



IT'S TIME TO ADD
CLOUD-BASED
ACCESS CONTROL TO
YOUR PORTFOLIO



PHYSICAL SECURITY MOVING TO THE CLOUD

In the past, having their office 'under lock & key' used to give business owners peace of mind. Today, many companies are more comfortable with their physical security being 'in the cloud.' What does that mean for security experts as end-users push and seek new approaches to physical security?

Once thought to be a project that only certain system integrators could install, delivering cloud-based security platforms to customers is easier than ever. Security integrators can partner with Software as a Service (SaaS) providers that develop, deploy and manage the essential elements needed for cloud-based access control. Offering a cloud-based access control solution should be something every security provider considers.

SAAS INCREASES YOUR BUSINESS POTENTIAL BY OFFERING SOLUTIONS THAT APPEAL TO MORE CUSTOMERS



**SECURE MORE DOORS
FASTER AND EASIER**

As the number of doors your customers need to protect increases, so do the complexities of managing different keys for multiple locks. This complexity leads to rekeying costs and customer frustration, because they need to call you to get doors open. Long-term customer retention means adapting to their needs without impacting your bottom line. SaaS solutions are scalable for all customers and offer growth opportunities for your business because customers can add an unlimited number of doors and buildings-anywhere in the world - and manage access from any device, at any time.

HOW YOUR CUSTOMERS DEFINE PHYSICAL SECURITY TODAY

1. **Ease of Use** - instead of it being easy to lose a physical key, consumers want to grant and remove access to their building with a click or via their mobile device.
2. **Mobile Management and Connectivity** - consumers want their smartphones, tablets and web browsers to connect to their building security at any time of day, from any location.
3. **Scalability** - users want to be able to expand their physical security's reach to diverse locations and add new employees to the system as they grow.
4. **Integration** - consumers want the opportunity to integrate access control with solutions for video surveillance, visitor management and elevator security.
5. **Actionable Insights** - facility managers want the ability to track physical security like they track other parts of the business while customizing and setting alerts for physical access use.



WHAT'S SHINY AND NEW ISN'T A METAL KEY ANYMORE

The innovations of your SaaS provider also translate to increased sales for your business, because consumers want the latest and greatest technology. We have seen this phenomenon with traditional lock & key where customers associate increased safety with the latest improvements in lock type and strength. A similar trend towards cloud-based access is now underway. Customers are eager for new features in access control solutions which offer affordable scalability.



SAAS PROVIDERS BUILD THE SOFTWARE; YOU FOCUS ON BUILDING CUSTOMER RELATIONSHIPS

The next advantage is that the technology platform is owned and operated by your SaaS partner. The software is centrally hosted so you don't manage the underlying infrastructure, network servers, operating system or storage. This is an easier sell to your customers. Businesses use cloud solutions for daily tasks like accounting, sales and business invoices. After seeing the ease of use and security these platforms maintain for important business data, more consumers want to use the cloud for monitoring physical access in their facilities.

When it comes to technical support, you have the luxury to let the SaaS provider handle technical service calls. This level of service is a must-have for customers and leads to the feeling that the access control platform is an essential part of their business. Your SaaS provider alleviates time and effort for your employees so they can focus on other business initiatives.



GROWING NUMBERS OF BUSINESS USERS DEPEND ON CLOUD SOLUTIONS

Access control standards evolve as the type of buildings consumers build and use change. The rise of smart, connected buildings means physical security and cybersecurity are highly connected and need to influence each other. Most integrators in the security business agree that the industry needs to upgrade outdated systems to meet demand and enjoy the benefits that cyber secure cloud-based platforms offer.

Today, global access control is a \$6.9 billion market (approximately \$1.7 billion in North America).¹ Within that market, more and more people depend on the cloud. The statistics portal, Statista, found that approximately 3.6 billion internet users will access cloud computing services in 2018. This number is up from 2.4 billion users in 2013 and will only continue to grow. Offering cloud-based access control appeals to a larger, growing customer base that you want to be a part of.

**"Customers are
looking for something
better, so bringing them
new technology puts you
ahead."**

**-President, MDU Security
Systems**

1. Source: Memoori 2017 Report

CLOUD SOLUTIONS PROVIDE MORE STABILITY AND REVENUE PREDICTABILITY



PREDICTABLE AND RECURRING MONTHLY INCOME

With a cloud-based solution, your consumers pay a monthly subscription. This means you have predictable and measurable recurring monthly revenue or RMR. Knowing the expected revenue from your current customer base helps you manage expenses more efficiently, as well as plan for and implement new growth initiatives.

Another benefit of RMR is your customers will actually thank you for it. The monthly connection leads to higher customer retention through ongoing engagement. By offering the latest and most secure software, your customers develop a partnership where they see you as a security advisor. If they need to integrate new physical security components, they come to you. If they have questions about ways to improve security, they come to you. Finally, when they need to secure more doors, it is easier to calculate and understand the additional cost.



**"Being able
to remotely solve
issues allowed us to scale
and grow while keeping
our customers happy."**

**-Managing Partner,
Loc-Doc, Inc**

EXPAND YOUR CUSTOMER BASE AND GROW YOUR BOTTOM LINE WITH BRIVO

Brivo is the original innovator of cloud-based physical security solutions for commercial buildings. Currently serving over ten million users, Brivo offers a unified security platform including access control, mobile credentials, mobile administration, video surveillance, identity federation, visitor management, and elevator control. As a SaaS company, Brivo also offers a complete API platform service that empowers partners to build custom integrations and vertical market offerings.

Our mission is to make the world a safer place by providing a subscription-based service for securing buildings using reliable, convenient, scalable, cyber-hardened technology.



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