



EASY **CODE**

USING MOBILE
TECHNOLOGY TO
IMPROVE A SELF-
STORAGE FACILITY

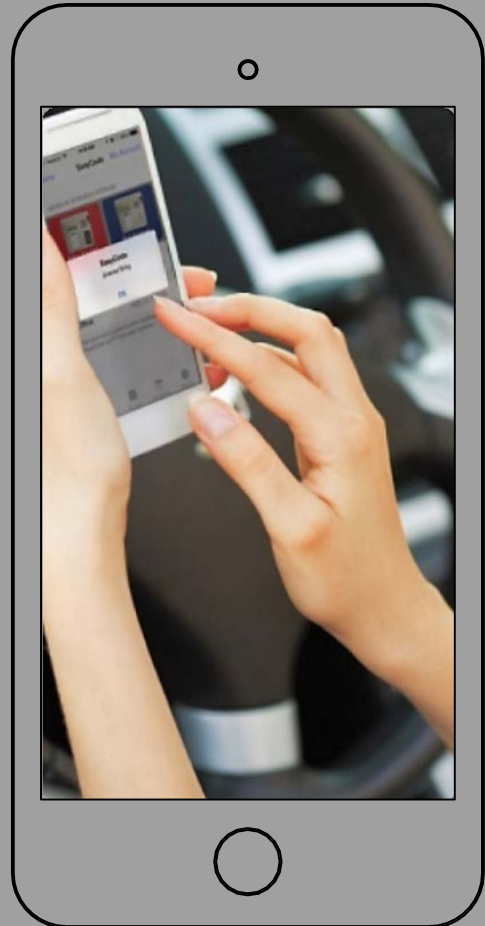
SPACEMAX STORAGE
CASE STUDY

PTI
SECURITY
SYSTEMS

INTRODUCTION

When you stop to think about your site, what is it that people love about your facility? Your climate controlled units? Your safe, secure, and clean facility? Your manager(s)? If you're not sure, it's worthwhile to know what your customers like most about your facility. For SpaceMax, the answer is all of the above and more. In 2014, before opening the doors of their Stone Mountain facility, SpaceMax's General Manager Wilson Covington decided to give his customers another reason to love SpaceMax.

Enter EasyCode. With EasyCode, SpaceMax found an innovative way to make their site super convenient, highly secure, and hassle free for both their storage and boat and RV customers. This case study walks you through SpaceMax Stone Mountain's experience with EasyCode from PTI and ends with a by-the-numbers ROI examination that may shock you. You might be asking if this case study is applicable to your business. To help you decide if this case study is worth your time, answer these four questions:



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- 1 Do you have competition in your area?
- 2 Is your competition getting tougher to beat on price and do you have more and more of it?
- 3 Do you want to make your facility better and charge higher rental rates?
- 4 Are you thinking about building a facility and looking for ways to be different and add value?

If you answered *yes* to any of these, *read away!* This case study is perfect for you. If you answered no to all four questions, you probably don't need to read any further. We won't be offended, we promise. Making more money isn't for everyone. But if you want to cultivate an amazing site and see a crazy return on your investment, keep reading.

FIRST THINGS FIRST, WHO IS SPACEMAX?



SpaceMax Storage is one of the Southeast's premier providers of self-storage. SpaceMax operates high security, modern, multi-level, interior access facilities. With 7 existing locations, and 3 more scheduled to open in 2017, SpaceMax continues to grow by emphasizing security, cleanliness, efficiency, and providing an excellent customer experience. In 2015, SpaceMax opened a facility in Stone Mountain, Georgia built into a renovated Target Superstore. The Stone Mountain facility is the subject of this case study as they use EasyCode in a very innovative way.



WHAT IS EASYCODE?

EasyCode is a mobile app from PTI for both you and your tenants to open gates and doors without leaving the vehicle and without having to remember gate codes. Think keyless entry or garage door opener, but as a mobile app.

EasyCode is the only app in self-storage that actually works with your access control system to open gates and doors. That means all gate codes and activity are logged and recorded while providing hassle free entry and exit. EasyCode is fully integrated with your access control system, thus, you don't have to add any outside components to your gate system.



EASY CODE

SPACEMAX AND **PTI** SECURITY SYSTEMS

At SpaceMax, having secure, clean, climate-controlled units in beautiful, modern buildings is the norm. Anything less would fall beneath their high standards. All their facilities use PTI's industry leading access control system for their state of the art facilities. They don't use PTI because that's what they've always done, though. A few years ago, when SpaceMax was in the process of building what they term their "phase two" sites, they decided to go back to the drawing board. They didn't want to make any assumptions, so they sought quotes from outside vendors for a variety of materials and services—including security.

During this process, they found that PTI not only had the best and most reliable products, but that PTI was the only company that was flexible enough and robust enough to handle their unique needs both from a hardware and software standpoint.

You may be asking how that has anything to do with EasyCode. It's pretty simple: you need a PTI Security System to access EasyCode. Before you stop reading, there's really good news! Seriously, don't let us lose you. EasyCode is now compatible with many Digitech (DigiGate) keypads.

Now, on to how SpaceMax Stone Mountain uses EasyCode.

Prior to opening, Wilson Covington decided he wanted a way to open the large metal overhang door for his indoor Boat and RV storage area without making his customer get out of their RV's. (See picture below). But as we've established, security is one of the most—if not the most—important thing to the SpaceMax team. They had to have a solution that logged activity and required an access code to enter. You probably have figured out by this point that they are using EasyCode to open the overhang door. Well, you're absolutely right. Both the front gate and the overhang door are equipped with EasyCode.



EasyCode opens the overhang door at SpaceMax Stone Mountain wirelessly while still registering the access code and tenant. This ensures both maximum security and accessibility.



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SPACEMAX'S CHALLENGE

Building premium, climate controlled units in beautiful buildings gave SpaceMax many unique ways to market their new facility. Their secure, clean units, indoor boat and RV storage, and commitment to truly climate controlled storage instantly set them apart. They were in a good position to offer their customers a unique storage experience, but the fact remained that the Stone Mountain facility had five competitors within a three-mile radius. Always looking to combat their competitor's low prices and monthly specials, SpaceMax went looking for another way to stand out in a crowded market. Attention to detail is the SpaceMax way, and customer experience is everything. Music softly plays throughout the Stone Mountain facility, CO2 monitors appear every few feet (just in case a forgetful customer leaves their RV running), and the floor is clean enough to eat off of (though I wouldn't necessarily recommend it).



Always happy to be pioneers in customer service and satisfaction, SpaceMax installed EasyCode from PTI to make entry and exit at their facility a seamless and hassle free process. SpaceMax turned their premium storage facility platinum by adding this innovative mobile technology.



WHAT THE SPACEMAX TEAM HAS TO SAY

"We provide more services and more benefits, so we can charge higher prices than some of the other guys....

We don't charge for EasyCode directly, but it's built into our premium pricing structure."

-Wilson Covington,
General Manager of SpaceMax

"People will come in and say, you're more expensive than the guy down the road,

but that's when I tell them: our units are climate controlled, we have a mobile app to open the gate and door, and our boat and RV storage is indoor."

-Lisa McKnight, Store Manager of SpaceMax Stone Mountain

THE EASYCODE DIFFERENCE

What difference does this type of access make?

Picture it, I mean *really* picture it....

You're sitting in an RV, FedEx truck, or vintage fire truck (yes, all three of these vehicles currently sit at SpaceMax Stone Mountain). It's freezing outside. Or it's 105 degrees with 100% humidity (it is Georgia after all). Or it's pouring rain. Or you're on crutches. Or you have a crying baby with you. Or you can't remember your code. Or you're just not as mobile as you used to be. Or you've spent the entire day moving and you're exhausted. *Would you want to get out of your vehicle to enter a gate code and then hurry back to make sure the door didn't close on you?* Of course not! The same thing goes for the main gate. Do you want to get out of a moving van to enter an access code?

Maybe even more importantly, would you want to have to remember your access code? How often have you had to change your password for a website because you can't remember it? Ever gone digging through your phone to look for your not so secure notes page with all your passwords and codes? If you haven't, I for one must learn your secret.



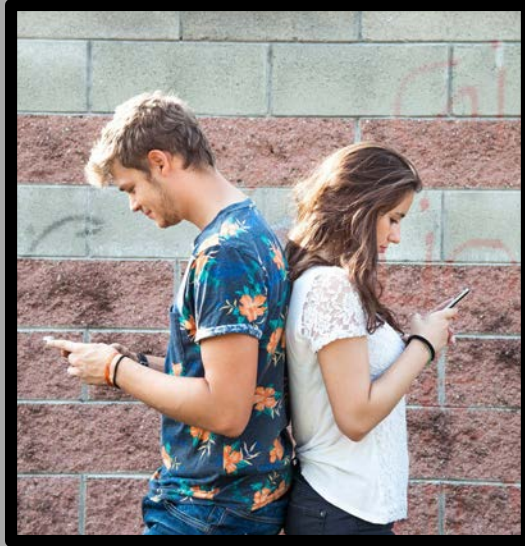
Wanting to avoid all the scenarios above, SpaceMax got EasyCode. SpaceMax also realized that a few of these scenarios—and their location—gave them a unique opportunity. Located less than a mile from a retirement facility, they understood that accessibility for a slightly older demographic was important. Many of the residents of the retirement community store at SpaceMax, and Covington saw EasyCode as a way to provide additional accessibility and thus value to this segment of his customers.

81 percent EasyCode Usage

The same is true for their boat and RV customers. Many of their customers are retired and some have limited mobility. Providing a convenient way for these tenants to enter the indoor boat and RV section of their facility was critical. Here's where you might be thinking that these older customers may not have smart phones or may not want to use a mobile app. Thank again! Eighty-one percent of the boat and RV customers at SpaceMax Stone Mountain use EasyCode. *Yes, 81%!* There are 192 indoor boat and RV spaces at this site, and they are nearly at capacity. That's an impressive number of people using the app regularly.

what about
younger
CUSTOMERS?

What about younger storage customers? Is there a benefit for them? Let's start here: do you know a millennial? Maybe you're related to one, or you've passed one on the street. Either way you've probably seen this:



Here's a little secret from a millennial: we're not the only ones glued to our phones. Mobile apps have become a way for life for us all, and EasyCode is a simple way for you to stay current and attract new tenants. According to Google, 94 percent of people with smartphones search for local information from their phone. People are using their phones more and more, and if your customers are using a phone or an app to find you, don't you want to provide that same level of mobile convenience to them once they've arrived? For SpaceMax (and probably for you as well), the answer to this questions is a resounding yes! SpaceMax Stone Mountain understands how to set themselves apart and attract customers of all ages, and that type of attention to detail and focus on customer experience is the reason they won the 2015 GASSA Facility of the Year Award.

—○—
ON TO THE
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EASY CODE ROI

If you've read this far, my guess is you're a very savvy business owner or potential business owner, and at a minimum I bet you want to run a business you're proud of. If you are who I think you are, numbers matter to you.

Success stories are nice, but cold, hard numbers are what really matter. Well, this section is for you. Whether you're like SpaceMax and choose to build the price of EasyCode into your premium pricing structure, or you'd like charge a monthly fee to access EasyCode, we've outlined the potential ROI for your situation.

Warning, these examples may shock you.

For our examples, we've used a 6 percent cap rate to show the potential value added to your facility with EasyCode.

EXAMPLE #1

We asked SpaceMax for a very conservative estimate of what their customers might pay for monthly use of EasyCode. Their very conservative estimate was \$1/month.

81% of their 717 units & spaces is 580. Just to make it interesting (and even) let's drop that to 500 for our ROI example.



1430% ROI

Assuming the 6% cap rate, **you've added \$100,000 in value to your facility** in one year simply by charging \$1/month for EasyCode.

EXAMPLE #2

If you don't charge for EasyCode how do you calculate the ROI? Well, let's conservatively estimate that by turning your facility smart and making it more accessible with EasyCode that you sign up an additional customer/month.

If the average lifetime value of one customer at your storage facility is \$1,500, you've added an additional \$18,000 in revenue in one year. That's a 4411% return on investment! With a 6 percent cap rate, **you've added \$300,000 in value** to your facility in just one year by adding EasyCode.



4411% ROI
\$300,000

SO WHAT NOW?

Maybe your situation and layout is different than SpaceMax's and you're not sure how you'll use this technology. You may want to open an elevator door mobility, or a gate, or a barrier arm. You might have door alarms or electronic locks and be wondering how this integrates with your system. No matter your situation, there is a way to leverage this mobile technology at your site. If you've heard all you need to hear, and you're ready to order, we're glad to hear it! Press this button and get ready to transform your site:

ORDER NOW

If you need a little more information and want to talk it through with our team, we'd love to hear from you! Give us a call at 480-771-1001 or sales@ptisecurity.com or visit www.ptisecurity.com.

Take it Easy!

