



HID Drives Buró Property's First Digital Wallet Credential Project for Corporate Buildings in Latin America

Buró Property, the commercial and office real estate division of Grupo Quiero Casa, has more than 45 years of experience in the development, construction and management of commercial, office and industrial buildings in Mexico City.

Among its most prestigious properties are:

- Puerta Polanco, a AAA building with LEED Platinum certification
- DEK Polanco, a AAA building with LEED Silver certification
- In situ Santa Fe, a mixed-use complex that integrates the Hyatt House hotel, Belmont Senior Living, and medical offices

These three properties marked a turning point in Buró Property's technological evolution, as they became the first buildings in the company's portfolio to implement an ecosystem that allows tenants to access the property, elevators and parking facilities through a credential stored in a digital wallet, all powered by HID Mobile Access technology.

THE CHALLENGE

The traditional access model at Puerta Polanco, DEK Polanco, and In situ Santa Fe relied on physical credentials and manual credentialing processes. Users had to request, receive and carry plastic badges to access turnstiles, elevators and parking areas, creating operational friction and an inefficient user experience.

This approach placed a constant administrative burden on the management team, who had to coordinate card issuance, deactivation and replacement, in addition to absorbing the costs associated with production and reissuance, as users frequently forgot or lost their physical badges.

Over time, Buró Property came to see physical credentials as less aligned with the needs of their modern corporate environment, where digitalization and mobility were becoming essential. Added to this was the consideration of the environmental impact of plastic usage, which did not fully support the company's sustainability vision of reducing disposable materials and advancing toward digital solutions.

"We identified that user habits are changing: today, most people use their mobile phone or even a smartwatch to manage their daily lives. That's why incorporating mobile credentials into digital wallets was the natural step to offer a more agile and secure experience, while still providing alternatives for those who prefer to keep a physical card," said Salomón Shabot, General Director of Buró Property.

The need for a more secure, practical and sustainable alternative led Grupo Buró Property to rethink its access model, committing to a technological transformation that addressed both operational challenges and its mission to offer the best possible experience for building users.

THE SOLUTION

The digital transformation of access control across the properties was achieved through the incorporation of identification credentials into Apple Wallet and Google Wallet, creating a technological ecosystem that combines hardware, software and digital management into a seamless and secure experience for thousands of tenants.

Buró Property combined HID Mobile Access technology with Sharry's smart access platform to deliver a unified access ecosystem across turnstiles, elevators, parking facilities and common areas through a credential securely stored in Apple Wallet or Google Wallet, depending on the user's device.

Designed with flexibility and user experience in mind, the system eliminates the need to download dedicated applications. Through the Sharry platform, credentials are linked directly to each device's digital wallet, simplifying adoption, reducing friction and maintaining high-security standards.

On this point, Carlos Vázquez, Business Development Representative at Sharry, explained: "The company's software layer replaced the physical badge with a digital credential stored directly in mobile wallets. For the user, the experience is simple: they only need to bring their phone or smartwatch close to the HID reader — whether standalone or integrated into a turnstile, elevator control panel, or vehicle access ticketing system — to gain immediate access. Thanks to HID technology, the credentials are fully compatible with the building readers, making it possible for everything to function in a unified manner."

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General Director
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The buildings are equipped with HID® Signo™ and iCLASS® SE™ readers, designed to operate with both mobile devices and physical credentials — a feature that allowed administrators to transition gradually under a hybrid technology model.

It is worth noting that these readers incorporate Bluetooth modules and support multiple communication protocols, such as NFC and RFID, ensuring compatibility with different environments and fast, reliable reads.

This convergence was also made possible by HID Origo, a cloud-based access control platform that facilitates collaboration with software developers. In this case, IR Systems served as the main integrator, ensuring that the Johnson Controls C-CURE access control platform, Skidata parking systems operated by Deprisa, and Schindler elevators all functioned seamlessly with credentials stored in digital wallets.

Additionally, as part of this technological modernization, HID® Seos® digital credential technology served as the cloud-managed, software-based architecture designed to deliver advanced security and robust encryption. Through this technology, mobile credentials are securely stored on devices, ensuring privacy, resistance to cloning attempts and flexibility for multiple applications beyond physical access.

THE RESULTS

The adoption of Wallet-based mobile credentials completely transformed the access experience across Buró Property buildings. Users can now enter quickly and securely using only their mobile device or smartwatch, eliminating the need to carry physical cards or install additional applications. This advancement reduced day-to-day friction and enhanced the perception of modernity and efficiency across the properties.

At Puerta Polanco, more than 5,500 daily users began migrating to employee badge in digital wallets, “with the goal of reaching 100% adoption in the coming years,” explained Salomón Shabot, General Director of Buró Property. At DEK Polanco, the transition is also progressing toward full digitalization.

Meanwhile, In Situ Santa Fe building complex deployed a hybrid model. “Digital wallet credentials for fixed users such as doctors and assistants, and QR codes for visitors and patients, ensuring differentiated yet equally agile and secure access.”

“Being able to include our credentials in digital wallets through Sharry means offering a cleaner experience, where the user does not need to have an application installed, which translates into greater convenience and autonomy for them,” highlighted Alejandro Espinosa, Commercial Director of Physical Access Control Solutions at HID Mexico.

From Sharry’s perspective, the impact was equally significant: “The synergy with HID was extraordinary; we share the same vision for mobile access and managed to deliver a premium solution for Buró Property,” said Vázquez.



For his part, Salvador Larrea, General Manager of Deprisa, the company that manages the parking facilities, explained: “Now, recurring users enter with their phone, which functions as a digital ticket, automatically recording their length of stay and managing monthly billing. For the company, this means greater security, reduced costs and time and more efficient control of assigned spaces; for the user, an agile, frictionless experience, since they never forget their phone and access takes only seconds.”

Buró Property's administrative team also experienced tangible benefits. Credential management is now performed digitally and remotely, reducing onboarding and offboarding times and simplifying visitor administration. “Being the first Buró buildings to incorporate Apple Wallet and Google Wallet through HID technology in Latin America is a great source of pride that we share with all our partners. This upgrade reaffirms our commitment to quality and tenant experience, and positions us as pioneers in the region,” emphasized Shabot.

Enabling Wallet-based mobile credentials represents a turning point in how corporate access is conceived in Latin America, under a single digital, secure and reliable framework. More than an operational improvement, this solution establishes a new efficiency standard, demonstrating that the transition to mobile credentials is not just technological progress, but a strategy that transforms user experience and projects the real estate sector toward the future of smart buildings.



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