



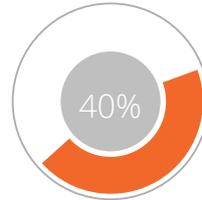
# TURNING ACCESS CONTROL INTO RECURRING MONTHLY REVENUE (RMR)

## CUSTOMER DEMANDS ARE CHANGING THE ACCESS CONTROL INDUSTRY

It was the norm for years. You sold on-premise access control because that made sense for installing new panels or locks and meeting customer rekeying needs. But, customers are now focusing on physical security from a risk, liability and cost perspective. They increasingly want to implement cloud-based access control because it offers remote management, delivers a lower total cost of ownership, and is flexible and cyber secure to scale for their needs.



Enterprises with a formal cloud strategy that will want to know if you can offer a cloud-based solution



Organizations surveyed that only use lock and key to protect their facility

Source: 2017 Facility Executive Magazine Poll

## EXPAND YOUR PORTFOLIO AND GENERATE RECURRING MONTHLY REVENUE

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### WHAT IS RECURRING MONTHLY REVENUE (RMR)?

The monthly subscription you charge customers for access control software and support becomes recurring revenue for your business.

### WHY DO I NEED TO CHANGE MY BUSINESS MODEL?

When you offer software as a service (SaaS), your business model should recognize the ongoing use and value-add services you provide - via a monthly payment - from each customer.

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### HOW WILL MY CUSTOMERS REACT?

Think about your own use of services like Netflix or Apple Music. You pay a monthly subscription and rarely think about it. The features and benefits of cloud-based access control become necessities for your customers.

### HOW WILL THIS AFFECT MY BUSINESS AND WHAT IS MY GROWTH POTENTIAL?

You have unlimited growth potential. The more services you add, the higher your monthly revenue becomes. This monthly revenue continues as long as your customers continue to use the service.

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## TOP THREE BENEFITS OF RMR TO YOUR BUSINESS

### 1 GROW YOUR EXISTING CUSTOMER BASE

Focus on growing the number of services delivered to existing customers rather than feeling pressure to generate new sales each month. Improve your overall growth opportunities since cloud has a 4-6 times higher growth rate than traditional systems for physical security.

### 2 CREATE STICKIER CUSTOMERS

Infrequent interactions, that occur every few months or years, do not build loyalty. The best tactic to retain customers is ongoing engagement through value-add services: creating access schedules, managing user permissions online and opening doors with smartphones.

### 3 INCREASE THE VALUE OF YOUR BUSINESS

RMR increases the valuation of your business. Security companies with a greater percentage of revenue from recurring sources have stronger long-term profitability and investor appeal. They are worth 10-16 times more than those with a one-time sales model.

Source: Forrester, IDC, Gartner, 451 Group

## CREATE AN EFFECTIVE RMR MODEL FOR YOUR BUSINESS WITH:



Training and support for your sales team



New strategies and incentive plans to drive sales



Onboarding to help you start selling within the first 30 days



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