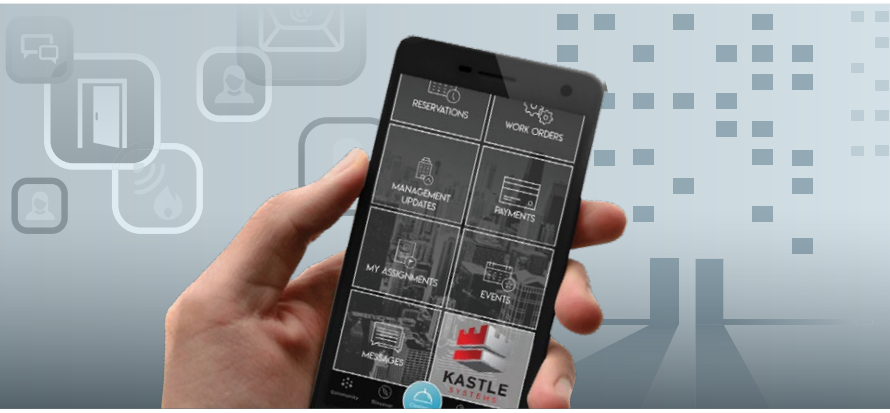
MOBILE ACCESS CONTROL EASES PROPERTY MANAGERS' PAIN!



Property managers cannot overlook the fact that mobile technology has permeated all aspects of modern life – ignore this fact at your own peril. Tenants already use smartphone mobile apps for dining, banking, ridesharing, workouts, travel, movie tickets, peer payments, grocery orders, home security, you name it. Why would they not demand mobile access to their offices or residences?

Competition for commercial tenants and multifamily renters is fierce and they crave a sophisticated appearance to impress their employees, clients and friends. If you want your property to make a modern first impression, you should probably consider the daily first interaction a user has when they walk in the door right? A smartphone-based, hands-free access credential that allows them to glide effortlessly through the building is pretty slick and really easy for you to track as a property manager. So why hesitate?

Because it's less secure? Wrong. Because it's difficult to manage and implement? Untrue. Because nobody really cares about access credentials? Read on my friend.

ACCESS CONTROL CHALLENGES

Property Managers have many responsibilities, but perhaps the most exhausting is keeping track of access credentials issued across multi-tenant buildings. "Herding Cats" comes to mind, especially when tenants lose key cards or fobs, forget them, share them or never return them. Hunting for missing credentials and the people assigned to them is time-consuming, as is purging old card profiles and updating new ones to keep the system current, ensuring credentials are only in the hands of the right people.

You think mobile credentials are insecure? They are a lot less likely to get lost or fall into the wrong hands than a key fob. And think about it – if you can confidently bank, trade stocks, make purchases and venmo your babysitter on your smartphone, where your own wealth is on the line with every transaction, what's so scary about mobile access control?

SMART TECHNOLOGY IS MAKING ALL THINGS MOBILE

Advances in technology have led us to a world of cloud computing where Internet-based platforms share processing resources and data over networks directly to devices on demand.

Technologies such as: **Bluetooth Low Energy (BLE)**, a wireless standard for exchanging data over short distances from fixed and mobile devices, and **Near Field Communication (NFC)**, a set of communication protocols that enable two electronic devices (like smartphones), to establish communication - are just two innovations that have spawned new access control capabilities.

The new-found freedom that wireless communication enables is changing the way consumers expect to interact with their friends, family, community, workplace, restaurants, service providers and more -- why should their office environment or apartment building be any different? A mobile device enabled with BLE and NFC can be used to grant specific identities access credentials for multiple spaces and properties just like a key card, but with greater convenience for users because its already always with them.

UNDERSTANDING THE BENEFITS OF MOBILE ACCESS CONTROL

Mobile access control enables a mobile device such as a Smartphone to serve as a credential that allows access to secured spaces – your smartphone becomes a "key" so to speak. Convenient and cost-efficient, mobile access affords a much easier way to manage identity credentials.

> Recent reports from Gartner Inc., a global research firm, predict a rapid migration to cloud-based physical access control systems (PACS) and mobile credentials. And with good reason. Mobile access is very user-friendly and, if implemented correctly, can be a much more secure option with plenty of features to leverage.

Compared to the typical card-based access control system, mobile BLE credentials and cloud-based access control platforms are more secure. With mobile BLE credentials like **KastlePresence®**, each access signal is uniquely encrypted with every use, tied to only one mobile device and is a direct signal that cannot be copied. Additionally, users are far less likely to lose or share their smartphone so there is significantly less danger that the access device would fall into the wrong hands. Even if it were stolen, an access administrator can deactivate access rights immediately from a laptop.

Additionally, access control components syncing to a cloud-based platform don't interact with the on-premise network, but rather "phone home"

directly to the cloud-based server with each data signal recorded. There are no passwords to hack or other on-premise network security interactions to undermine.

MOBILE TECHNOLOGY KEEPS OFFICE TENANTS ENGAGED

Mobile access control not only safeguards and secures building occupants, but it also optimizes occupant experience within their buildings.

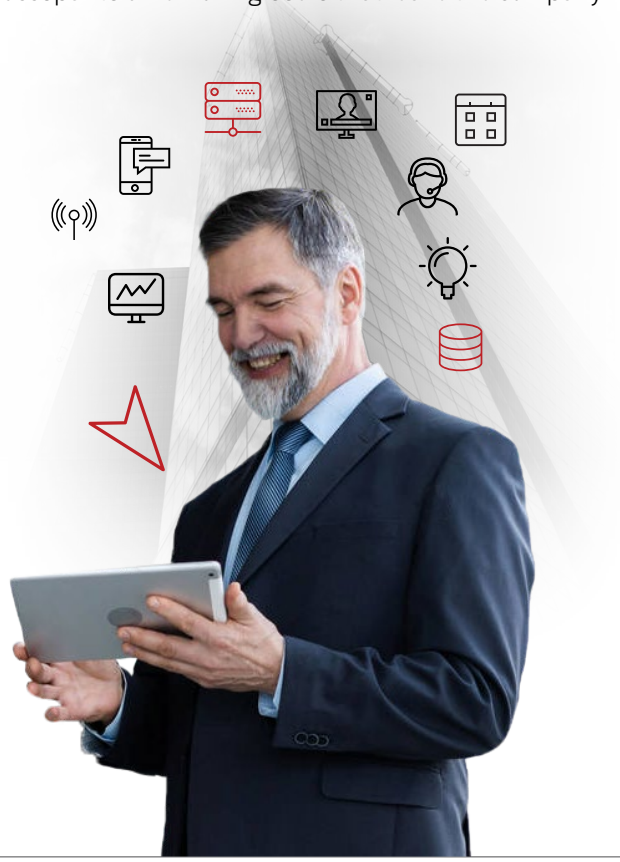
The ubiquitous integration of the smartphone into all aspects of everyday life makes a mobile access credential far more convenient than carrying clunky physical access cards as it provides a hands-free access device that literally fits in the user's pocket (and it's probably already there). A smartphone is a must-have in the daily routine of tenants and residents while an access card is an added item to keep track of.

Additionally, a mobile access credential in the form of cell phone app enables communication between a tenant company, their occupant employees and the building property manager. Occupants can potentially use their phone to reserve desks, office space, conference rooms or other amenities. These apps can also enable pre-authorized check-in for access to approved visitors and guests thereby enhancing the workday experience and productivity of tenants and visitors.

Another benefit of the mobile platform is the ability to push **mass emergency communications** electronically to employees by the tenant firm or to building occupants by the property manager. This enables easy outreach in cases of emergency, power outage or other important events.

These digital technologies have allowed significant levels of data intelligence to be embedded within a mobile device. One of the most important pieces of information that data intelligence can provide to property managers is confirmation of who is entering or exiting a building and when.

The "always-on-hand" nature of the cell phone as a credential improves data accuracy of access, occupant movement and space use. This enables tenant employers and property managers to more effectively track user behavior so that it's easier to optimize the use of space, including offices, amenity rooms and on-site gyms. A card credential is more likely to be shared, forgotten or lost, so it's data accuracy is less robust. A mobile credential also empowers the "authoritative source", be it the occupant employer or the property manager, to grant or deny access immediately in the case of onboarding new occupants or removing users that leave the company.



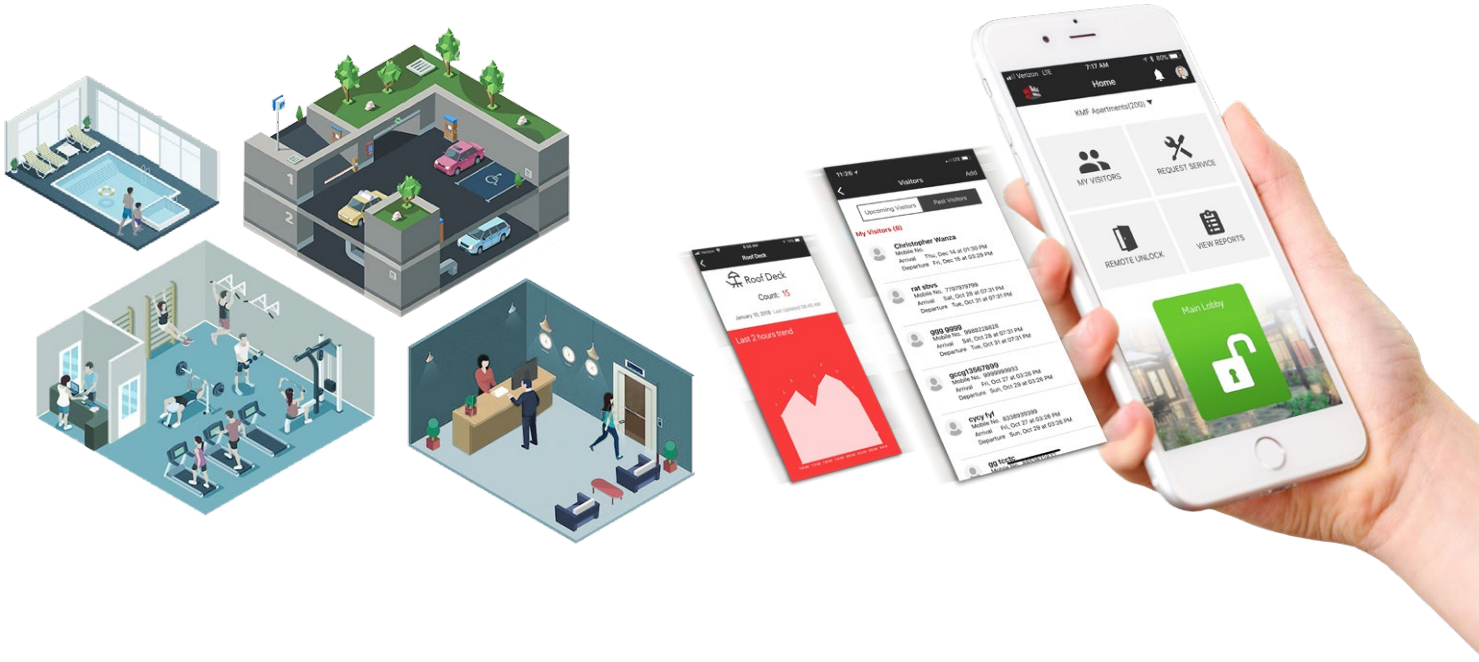
Nowhere is this "controlled flexibility" more valuable for users and property managers than with the rapidly growing phenomenon of co-working space where maintaining control can be challenging as users, access rights and space use must flex and change rapidly over short time periods for the operation to function.

A property manager of co-working space needs precise knowledge of user identity and access timing to accurately track space usage and occupancy for billing purposes. Users are far less likely to share or lose their cell phones than other types of access credentials so the accuracy of access data is enhanced.

MOBILE ACCESS FOR MULTI-FAMILY PROPERTY MANAGERS

Many of the same benefits that mobile access affords to CRE property managers are also reaped by those **managing security for multifamily properties**. They no longer need to keep track of all the access control credentials issued to residents and can communicate with residents wirelessly for both day-to-day logistical issues as well as in the event of emergency.

More importantly, with increased competition for renters in today's multifamily market, providing high-tech amenities that the all-important millennial audience have grown to expect is a competitive advantage for properties. Residents with mobile-based credentials can enjoy "frictionless" access to their units and common spaces without carrying extra keys or access cards. The convenience and capabilities that mobile access apps provide facilitate greater community engagement, a better resident experience, and enhanced security.



MOBILE IS BROADENING THE OCCUPANT EXPERIENCE

This "battle over resident experience" using mobile-based technology is most prominently shown in the growth of the "property experience platform" where a simple app can enable residents to manage daily resident activities from their smart phone like rent payments, package deliveries, maintenance requests, pre-authorized visitor access, amenity usage reservations and more.

Access control is a logical addition to the menu of features provided by these broader property management solutions. Kastle Systems has launched a new **access control Software Development Kit (SDK)** for these players which allows them plug-in a Kastle Access Control solution into their pre-existing platform to further benefit to the resident experience menu.

CONCLUSION

Property Managers, the smartphone is embedded into the minute-by-minute, day-to-day lifestyle of the average tenant or resident – it's with them all the time and they use it as a tool for living and productivity. Now is the time to add access capability to this device.

Does anybody really enjoy wearing a plastic credential dangling from a lanyard wrapped around their neck? Occupant experience aside, why wouldn't you as a property manager want to use an access system that makes your life easier? There is substantial time and money to be saved when you take advantage of the streamlined operational convenience that managing occupant access via mobile credentials enables.

Property managers take action now and improve the life of your tenants or residents and yourself by investing in a cloud-based, mobile access control system.