

DIGITAL

The past and future merge for the ultimate experience with EcoStruxure

Sofia Sea of Galilee Hotel – Tiberias, Israel

Implemented by master-level EcoXpert™ partner, Afcon Control and Automation, see how a structure from the Ottoman Empire became a Hotel of the Future.



Schneider Electric's **EcoStruxure™ for Hotels** provides innovative hotel technology to maximize operational, energy, and resource efficiency – providing an exceptional guest experience to drive loyalty and revenue.

Located near the coast of the Sea of Galilee, the Sofia Hotel enjoys breathtaking views of sea and distant mountain ranges. Underneath the hotel lies an ancient Ottoman structure. The new building above stays true to its historic origins, with unique touches like original tiles from Damascus in the lobby.

The Sofia Hotel is full of culture and history, but at the same time it's clearly a building of the future. It preserves the beauty of the ancient structure while leading Israel in building automation. The Sofia Hotel and its partners were able to accomplish this endeavor with support from Schneider Electric and EcoXpert partners' powerful solutions. In operation for less than a year, the hotel is already renowned for its luxurious amenities and exceptionally high performance.

Guest experience: Comfortable and in control

All of the hotel's technology integrates to create an elevated experience for guests. As soon you check in, a controller illuminates the "welcome" lighting with cleverly-placed lamps and fashionable underlighting throughout the room. Soft background music plays as the thermostat automatically sets to a comfortable temperature. The A/C remembers your preferred temperature.

Schneider Electric's solution creates an exceptional guest experience that connects with everything the hotel has to offer. Rooms are equipped with intuitive touch-screen controls for the lights, television, and other room amenities—even the luxurious infinity pool is connected to the system in case you want to check the water temperature. The touchscreen panels mimic a smart phone for effortless control. The screens were customized for the hotel, something that's easy to do with Schneider Electric's flexible platform.

Goal

Create Israel's most sophisticated and advanced hotel using smart technology and the IoT.

Story

Schneider Electric, Sofia Hotel, and Afcon Control and Automation (a master-level EcoXpert partner) began this project in 2017. The project was managed by Schneider Electric and Afcon. Schneider Electric provided the products and integrated components to make the Sofia Hotel a leader in smart building technology.

Results

The Sofia Hotel opened for business this year. Guests experience a seamlessly responsive smart building, while management has real-time access to building analytics and control over every system. So far, the Sofia Hotel has seen a **10% energy savings and 10% reduction in maintenance and workforce expenses.**

Staff experience: Observe and react in real time

One of the key installations is a sophisticated Building Management System (BMS) that integrates and runs all the other hotel systems. The EcoStruxure BMS leverages the IoT to connect all the third-party systems, including energy, lighting, HVAC, fire safety, security, and the guest management system. Hotel staff can react and control any event in the hotel with great precision.

What's more, the staff uses EcoStruxure Building Advisor to gain real-time insights. This suite of analytic services continuously monitors performance trends, enabling the hotel to ensure both optimum building performance and guest comfort.

Says owner Raul Srugo: "Our sophisticated BMS runs all the hotel systems and allows us to gain insights, which translates to money."

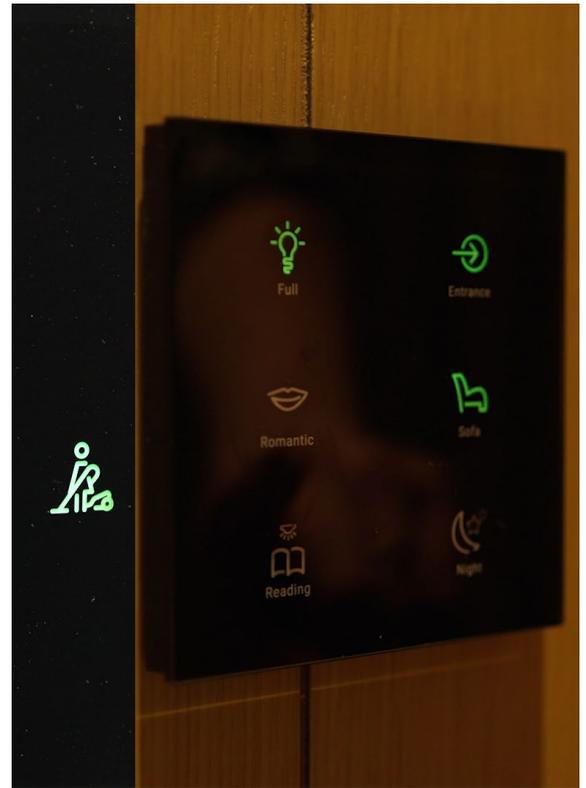
Bringing it all together

The Sofia Hotel boasts 120 smart rooms with 600 glass touch panels throughout the property, plus all the sensors and equipment that operate behind the scenes to help management run the building flawlessly. Bringing it all together is EcoStruxure for Hotels, the IoT-enabled and open solution designed specifically for hotels.

EcoStruxure for Hotels is a comprehensive platform that integrates apps, analytics, services, edge control, and connected products to make the hotel work as a single, high-performance building. Schneider Electric's team, led by Prescription Director, Ezra Cohen, developed a detailed prescription that demonstrated how the EcoStruxure solution would achieve the hotel's goals. The prescription included integrating the guest room management system with Optima, and for this Mr. Cohen collaborated with the Architecture and Engineering team in the U.K. to develop the solution.

Key components of the system include:

- EcoStruxure Power Monitoring Expert, an award-winning IoT system that connects to smart devices and integrates with other enterprise platforms
- EcoStruxure Building Operation, integrated building management system that delivers the actionable insights needed to better manage and optimize buildings, improve engineering efficiency, and meet cybersecurity needs
- Integration with Optima, providing network elements such as dashboards, alarms, and reports to visualize building data
- Seamless integration to VRF systems, allowing management and visibility of HVAC and lighting systems
- KNX technology for public area occupancy sensors
- Integration generators to easily interface devices with any building network
- SmartX AS-B and AS-P controllers
- Fully integrated Uninterruptible Power Supply (UPS) reduces total cost of ownership and provides the highest level of power availability



Sofia Hotel

At a glance

- The hotel has 120 rooms and suites equipped with the finest amenities and tech innovations
- Located near the coast of the Sea of Galilee in the heart Tiberias
- A luxurious spa and leisure hotel situated in an exquisite historic stone house

"We chose EcoStruxure for Hotels simply because it creates an ecosystem, allowing maximum control over the hotel."

— Raul Srugo
Owner, Sofia Hotel



The results

The Sofia Hotel is the first solution of its kind on the Israeli market—a fully integrated hotel of the future, with every amenity for the guests and full control of operations for the management team. This integration allows the hotel to become significantly more energy efficient and reduce operating costs. So far, the Sofia Hotel has already seen a 10% savings in overall energy consumption and a 10% drop in maintenance and workforce expenses, compared to projected costs.

These are preliminary results, since the hotel has been operational only for a few months. There is huge potential for more savings in the future.

Conclusion

Today, the Sofia Hotel is a cutting-edge building full of futuristic technology intertwined with ancient history. The array of technology works behind the scenes to give guests a luxurious, stylish experience that is rooted in the culture of the region. At the same time, the hotel's management has world-class tools for seeing and managing the property for unrivaled performance.

The past and future merge in the Sofia Hotel, proving that any building can be a building of the future.



EcoXpert Partner Program

Projects of this magnitude involve many technologies and areas of expertise, and that's where the EcoXpert Partner Program paid dividends. Unique in its industry, the program is a global ecosystem of solution providers who share innovation and best practices in building automation.

Schneider Electric worked closely with Afcon Control and Automation to make this project a success. Afcon is an EcoXpert Master Partner, meaning they have reached the highest level of certification in the program. Schneider Electric provided on- and off-site training and technical support throughout the project.

From start to finish, the Sofia Hotel was a collaborative effort among EcoXpert partners, and that made all the difference. According to owner Raul Srugo, "The cooperation between Schneider Electric and its partners was exceptional."

To find out more, visit [EcoXpert Partner Program](#).

"As an EcoXpert partner for hotels, we can expand our business in this field."

— Moshe Touboul,
EcoXpert Sales Manager, Afcon Control & Automation

"We now have what we need — the most technologically advanced hotel in Israel."

— Raul Srugo
Owner, Sofia Hotel

Learn More



EcoStruxure for Hotels



Connected Room Solutions for Hotels



EcoXpert Partner Program



EcoStruxure Power Monitoring Expert



Glass Touch Panels



Customer Success Stories

Schneider Electric
35 rue Joseph Monier
92500 Rueil-Malmaison, France
Phone: + 33 (0)1 41 29 70 00

www.se.com

September 2022

©2022 Schneider Electric. All Rights Reserved. Life Is On Schneider Electric is a trademark and the property of Schneider Electric SE, its subsidiaries and affiliated companies. All other trademarks are the property of their respective owners.

998-22260310-GMA

Life Is On

Schneider
Electric