



**SECURITYIN30**  
**LIVE WITH ALLEGION**

Part Two: Growing  
Acceptance of Cloud-based  
Access Control

November 19, 2021

Question & Answer

**Q. What manufacturer are you using for cloud access?**

- A. Most major manufacturers have made an investment in developing their solution to support cloud-based deployment. It is best to review your market, manufacturer support in your area, the product's capabilities, etc. to determine the best solution for your market.

**Q. Who is the right target audience for Cloud Based Access**

- A. Small to medium sized businesses, particularly those with limited IT resources, are typical types of clients. These can be spread across multiple vertical markets.

**Q. When you're targeting that type of customer is there a specific role that you seek?**

- A. Traditionally in smaller companies you're dealing with their C suite; their CEO or their right-hand person and then they push it downstream to whoever will manage it after install.

**Q. Where do you spend your marketing dollars?**

- A. We are currently spending the bulk of our marketing dollars within social media platforms both industry specific and the larger all-encompassing players.

**Q. Are there industries with different regulatory requirements that either pushes them to or away from cloud based solutions?**

- A. In the defense industry, in SCIF or SAPF areas, you really can't bring in the connections outside of the protected space. There are some limitations that likely go across other industries. Financial institutions tend to lean toward on-prem systems as well, to protect client data.

**Q. How would you compare a hosted solution cost compared to on-prem?**

- A. Overall initial cost of ownership is certainly lower with a cloud-based system as you are not investing in dedicated software and servers to run the system and paying for only the software licensing you need at that time. In addition, all the software management services are provided and completed at the host level. For cloud-based systems, as you add devices and services over time your customers monthly investment will generally increase.

**Q. What percentage of your new sales are cloud based?**

- A. Cloud based solutions currently make up approximately ten percent of our revenue with significant growth projected over the next two to five years.