



# TOOLKIT | ADVANCED TACTICS FOR GAINING PHYSICAL SECURITY BUDGET BUY-IN

## TEMPLATE 6: Creating the Pitch

Our recent report, [Brivo Smart Security Trends Report](#), highlights the importance of an integrated security ecosystem, especially for enterprise organizations. The key is to make sure the c-suite understands not just the cost benefits of moving to a cloud access control solution, but really, a safety necessity.

To build the pitch, you need to bring together both the bottom-line tangible business impacts as well as highlight the safety paradigm that you face.

### SAFETY:

A [Forbes article](#) reveals, "Smart building technology is slated to be the next revolution in the commercial real estate sector. Following the Covid-19 pandemic, its adoption will likely be even more accelerated than ever. **When businesses cautiously open up their doors again, ensuring a healthy and safe built environment for tenants' peace of mind has become a leading CRE imperative. The Internet of Things (IoT) and smart building technology can help to do just that.**"

To bring your employees back with confidence, the building itself must function in a healthy way and cloud access control is an integral technology to implement social distancing, health screening and to control traffic flow within the building.

On the integration front, a different [Forbes article](#) pointed out, "**For businesses, supply chain visibility, security and pedigree are the new transformation imperatives.** Thomas Vollman's 1996 book, *The Transformation Imperative*, focused on how highly integrated corporations can adapt to weather not just competitive challenges, but also unexpected market changes like what we are experiencing now [COVID]. Companies either gain competitive advantage, or they are victims of competitive parity. Sadly, North America leans to the latter, with a vast array of sub-par systems and parts embedded in some of the most sensitive systems (including intelligence and defense)."

### BUSINESS OUTCOMES:

Ease of use, faster onboarding, fewer lock-outs, theft reduction, server maintenance, etc. If your organization relies on patchwork and unintegrated systems, most importantly security systems, you are unprepared for competitive challenges and the unexpected. Connected systems are the backbone of a connected organization. Integrated business technologies can give you visibility into the health of the organization and valuable insights to plan for the future.

Spell out the benefits of adding cloud access control into the techstack of the organization. The critical data provided by an enterprise cloud access control solution can be used now to keep returning employees safe and healthy and in the future to plan for office space usage and to create a cohesive and convenient user experience across an entire portfolio of buildings.

**ROI:**

No pitch would be complete without projected financial benefits (ROI). As we all know, money talks. You can calculate the **ROI of moving your physical security** to the cloud here. Include a clear and defensible calculation that looks at the total cost of ownership including not just hardware, software and maintenance but also staffing time, salaries, overtime etc.

**Example:**

STEP	DETAILS
Opening Statement	Give them the bottom line. Example: Moving to a cloud solution will save us \$XXX yearly in inventory loss, wasted time, and operational inefficiencies.

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STEP	DETAILS
Opening Statement	
Business problem 1	
Business problem 2	
Business problem 3	
Timeline	
ROI	

request a demo



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