



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 —

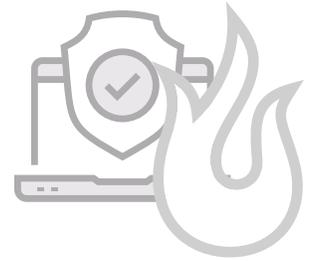
Being in Control in Adverse Events

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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