

E-BRIEF



Physical Security Can Help you Run and Grow Your Business



This brief will discuss how cloud-based physical security systems allow business owners to do what they do best—run and grow their businesses.

True cloud-based solutions will be examined and examples will be shared to show how cloud-based technology provides businesses the freedom, control and flexibility to efficiently run and grow a business on the owner's terms.



Five Ways Cloud-Based Physical Security Can Transform Your Business Operations



Business ownership is anything but easy—often being pulled in a million different directions, you are responsible for every aspect of your company.

Many business owners rely on cloud-based physical security solutions to allow them the freedom to run their business efficiently with a newfound peace-of-mind.

Learn how Software as a Service (SaaS) technology can free up your time, your money and your worry—

Location

Whether you have one office door or one hundred, you can't always be around to manage who is accessing your buildings and facilities. By using a cloud-based security solution, you can allow entry, print badges, open doors, set schedules and see who's in your building from anywhere in the world. This gives you the freedom to move as you please, while being able to run access for your business from one location.



Accessibility

Today's business owner multi-tasks between a number of technology devices on a daily basis. You may be making calls to a vendor in the morning, emailing staff schedules in the afternoon and tracking inventory on your office desktop in the evening. Using cloud-based security technology allows you the freedom to move between any device, such as a desktop, laptop, tablet or mobile phone, through a single interface throughout the day.

Scalability

A true benefit of using a cloud-based security solution is the ability to scale your business needs. Software as a Service (SaaS) technology gives you the freedom of scaling exponentially as your business evolves. Have you considered adding additional locations in the future? Using a cloud-solution allows you to do this easily by adding additional buildings into the platform and having access to every location.





Cost Savings

Every business owner is conscious of expenses as they manage their day-to-day operations. Going with a cloud-based physical security system saves you from purchasing up-front computer hardware, lowers your overall operating expenses, saves your IT staff time, and saves you rack space and telecom costs. Cloud based physical security solutions limit your overall security costs by lowering your cost of ownership for access control and video.

Integration capabilities

Cloud-based security solutions opens endless opportunities, allowing you to find new ways to incorporate security services into other applications that you may need. Open platforms introduce options outside of traditional access control, allowing you the ability to find new ways to incorporate security services into other applications. This allows you to take advantage of countless possibilities and integrations with a wide variety of partners.





Let's face it—business owners, and in particular small business owners can often times be categorized as control freaks. For example, when a business first gets off the ground and everyone's in start-up mode, it's usually the owner who does everything, including:

- Bookkeeping or bill paying
- Sales prospecting
- Contract writing and negotiation
- Hiring and firing
- Managing employees
- Training new employees

And more—from human resources and operations, to finance and sales, and nearly every aspect of business management falls on the shoulders of the business owner. For start-ups, or small to medium businesses, wearing multiple hats can be a real challenge. However, those who manage and over the challenge successfully do so by controlling the situation, grinding out long hours, and simply making it work as a control freak.

Control to Grow Your Business

What happens when the 25th employee is hired, or the 100th? Maintaining control becomes nearly impossible, and any attempt to do so can lead to overbearing management, poor decision making, and dissatisfied employees.

For that reason alone the definition of control must change.

During the start-up period, the above definition of control can reign king, but as the company matures and grows, the reins must be loosened. The owner and executive team must be able to focus their energy on growing the business and strategy, not on micromanaging the day-to-day operation. There must be a shift in control and execution— an endeavor can be made easier with the right technology and people in place, a sense of confidence instilled in the business operation.



Control with Confidence in Physical Security

Across vertical markets and industries, facility management and access control is paramount. The size and shape of the business doesn't matter—business leaders need to be assured that information, products, and infrastructure are safeguarded. Technology can and should play a role in keeping control over the physical environment. When business owners leverage technology, like cloud-based access control solutions, management of facilities becomes much easier to control.

Control of Costs

As operational control shifts to a more strategic approach, it can be difficult for business leadership to manage costs. Where owners once had the bandwidth to check every dime spent on every expenditure it becomes unattainable during a growth phase, and companies must overcome growing pains by using the right tools. For example with a SaaS based access control system cost reductions can be incurred many ways, such as with IT staff time, telecom, hardware, electrical, cooling costs, and many more areas..

On the other side of the equation, opportunity cost looms. When a company can free up time and money from administrative operations, growth is facilitated. By leveraging cloud-based access control solutions, business leaders can save time, improve cost profiles and focus on growing the business.





Top Reasons Why Cloud-Based Physical Security Can Put Your Business at an Advantage



With today's business world constantly changing it is now more important than ever to ensure you are taking advantage of the technology around you. Staying fixed in your ways or utilizing old technology will only put your business at a disadvantage and create less flexibility for you. So, what have you done lately about the physical security of your business?

Flexibility, or by definition the quality of bending easily without breaking, is a trait that will not only help to win customers, but it will ensure you are able to overcome whatever life throws at you.

Are you using the latest technologies to adapt to the daily challenges thrown at your business? Are you aware of the flexibility you can gain with cloud-based access control solutions?

Let us explain what we mean —

Being in Control in Adverse Events

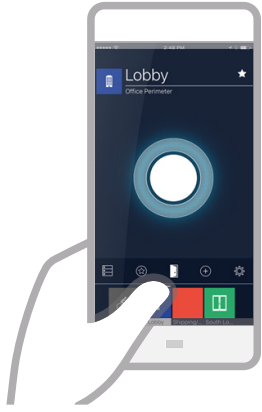
Are you prepared to keep your employees and facility safe? At first glance you may think you are prepared, but let's look at what would happen if you did not use cloud-based physical security (aka cloud-based access control) and an adverse event, like a fire, occurred. With your current physical security solution, can you:

- Ensure all employees made it out of the building safely?
- Monitor all activities that happened before and after the fire?
- Track equipment that was present around where the fire took place?
- Keep all recorded footage safe from damage?

With cloud-based physical security you are able to verify the presence of your employees by checking the history of when each person entered the building, identify what sensitive equipment may be jeopardized, and ensure malpractice didn't occur before the fire took place by looking back at the video footage that is stored in the cloud—out of harm's way of the fire.

Another adverse event, that is less severe and damaging than a fire, is when an employee forgets their key to open the building—this may not be a big deal, but it is an operational expense. In this case, employees are unable to begin their shift, customers are unable to make purchases, and as a business owner you are expected to drop everything to open the building. If you are using keys or a badge to open doors, you have to physically head to the location to open the door. With cloud-based physical security solutions you can remotely open doors with your computer, tablet or smartphone, and save yourself from the angst of driving or being late for the first appointment of the day.





The Advantage of Using Mobile

Why would you want to use your smartphone to open or close your door? The reality is that our smartphones are glued to ourselves, whether we are talking to clients, responding to emails or getting directions for our next meeting. Going beyond these tasks and actually using your smartphone to open doors can make daily tasks even more flexible. Mobile cloud-based physical security solutions are no different and work the same way as your favorite app works—it provides a routine way to do something.

The flexibility of opening doors—Employees as well as business owners can open doors by simply using their smartphone. You no longer have to worry about your employees forgetting their keys or cards. Employees are just as happy as the business owner because they are able to keep up with their busy schedules by using their smartphone to get into the office. Another added benefit is that with mobile access passes you are not forced to carry around another physical card or key that can be easily misplaced—saving you yet another expense and giving you more flexibility.

The flexibility of managing your business anywhere—Mobile cloud-based physical security allows you to monitor, secure and access your business without being physically present or having to jump on a computer. Everyone is busy and constantly on the move, and mobile access allows you to grant, re-use and revoke access permissions to employees remotely. With keys or access control cards you have to physically hand the cards to your employee, but with mobile access you can email the credentials over and your employee can access your building instantly.

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