their serverless TV management software was delivering maximum uptime, greater insight and a wealth of features. It was also easy to manage, update and roll-out to new hotels.

#### Reliable, scalable, proven

Equally important, Nevaya shared the same values, the same understanding and the same goal of a seamless guest experience. As Mike says, “Nevaya recognised the citizenM brand and the journey we’re on, understanding

our position and constantly adding value.” As a trusted core partner, it meant citizenM could share its roadmap and Nevaya could play an important part in tech discussions. And vice versa.

Nevaya’s casting solution quickly presented as the perfect way for citizenM to transform their in-room experience. As the only hospitality casting solution platform approved by Google, Mike and his team immediately trusted it to deliver simple, streamlined

access to multiple streaming apps and Android-device compatibility (alongside Apple) without guests ever needing to sign into the room devices. A pilot project followed that quickly turned into a global roll-out.

**“Choosing Nevaya’s fully managed casting service was an easy decision, especially as it’s the only platform to receive official Google recognition and approval. We placed Chromecasts in every one of our rooms - over 6,500 in total across three continents - and Nevaya delivered a seamless installation footprint at every location.”**

All devices were sourced effectively, all logistical challenges dealt with efficiently. Mike was especially impressed that Nevaya was so pro-active.

And that added value? That comes from an API first approach and an ecosystem that makes additional product add-ons simple and effective.

With citizenM already having exceptional guestfacing technology in the form of iPads in every room and the citizenM app, Nevaya integrated seamlessly into their systems. Automatically pairing with rooms, it gives guests the ability to control the TV, cast their favourite shows, check in and manage room settings from their phones.

**“Bringing to life that enhanced guest experience at all endpoints was all simple and straightforward. Nevaya had it under control,”** adds Mike.

Book a full Nevaya demo online at [nevaya.co.uk/demo](https://nevaya.co.uk/demo) or speak to your Nevaya contact.

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## The results

### Smarter tech, deeper insights, and a superior guest experience

**“In the hospitality space, Nevaya delivers a genuine, competitive product and smart technology that adds real value and reliability. They’re a great addition to our team as a core partner. We work together for better outcomes for our guests.”**

- A seamless, successful roll-out across citizenM’s fleet of hotels.
- The ability to remotely monitor over 6,500 TVs and maintain them more efficiently.
- The added value of additional Nevaya products to support citizenM’s guest experience.
- All delivered. All driving great results across three continents.

Guest engagement has increased. Guest satisfaction has increased. And citizenM is able to give its guests exactly what they want. Over 30% of guests are already choosing to cast content when they stay at citizenM.

Mike notes that Nevaya’s dashboards and viewing metrics are especially useful and relevant, bringing the team closer to their guests.

The integrated ecosystem that Nevaya offers - without the need for any additional hardware - makes adding new products a simple, hasslefree choice for Mike’s team.

It’s why citizenM is currently rolling out Nevaya’s Wi-Fi solution, to solve security issues around open networks, resolve technical issues with Apple devices and most importantly, deliver a better guest experience.

The system will be set up so guests have instant access at all hotels, as soon as they’ve signed in once. It reduces friction points after their first stay, personalising their visit and delivering a consistent experience across the brand.

Casting, TV and Wi-Fi - all provided in a single ecosystem. It delivers a simple, efficient repeatable model that can be rolled out to every new location that citizenM brings online.

**“We’re all super happy with the Nevaya team, they’re responsive, proactive and open - there’s always full transparency which we really appreciate. It gives us the confidence to expand with them.”**

Mike Rawson, CIO at citizenM



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