


Reinventing Security Technology in the Property Management Space



Innovative Security Technology

The home and neighborhood security landscape has evolved dramatically in the last few years with the introduction of advanced, IoT-based technology. But there lacks an elegant solution to tie all these improvements together to better serve property management companies, homeowners associations, and residents. This white paper examines the current options and what's needed to address the existing gaps.



**The FRONTSTEPS
Consumer Market
Study found that
almost 80% of
respondents
expressed strong
interest in receiving
alerts, including
security alerts of
all kinds.**

Security Concerns for PMCs and Residents

For PMCs, where does security fall on the priority list? Alternatively, how important is security to residents who live in an HOA, PMC, condo, or multi-family community?

The answers should be aligned but unfortunately, while 80% of residents report that security is critical to their happiness and community enjoyment, PMCs treat security as an afterthought.

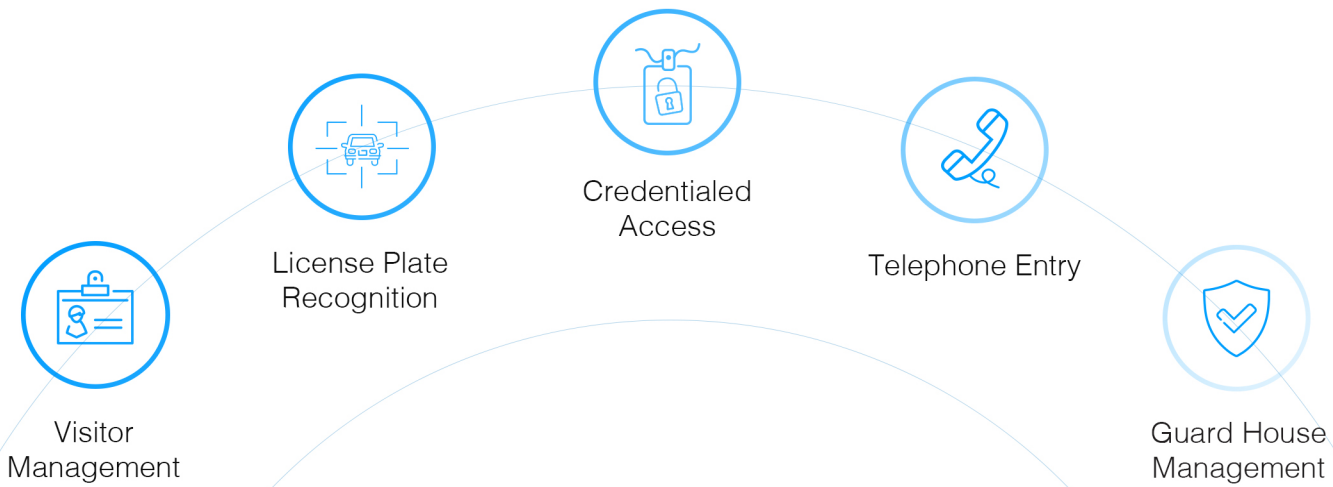
A February, 2018 study conducted by FRONTSTEPS found “improving safety and security does not resonate” with our existing PMCs. More than just a miscommunication, this is a clear breakdown between what PMCs implement in their communities and what residents desire.

To ensure residents feel safe in their own home and on their neighborhood streets and sidewalks demands more than just a reminder to lock doors. Today’s criminals are savvy and opportunistic. It’s clear that a single, cloud-based security and community management platform is essential for true confidence.

Innovative Security Technology

Two major components—software and hardware—power a strong security solution. An intelligent system would marry those two but instead, PMCs are forced to rip and replace expensive hardware as software and technology improves. Additionally, communities that rely on various hardware components must maintain relationships with each peripheral. This can be particularly onerous for small communities whose managers are tasked with everything from resident engagement to security, plus asset and amenity management creates them.

Often, credentialed access, access control, license plate recognition, and community operations are hosted on different systems. Multiple logins for multiple security systems and resident management programs saps the time and energy of guards, security personnel, and community administrators. With a holistic, IoT-based approach to securing and managing one's community, admins log into one platform that integrates with any system, from accounting to hardware. This hardware agnostic style builds efficiencies rather than creates them.



FRONTSTEPS

Alps HOA
Frontsteps Property Management LLC

John Smith
Admin

MENU

Dashboard

Directory

Reporting

Live Monitor

VISITOR MANAGEMENT

Visitors & Parties

Pass Types

Watch List

Settings

ACCESS CONTROL

Access Devices

Door Controls

Access Levels

+ Access Level

ACCESS LEVELS

DOOR GROUPS

SCHEDULES

Search Access Levels

All Sites

Access Level Name

Description

DOOR GROUPS	SCHEDULES
Front Gate	24/7
Pool	8am-5pm

Devices Assigned58

Access Level Name

Description

DOOR GROUPS	SCHEDULES
Front Gate	24/7
Pool	8am-5pm
Golf Course	9am-4pm

Devices Assigned58

**50 billion
devices will
be connected
to the internet
by 2020.**

Forensic Data

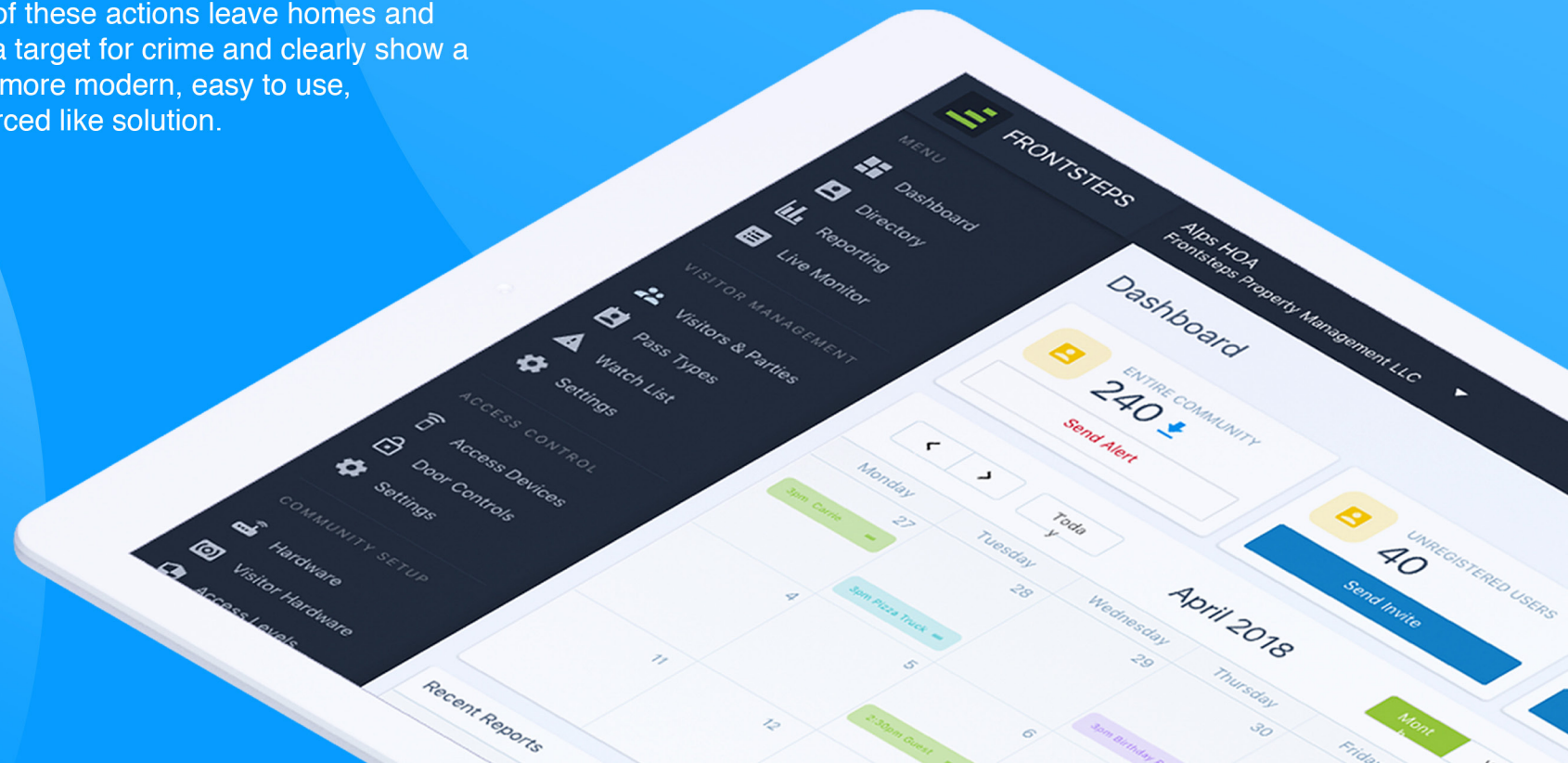
A prosperous security solution must mitigate risks as well as provide a continuous stream of data to protect security personnel and assets. Today's modern property managers need real-time analysis to satisfy stakeholders and site supervisors. Plus, the ability to pull comprehensive reports for full analysis and quality control, access digital data, reports, and logs in one place is necessary to eliminate paper log books and messy records. And should an incident occur, the data can be mined to identify weaknesses and gaps.

Common Security Risks

Homeowners or renters wouldn't intentionally put their family or possessions in harm's way, but it's interesting to note how simple decisions will attract nefarious characters as well as the weakness of current impediments. Unlocked doors, unsecured gates, and poorly lit entrances, for example, are commonplace. Curtains and garage doors left ajar, piled up mail and newspapers, and a dark, gloomy home are beacons for criminals. Even gate and manned security can be lax and easily circumvented with a quick hand and a few slick words. All of these actions leave homes and valuables a target for crime and clearly show a need for a more modern, easy to use, crowd-sourced like solution.

Resident Engagement

Community residents share an obvious and common thread—the desire to reside in a safe and engaging neighborhood. A full range of tools can make this experience even more appealing if they are built to seamlessly handle essentials like online dues and fees payments, guest and vendor registration, parking, and security. This ecosystem must be mobile-friendly and function in a way that builds community among residents.



Who We Are

In an increasingly competitive landscape, don't just survive. Build and engage with us.

FRONTSTEPS helps communities truly secure their assets through an innovative security technology that delivers the first all-in-one community management software.

Learn more
www.frontsteps.com

Contact us
sales@frontsteps.com

