



PROSAFE

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CASE STUDY: PROSAFE - INNOVATING WORKPLACE SAFETY IN HOSPITALITY



Holiday Inn Express Voorhees - Mt. Laurel, an IHG Hotel | Voorhees, NJ

BACKGROUND: ProSafe, founded in 2020, is dedicated to enhancing workplace safety in the hospitality industry. Headquartered in the Greater Philadelphia metro area, ProSafe focuses on supporting associates in guest-centric venues and future-proofing safety initiatives for building management companies.

FOUNDERS: Yazan Barqawi, CEO and Co-Founder, previously served as the Area General Manager (GM) of TownePlace Suites by Marriott in Swedesboro, NJ, within the SSN Hotels portfolio. With the implementation of a New Jersey state mandate requiring safety devices for hotel employees working alone in guest rooms, Barqawi saw a gap in the market. Together with Co-Founder and COO Terrance Ruf, they founded ProSafe to provide a robust solution.

SSN afforded me the opportunity to pursue a dream I had since joining the hospitality industry, which was to become a GM. The entrepreneurial spirit in SSN's culture allowed me to pursue a mission to connect and protect all associates at all hotels. I will forever be grateful for the opportunity that Peter and Pinky presented me with.

YAZAN BARQAWI
CEO & Co-Founder, ProSafe

INNOVATION: ProSafe's patented platform is the only beaconless, room/area-level accurate, geo-location, and evidence gathering panic button system available. Accessible on both iOS and Android devices, it also offers wearable panic buttons.

INITIAL DEPLOYMENT: The first deployment of ProSafe was with SSN Hotels in 2021. Peter Bhai, Co-Founder and CEO of SSN Hotels, endorsed the innovative platform, leading to its installation in 10 New Jersey hotels. The initial installations at two different hotel brands were tested thoroughly to ensure smooth operation before expanding to the other eight locations.



TownePlace Suites Swedesboro Logan Township | Swedesboro, NJ



Residence Inn King of Prussia | King of Prussia, PA

Throughout my decade in the industry, I have always had a passion for hospitality. When legislation was passed in New Jersey, I felt the need to connect and protect a community that had given me so much.

TERRANCE RUF
COO & Co-Founder, ProSafe

Barqawi and Ruf personally completed each installation, sometimes managing three properties in a single day.

RESULTS: Since 2021, SSN Hotels has had no known issues complying with New Jersey’s mandate. ProSafe has successfully maintained compliance for the ten partner hotels and has expanded to 20 branded hotels within the SSN portfolio.

EXPANSION: The successful partnership with SSN Hotels facilitated the broader adoption of ProSafe by some other major hotel brands, setting a new standard for associate safety in the hospitality industry. ProSafe continues to innovated, protecting hotel staff and creating safer environments.

CONCLUSION: ProSafe’s journey from concept to market-leading safety platform showcases the vision and dedication of its founders. By addressing a critical need in the hospitality industry, ProSafe has ensured compliance with safety mandates and set new standards for associate safety. The collaboration with SSN Hotels paved the way for possible broader adoption across major hotel brands, marking a significant milestone in their mission to enhance workplace safety. ProSafe continues to innovate and expand, with a commitment to protecting hotel staff and creating safer environments for all.



I’ve always been enthusiastic about the innovative ProSafe platform, which aligns with my company’s commitment to staff safety. Working with Yazan Barqawi, I had a strong sense of trust and confidence in the system. ProSafe’s modern, practical solution reassured me of its effectiveness. Proud to be ProSafe’s first customer, I am committed to providing industry-leading safety initiatives for all of our associates and anticipate continued positive impacts on employee morale, guest satisfaction, and overall operational efficiency.

PETER BHAI
CEO & Co-Founder, SSN Hotels



PROSAFEHOTELS.COM



Fairfield Inn & Suites Newark Liberty International Airport | Newark, NJ