



noka[™] smart
entry
no key. no problem.
BY JANUS INTERNATIONAL



INVESTING IN INNOVATION: Why the Remote Management Model is More Attractive Than Ever.

Moving to a remotely managed facility saves time
and money, giving you more of both.



There was a time when the thought of effectively managing an entire facility from afar seemed more science fiction than reality. It was assumed that someone needed to be there at all times, in case of any sort of issue. Well, times have changed, and technology has advanced the self-storage game to the point where a remotely managed facility is not only possible but also extremely beneficial and profitable to the owner-operator.

Today, more and more self-storage owners are investing in technology to help run their properties remotely. But why the increasing demand for remote facility management capabilities?

- Labor constraints make it difficult to retain quality store managers at an affordable rate
- Managing multiple properties from a centralized location allows operators to build properties with smaller footprints and in smaller markets that wouldn't be feasible with a traditional management model
- The improved customer experience of smart technology allows remotely managed properties to "always be open," meaning more rentals outside of traditional office hours
- Lowering customer acquisition costs is paramount with new supply coming online

This white paper will examine what it takes to remotely manage a facility, its advantages over traditional and unmanned facilities, and what you can expect when you suddenly have more time to dedicate to growing your business.



WHAT EXACTLY IS A REMOTELY MANAGED FACILITY?

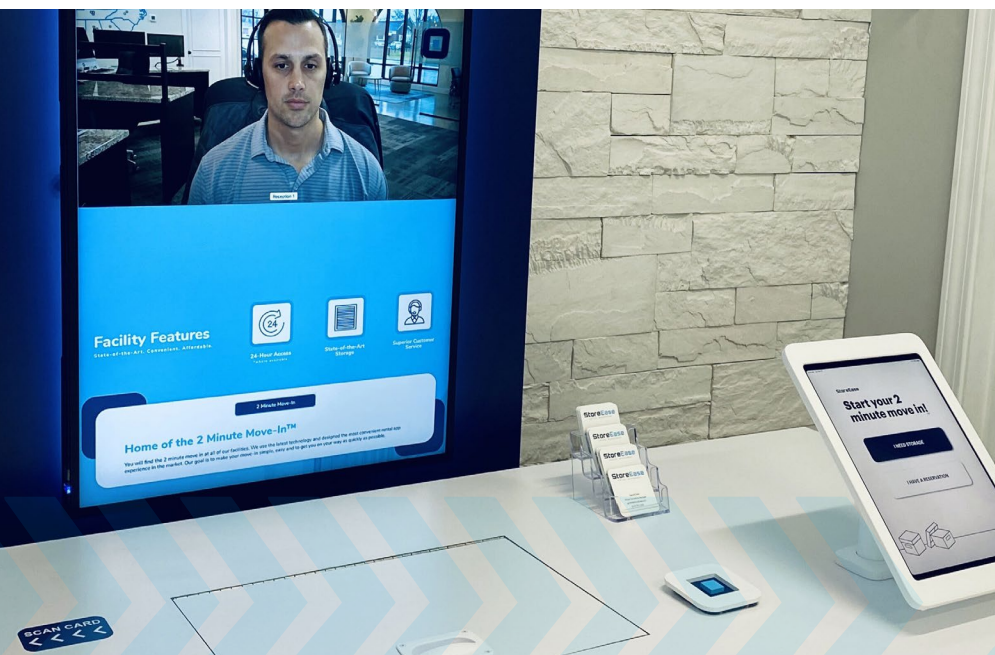
People generally feel like they know the answer to this question, but there is much more to it than most realize. The term “unmanned facility” sometimes comes up when discussing remotely managed facilities, but the truth is these are very different things. Let’s first clarify the concept of remote management and how it differs from the unmanned model.

REMOTELY MANAGED FACILITY:

- A central management team or individual oversees the facility’s operations from a remote location, offering immediate customer service and support through a direct customer service hub.
- Remote management allows for real-time monitoring of security systems such as surveillance cameras, alarms, and access control systems. If any suspicious activity is detected or if there’s an emergency, remote staff can respond promptly by contacting authorities or taking appropriate action.
- Maintenance tasks such as repairs, cleaning, and facility upkeep can be coordinated efficiently. Scheduled maintenance visits address any issues reported by customers and ensure that the facility remains in good condition. Staff can conduct virtual walkthroughs, review security footage, and proactively address any issues.
- Smart technology is utilized, enabling customers to rent units via a website, online rental center, or smartphone. In addition, the move-in process is also streamlined, eliminating the need for physical keys or a face-to-face transaction.
- Time-consuming manual processes like overlocking and lock checks are fully automated and managed through an electronic smart locking system, saving the owner-operator a great deal of time and effort.

UNMANNED FACILITY:

- Unmanned facilities operate without any on-site staff or management presence. In many cases, customers access the facility and amenities through signage that directs customers to call a phone number to a call center, or possibly the owner.
- They often utilize self-serve kiosks for many processes, which can be more vulnerable to criminal activity like accessing the site map to see what units are occupied.
- Limited investment in technological tools means minimal rental process automation and smart features, and an overall lower level of cutting-edge security features.
- Processes such as overlocking rely on physical tools, necessitating manual placement, and later removal.



Now that you know why the remotely managed model is the more complete and advantageous concept, let's explore what is needed for an effective remotely managed facility. **We can split this section into four equal quadrants:**

- 1 SMART TECHNOLOGY**
- 2 SAFETY AND SECURITY**
- 3 FACILITY MAINTENANCE PLANNING**
- 4 MARKETING THE REMOTELY MANAGED CONCEPT TO CONSUMERS**

QUADRANT ONE: SMART TECHNOLOGY

By now, you most likely know all about how smart technology has revolutionized the self-storage industry. It's no longer just a luxury add-on; it's crucial to a facility's viability today and in the future. If you want to read more about building your ideal smart facility, you can find that information [right here](#).

Smart technology is crucial for every facet of a remotely managed facility. From the very beginning of the rental process, a customer can utilize your website to shop for the ideal unit, price, and amenities. There is no need to walk into a lobby and discuss all of the ins and outs with an on-site employee. Once the rental process is complete via a website or smart device, the customer can move in with another assist from smart technology. The perfect example of this is the [Nokē Smart Entry system](#), a Bluetooth electronic lock and total access control system that allows customers to access the facility and their unit through the use of an app on their smart device. Gone are the days of losing physical keys, or random gate code sharing. Customers now have the ability to enter their facility and their unit, access customer support, pay their bill, and more, all thanks to smart technology.

SMART TECHNOLOGY

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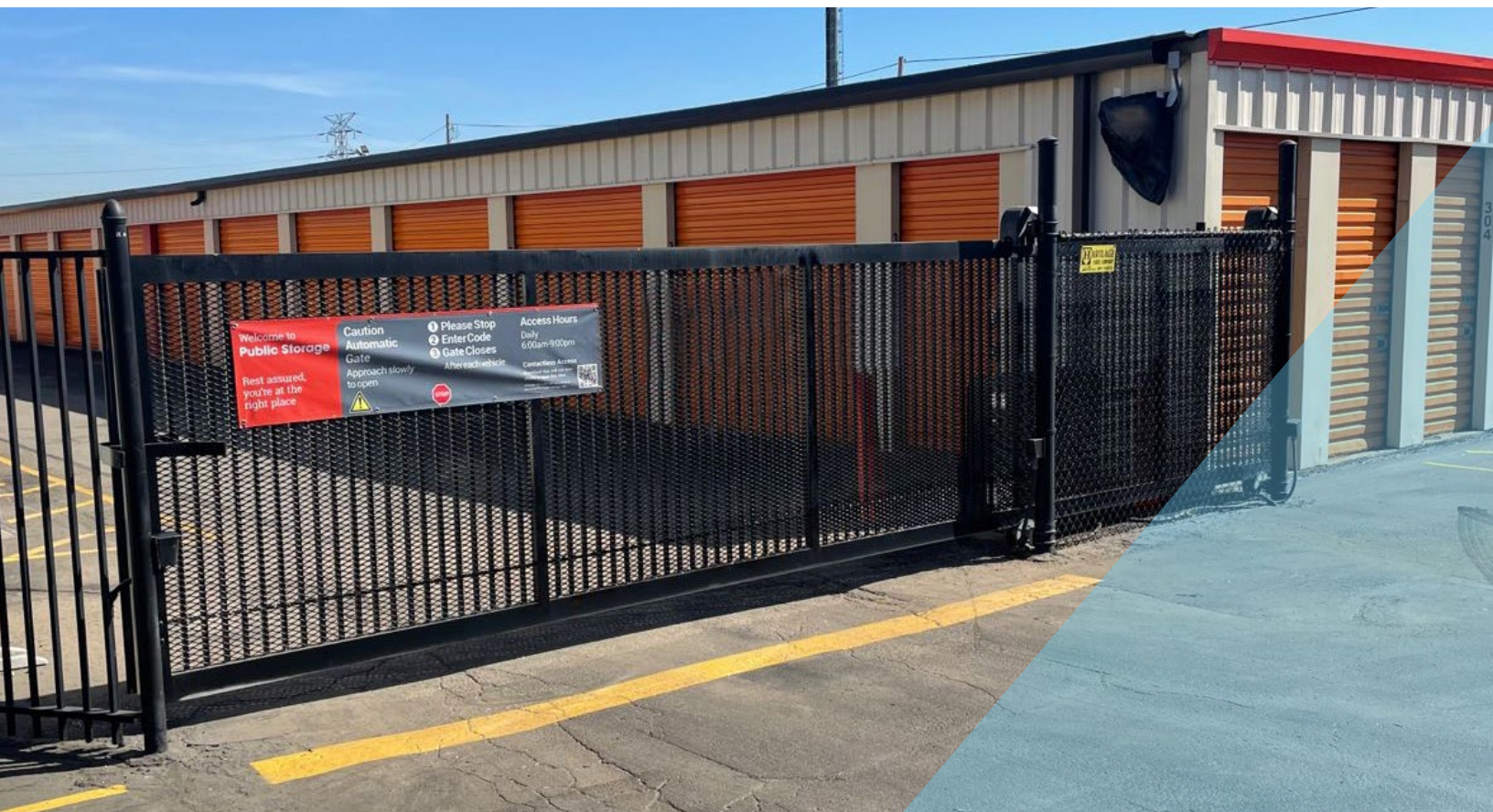
QUADRANT TWO: SAFETY AND SECURITY

One of the most important aspects of the remotely managed facility model is the need for robust safety and security features. One must be able to monitor numerous sites all at once effectively, and today's leading-edge technology gives owner-operators all the features they need to assure the safety and security of their site and their tenants' valuable property. You can read more about self-storage safety and security in today's digital world [right here](#).

It all starts with the gate, the first line of defense for any facility. A trusted company such as [Access Control Technologies](#) offers premium gate manufacturing, installation, service, and repair. A strong gate, paired with a custom ACT [access control system](#) and [surveillance](#), means your facility is protected and secure from the very first point of entry, and easily monitored through security cameras and sensors. This lets owner-operators know exactly what is happening at any site, at any given time.

Just as important as knowing what is going on at your site is knowing who is going into your site. And that's where Nokē provides yet another advantage. Thanks to its ability to allow tenants to enter the facility and unlock their unit through an app, and also add approved users with the owner-operator's full knowledge, owners now know exactly who has entered the facility at any given time, discouraging many traditional ways to enter a facility illegally. And Nokē smart locks have another advantage: with the elimination of padlocks, every unit will look exactly the same, occupied or not, making life harder for any potential thief. In fact, Nokē smart locks can reduce the number of theft claims by as much as 95%. Now, that is an enhanced level of security.

In addition, Nokē's industry leading smart locks have motion sensors built in, providing notifications and suspicious activity reports of any unusual activity inside a unit, keeping the facility safe and secure without the need for an on-site manager.



QUADRANT THREE: FACILITY MAINTENANCE PLANNING

Remotely managed does not mean no one is ever on-site; it just means that people are working in a centralized location. For that reason, on-site maintenance is far more critical for remotely managed properties than traditional models. It's a tremendous time saver not to have to walk each and every property regularly, checking for anything that might need upkeep or repair, whether regularly scheduled maintenance or those "uh-oh" moments when something fails or is compromised. Regular maintenance helps preserve the facility's physical condition, including buildings, individual units, gates, driveways, and landscaping. By addressing issues promptly, such as repairing structural damage, fixing leaks, or replacing worn-out components, the facility can maintain its value and attractiveness to customers. Utilizing a complete facility maintenance and repair solution like [Facilitate](#) from Janus International is an ideal way to keep any remote facility in top condition without having to oversee everything on-site. And offerings such as Facilitate take that worry off your plate with little or no disruption to your day-to-day business.

From the customer side, maintaining a clean, well-kept facility enhances the overall customer experience. Tenants are more likely to feel confident in storing their belongings at a well-maintained, organized facility that is free from hazards. A positive experience can lead to higher customer satisfaction, retention, and positive word-of-mouth referrals.

And don't forget the cost savings over time that regular preventive maintenance provides by avoiding major repairs, replacements, or emergencies that come from neglect.

Speaking of cost savings, one more extremely beneficial solution in these challenging economic times is the [R3 restore, rebuild, and replace program](#) from Janus. This program enables you to get more out of what you currently have instead of feeling the need to start from scratch.



QUADRANT FOUR: MARKETING THE REMOTELY MANAGED CONCEPT TO CONSUMERS

Now that you have everything in place, the final step is letting potential customers know that you are adapting to their lifestyles. We are increasingly using smart devices for everything from food shopping to job interviews to following our favorite sports teams. That technology and ease of use translate perfectly to the self-storage industry, and it's what today's customers want. A heightened emphasis on seamless transactions, an enhanced, personalized user experience, and the ability to do what you need when you need it is the key to marketing your facility to an audience that demands this level of technological freedom.

But of course, there are times when a tenant needs assistance, so it's important to be able to reach them where they are. Some remotely managed sites do have an employee present from time to time, but if not, online live chat, chatbots, and call centers are a must. An onsite rental center equipped with touchscreen technology, complemented by two-way audio or video functionalities, enables customers to seek assistance or ask questions easily when needed. The customer needs to feel confident that if they need to reach out to someone for assistance, it's easy to do so and their issues can be resolved in a timely fashion.

An item that we haven't mentioned is self-service kiosks. Although they are helpful in this process, they come with a word of warning. Savvy thieves can utilize the site map on a kiosk to access information on which units are currently rented, providing them with targets for theft. Utilizing smart technology (see, there is that phrase again!) ensures that your unit information and occupancy details are kept private, providing an extra level of safety.





One last benefit that the remotely managed facility provides over the traditional model is labor cost savings. Managing properties remotely saves a great deal of money and lets the owner do more with less, which is increasingly important in today's economic climate.

For an inside look at the advantages a remotely managed self-storage facility can provide, look no further than [this video](#), which highlights how industry veteran Kelly Gallacher built a state-of-the-art, remotely managed self-storage facility in Tooele, Utah using the Nokē Smart Entry system by Janus.

The remotely managed self-storage facility is a model that can provide greater freedom, greater ROI, and a greater overall experience for both the owner-operator and the customer. It's no longer just a pipe dream; it's a reality that can equip your facility to get a leg up on the competition, today and in the years to come.

To learn more about Nokē smart solutions that can add value to your remotely managed self-storage facility, [you can contact a representative here](#).

You can also book a demo by clicking [here](#).

WE WOULD **LOVE** TO WORK WITH YOU!

