

citizenM transforms the hotel guest experience with its ‘affordable luxury’ concept



citizenM is something of a rebel. The brand appeals to travelers who value luxury, but at an affordable price. citizenM promises self-service check-in, free Wi-Fi, and outrageously soft mattresses. The vibe is eclectic and fun. There’s even a signature scent.

Technology is thoroughly infused into the guest experience and hotel operations, and citizenM relies on Juniper’s full stack of wireless, wired, and security solutions.

OVERVIEW

Company	citizenM Hotels
Industry	Travel, Hospitality and Logistics
Products Used	AP12, AP33, AP43, EX4300, EX3400, SRX550, Wireless (Wi-Fi) Assurance
Region	EMEA

CUSTOMER SUCCESS AT-A-GLANCE

31

Hotels in 18 cities

Smart

Hotel supports eclectic and highly automated “work, , and play” lifestyle

AIOps

Optimize network service quality for users and devices

0

Dedicated network staff

CHALLENGE

Create a new breed of hotel

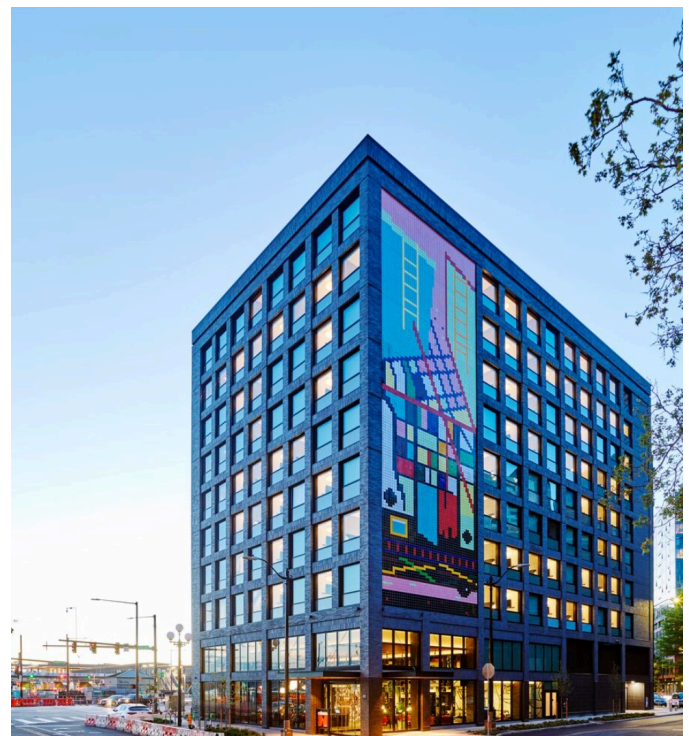
citizenM is in major growth mode. It aims to operate 40 hotels in premier metropolitan locations and airports in Europe, the U.S., and Asia by 2024. With the post-pandemic travel bounce under way, citizenM needed a network that would scale with its plans.

“We are redefining hospitality,” says Bojan Pavicic, director of technology and digital at citizenM. “We have a quirky culture.”

He points to the brand mascot, a cheeky red gnome who is not afraid to express his feelings about the blandness of traditional hotels.

citizenM uses technology to transform how guests sleep, work and relax, and the company needed a network that could reliably support smart guest rooms and automated common areas. Arriving travelers are welcomed by an ambassador and can bypass the front desk to check in using a kiosk or a mobile app. A digital key is created, and guests are on their way in one minute.

Ultra-comfortable beds, unlimited free Wi-Fi, and entertainment await weary travelers. Guests control the room temperature, lighting,



and shades from an in-room tablet. They can stream their favorite apps, movies, or games to a high-def TV. If they're not tempted to crash in the soft bed, they can mingle with fellow travelers in the common living room. Snacks, food, and drinks are at the ready.

SOLUTION

Full-stack AI-driven network

"Juniper is a leader in wireless," says Pavicic. "We value Juniper's innovative thinking around how AI can help us manage the network." citizenM is migrating to a full-stack network from Juniper. It rolled out Juniper wired and wireless infrastructure at its London Victoria Station, Boston Back Bay, Paris Opera, and Rome Isola Tiberina hotels, with more locations planned.

Operational simplicity is critical. "We have a startup mentality," says Pavicic. "We don't have an infrastructure department. The responsibility is shared."

Zero-touch provisioning and automated workflows expedite network setup in new hotels. A glance at the Juniper cloud portal shows the quality of each network user's experience. Mist AI proactively detects and troubleshoots anomalies.

OUTCOME

Affordable luxury, with a good heart

Behind citizenM's funky aesthetic is a Juniper network. Frictionless check-in. Room doors open with an app. The Wi-Fi is excellent, even when streaming. The in-room controls just work.

Ambassadors and duty managers at the hotel properties and support staff have fast, reliable access to their hospitality and business applications, including property management, content management, physical security, payments, video, and voice.

As citizenM disrupts the hotel industry, it also wants to be a brand that cares—about environmental sustainability, social outcomes, and doing the right thing. It is a vertically integrated real estate developer, designer, project manager, and hotel operator. Hotel designs are modelled in 3D and built using modular construction for greater efficiency and less waste.

"We cherish the Juniper innovation and culture. Juniper is our valued partner as citizenM redefines modern hospitality."

Bojan Pavicic
Director, Technology and Digital, citizenM

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