

# Channel Partner Program

## Success

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We want Proptia's biggest reason for success to be our system of distribution, product support, and close relationships with our valued channel partners.

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Become a  
valued channel  
partner.

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## Delight

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The Proptia Partner Program enables resellers, installers, and integrators to grow their businesses and delight their customers. We make it easy to offer customers a cutting edge solution that allows them to manage, secure, and operate their commercial or residential real estate assets from a user-friendly single-sign-on solution. No more disparate systems or redundant data entry.



# The Fastest Growing Security Suite Trusted by Forward-Thinking Commercial and Residential Developers and Managers



# What is Proptia?

Pronounced (Prop-Tee-Uh) is what we do:  
Property Technology Integration  
Automation

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Combining flexible software and IoT based technology with the end-user in mind, Proptia offers a cost-effective intuitive single sign-on platform to help you manage, secure, and operate HOA, Multi-family, and Commercial Real Estate assets.

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# We're just getting started...

### Emphasis on the End-Users and Their Intended Tasks

We give the utmost consideration to our dealers and end-users and support them in all ways necessary. Characteristics like user demographics and their understanding of cloud-based security software are top of mind. Every user type has to be taken into account, from community managers and installers down to the gate attendants

### Consistent Progress

A system that is easy to get familiar with and learn with minimal requirements is what users want. For this, the interface has to behave consistently. The designing phase has to encapsulate consistency to integrate with the existing operational procedures and hardware components of residential and commercial security systems

### Simple Workflows and User Interfaces

The usage of simple interfaces is encouraged as customers need to understand the purpose of the application and how to perform basic tasks. Irrelevant information can be avoided wherever possible. Our flexible design enables users to mold the software and user interface to their specific needs.

### Listening to Feedback

Users have to be given the chance to provide feedback and we value it! This helps our engineering and product team understand where we can improve in the upcoming releases. The involvement of the users can be enhanced by keeping them occupied with the system. For this, the navigation of the application is designed to be simple! A step-by-step procedure like adding a new resident or employee is intuitive and easy to understand.

### Presentation Matters!

The way of presenting information to the end-user is indeed a big task. The arrangement of information is valuable to our users. Users shouldn't feel bored or overwhelmed while accessing content in the portal.

# Why Become a Channel Partner?

## ✓ It's Simple

Designed to be flatter, leaner, and more responsive to customers' needs

## ✓ Fills a Void

Our goal is to fill a massive void in the residential and commercial visitor management and access control space. Most systems on the market today provide little to no support, integrate with unreliable hardware, and are designed with clunky and outdated user interfaces.

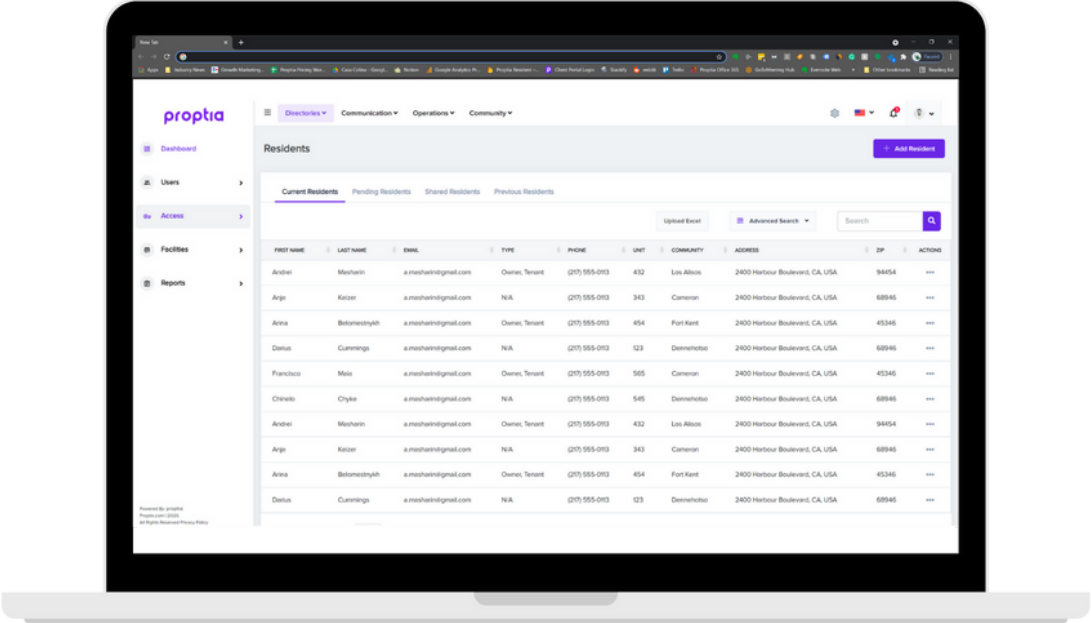
The industry is starting to notice and voice their concerns so we took action and raised the bar.

## ✓ A True Asset

Designed and architected to be reliable and easily supported so that it's an asset to your service team and organization and not a liability



# Single Sign-On Modular Solutions



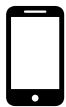
## Visitor Management

Built for mobility, speed, accuracy, and reporting. Issue printed passes, digital passes, and badges to visitors and vendors..



## Credentialed Access

Manage access to communities, units, facilities and model homes via encrypted non-cloneable credentials..



## Mobile Credentials

Access doors and gates with unique mobile credentials. Reads up to 15 ft away.



## Telephone Entry

See and hear your visitors on screen thanks to smart HD cameras and mobile-app. Owners and tenants can open the door for their guests remotely



## License Plate Recognition

Capture entry and exit activity. Make, model, color, type, plate image and vehicle image. Run reports. Can be used as a credential.

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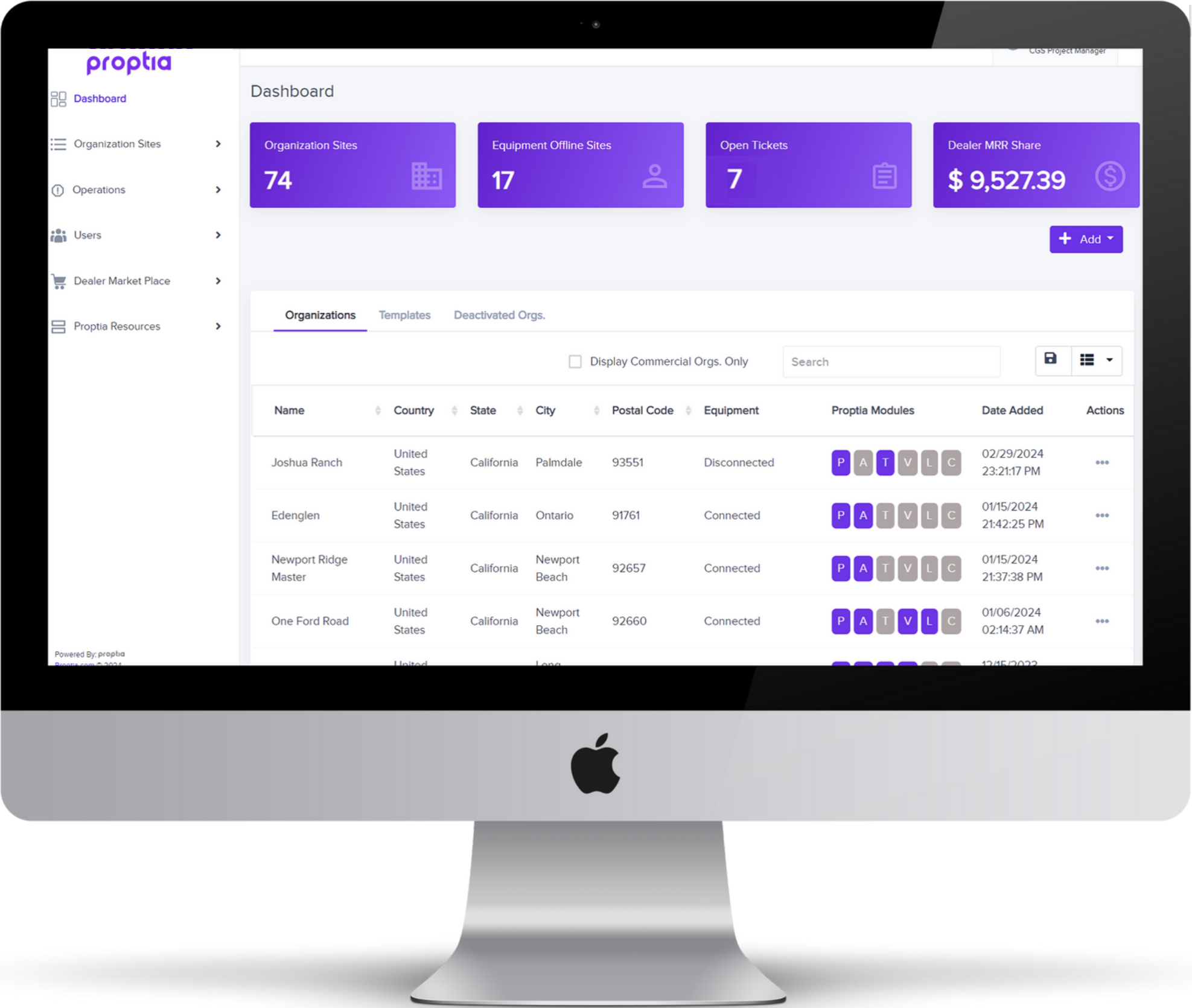


Proptia will provide you  
with technology that sets  
you apart from your  
competition on day one

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One central dashboard to gain access and insights into all your customers using Proptia as well as what modules are activated, create roles and permissions for your customer support team and techs, track open tickets, view hardware diagnostics and much more....

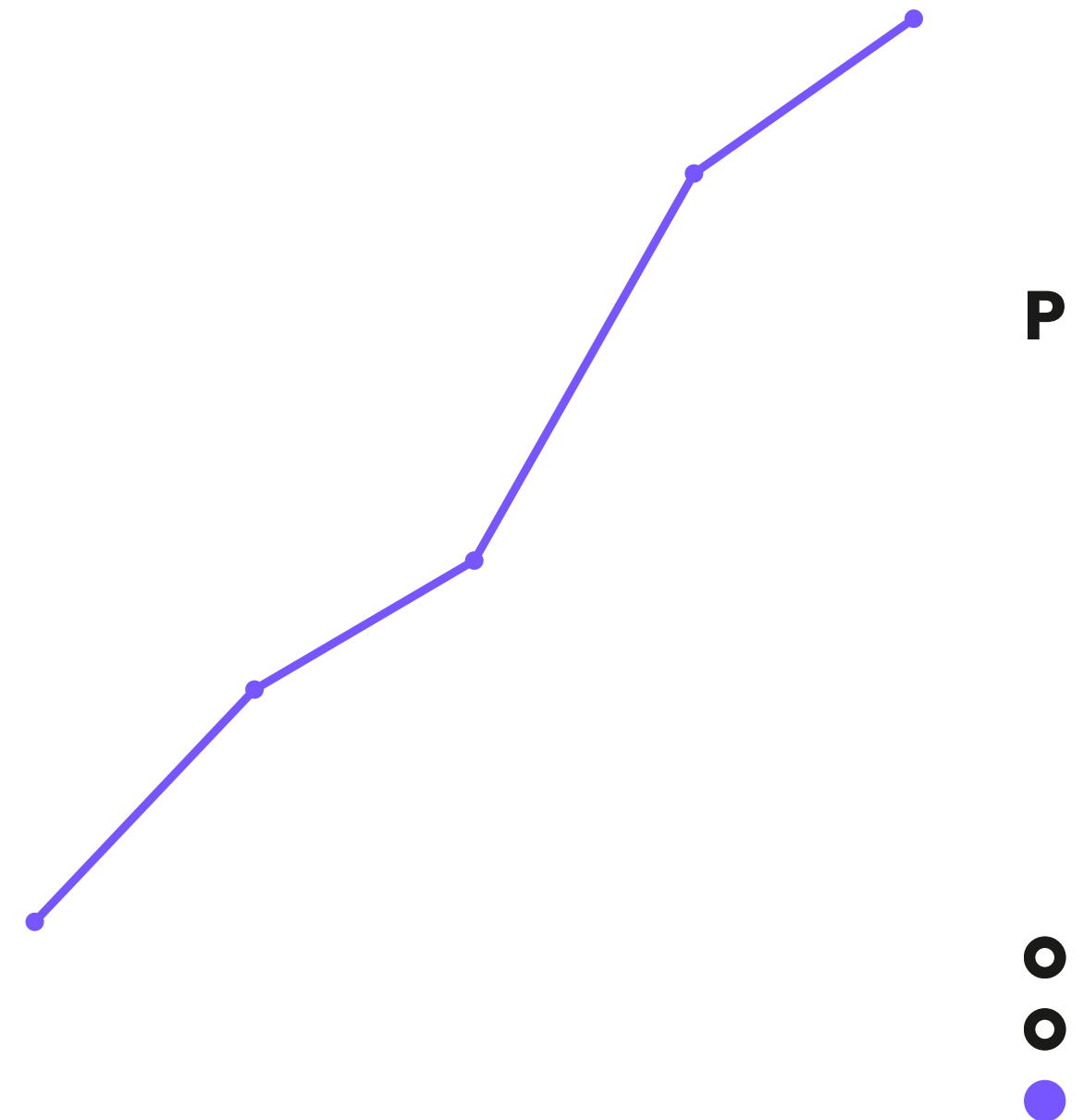
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# Revenue Share

Proptia gives you an opportunity to increase the value of your current and future customers by adding an additional revenue stream on hardware, services, and monthly recurring revenue share.

Channel partners make on average 25–30% on monthly recurring revenue however Proptia does not advertise MSRP so you have the freedom to mark up the software to increase margins and revenue share while still winning the business. You keep the difference between our minimum and your markup!



# Channel Partner Shared Revenue Tiers

## ✓ Growth Partner

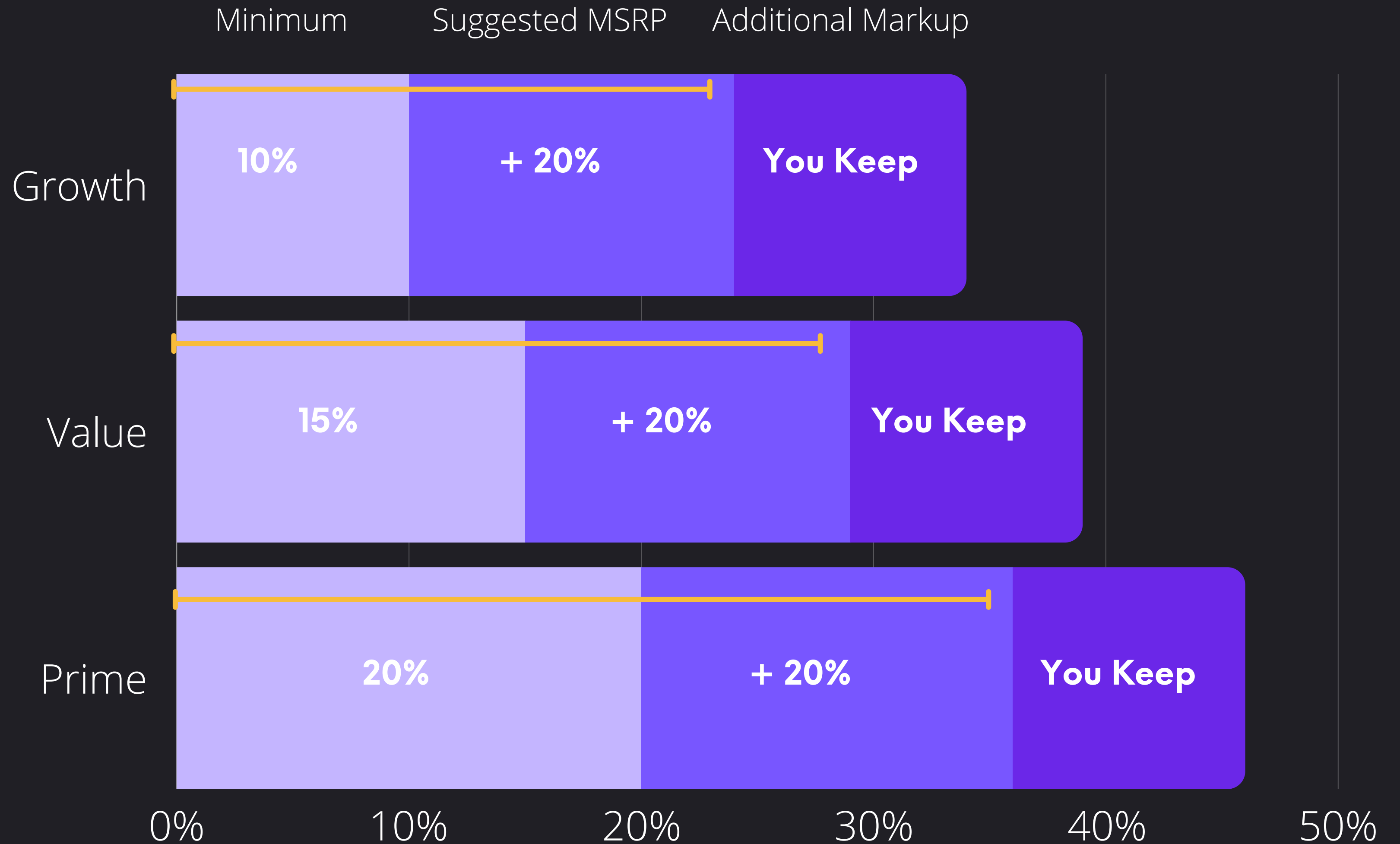
Minimum 10% revenue share + 20% mark up at suggested MSRP. Anything over MSRP you keep!

## ✓ Value Partner

Minimum 15% revenue share + 20% mark up at suggested MSRP. Anything over MSRP you keep!

## ✓ Prime Partner

Minimum 20% revenue share + 20% mark up at suggested MSRP. Anything over MSRP you keep!

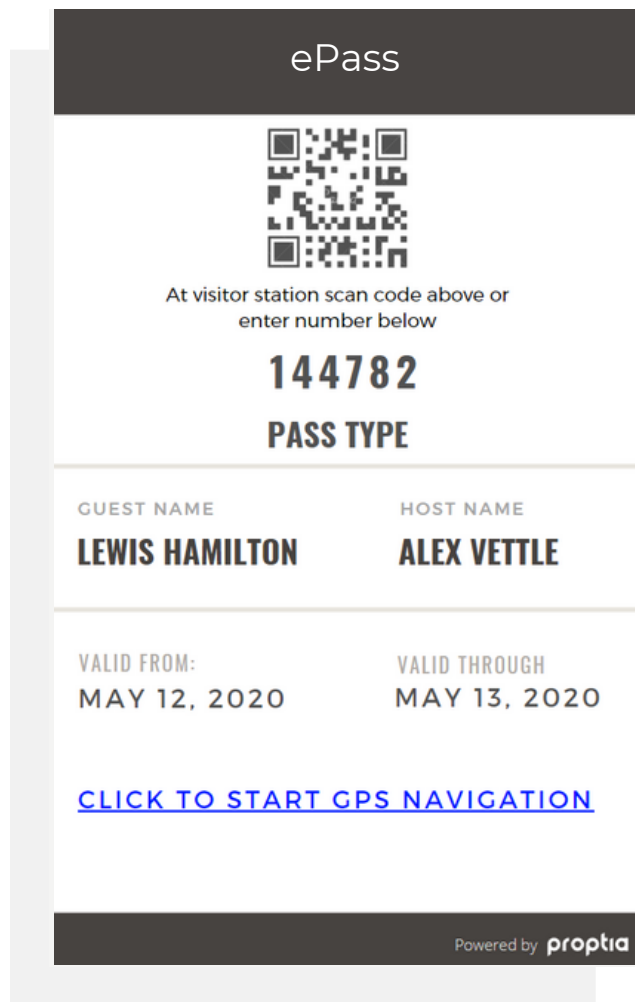
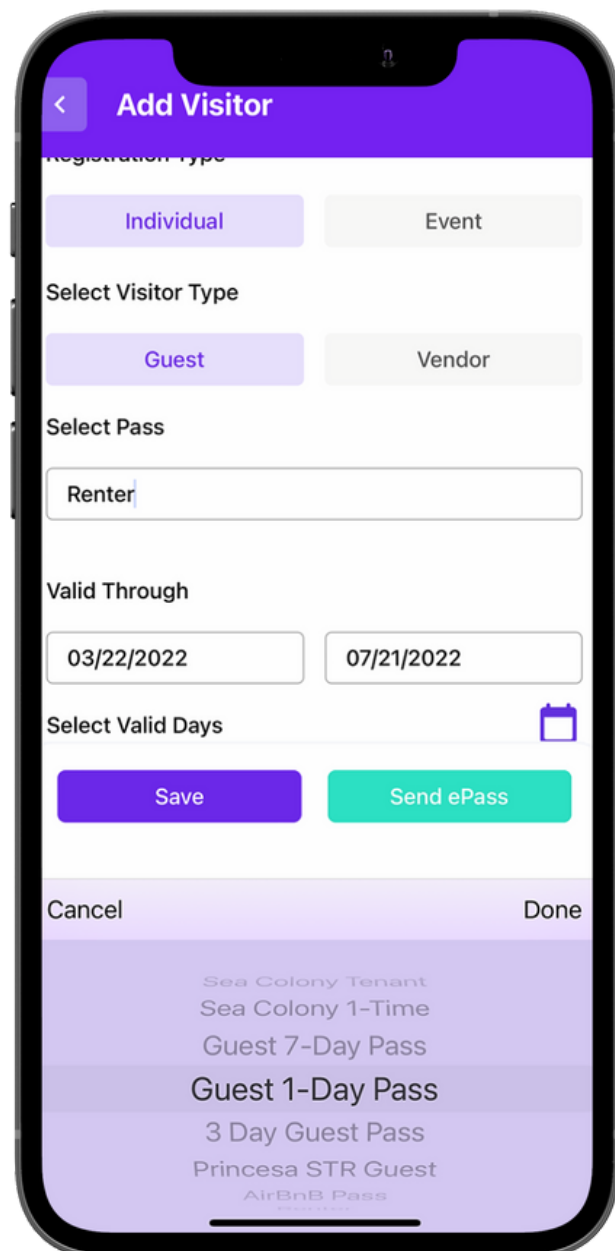
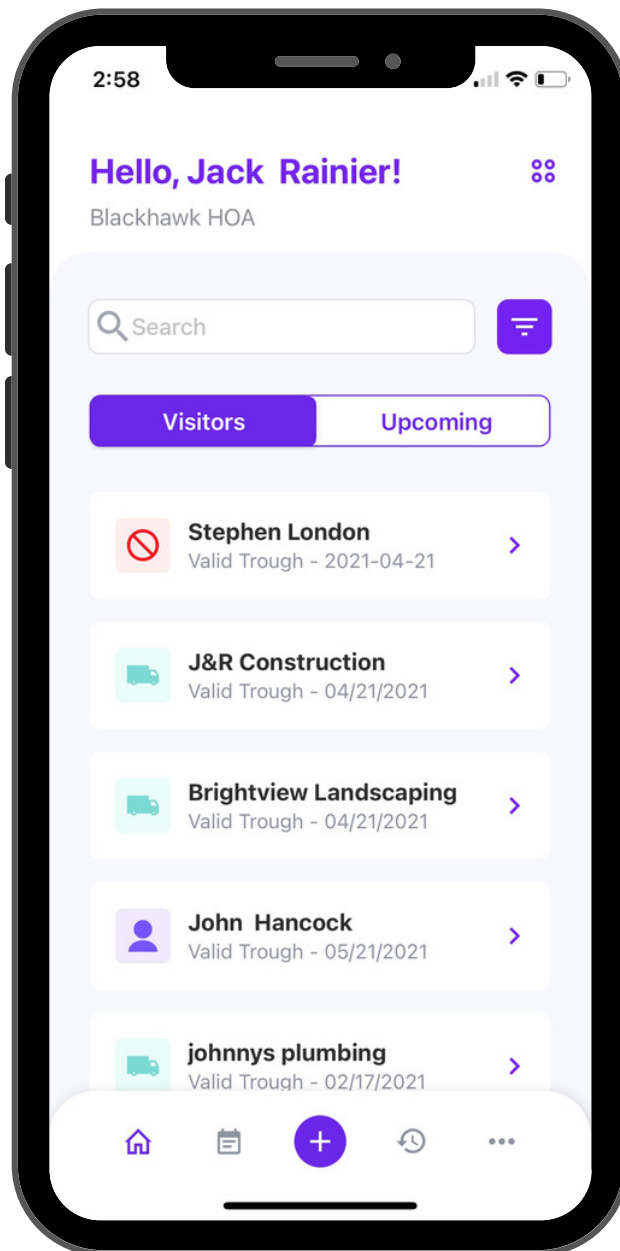
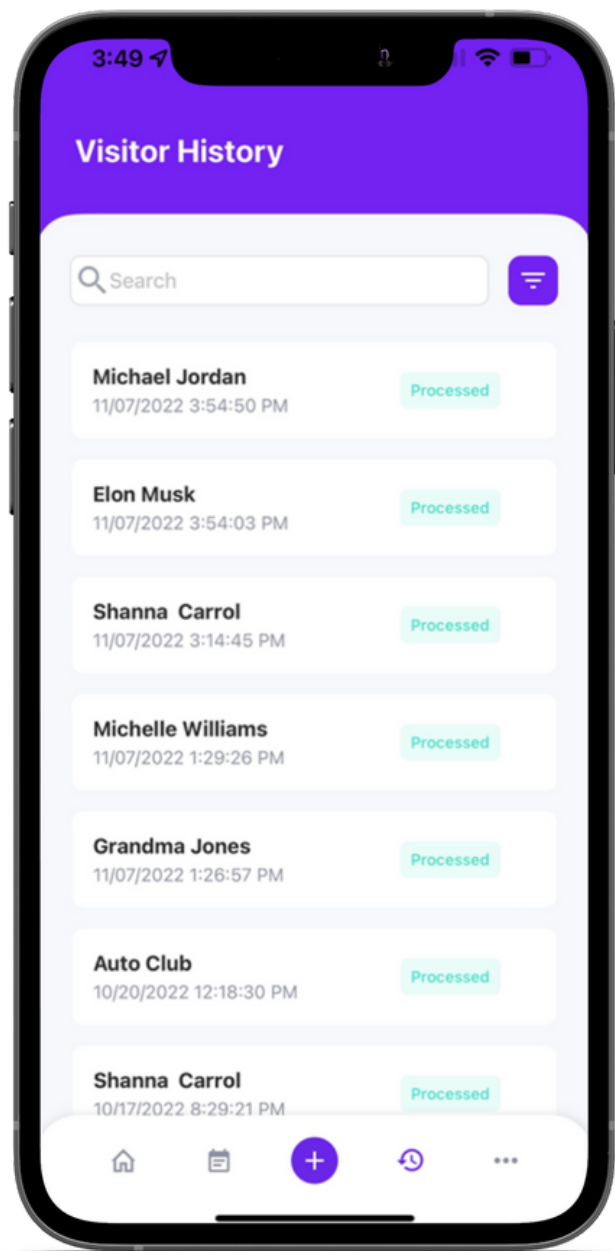


# Residents and Staff Visitor App

Visitors can receive QR codes and or unique access code invites on their smartphones to allow entry for a pre-defined number of entries and specific days and times. Admins control pass types available to be issued by residents.

ePasses provide a trackable, more secure, and convenient way to manage visitor entry and are simple for visitors to utilize.

Proptia eliminates code sharing and logs every ePass issued and used.





# Hardware

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## ◆ Acquisition

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You have the freedom to purchase your hardware from the distributor of your choosing.

Proptia will provide certain hardware such as the server nucs for visitor management stations as well as credentials if you need them. The rest is up to you. We will not force you to purchase our hardware.....

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## ◆ Margins

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On top of the monthly recurring revenue share Proptia enables you to add revenue via the hardware, credentials, and installation costs for new customers



# Market Fits



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Enterprise

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Enterprise

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Homeowners Associations

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Office

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Multi-Family

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Country Clubs

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Condominium Complex

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Industrial/Manufacturing

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Education

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# Opportunities

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- ✓ Property Management Companies
- ✓ Building Owners and Operators
- ✓ Direct to HOA
- ✓ Developers and Home Builders

# ALPR

Entry and Exit Lanes – LPR as Credential – LPR Visitor Management



LPR Cameras													
Camera Location	Camera Name	Lane Type	Visitor Lane	Plate Read	Region	State	Make	Model	Color	Vehicle Type	Veh. Image	Plate Image	Date & Time
Exit Gate	Main Exit Lane	EXIT	No	7ZOV596	US	CA	Honda	Accord	Black	Sedan			May 25, 2022 1:06:09 PM
Main Gate	Main Visitor Entry	ENTRY	Yes	5HBB369	US	CA	Toyota	4Runner	Silver Gray	Suv			May 25, 2022 1:06:06 PM
Main Gate	Main Visitor Entry	ENTRY	Yes	CC49R06	US	CA	Mazda	Cx	Black	Suv			May 25, 2022 1:05:39 PM
Exit Gate	Main Exit Lane	EXIT	No	6EBG233	US	CA	Mercedes-Benz	MI Class	White	Suv			May 25, 2022 1:05:28 PM
		EXIT	No	19644H2	US	CA	Chevrolet	Silverado	White	Truck			May 25, 2022 1:04:45 PM
		EXIT	No	52221X1	US	CA	Nissan	Nv200	White	Van			May 25, 2022 1:04:34 PM
		EXIT	No	4KTR779	US	CA	Toyota	Rav4	White	Suv			May 25, 2022 1:04:31 PM
		ENTRY	Yes	7KUZ406	US	CA	Toyota	Corolla	Silver Gray	Sedan			May 25, 2022 1:03:37 PM
		EXIT	No	5RQC168	US	CA	Toyota	Highlander	Silver Gray	Suv			May 25, 2022 1:03:35 PM

# License Plate Access Control

Enhance or substitute traditional credentials by utilizing staff, resident, employee, and visitor plates for authorized access.





# Credentialed Access Controllers

## ICT<sup>®</sup> Integration

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ICT is an enterprise-class unified access control and alarm system. It can manage an unlimited number of doors, controllers, cards, sites, cameras, inputs, outputs, etc... It has very large integration capabilities with a fully developed and documented API (using SOAP). It offers high-level video integration to a number of platforms (Avigilon, Exacq, IVTVision, Panasonic, DVTEL, Guetebruck, Digital Watchdog, HIKVision, Dahua, Milestone, ONSSI, Mobotix, Pelco Digital Sentry, Pelco Endura) and high-level elevator integration to the 4 main elevator companies.



# Readers and Credentials

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Mobile-ready mullion and single-gang wall switch box mount contactless smartcard reader

Read Range:

Physical Credentials: Up to 1.5 inches (38 mm)

Mobile Credentials: Up to 15 feet (4.6 m)

Proptia Mobile Credential

Proptia Clamshell Card

Proptia ISO-Style Card

Proptia Key Fob



**Bluetooth Low Energy**

Operate with Conekt Mobile-Ready Readers



**High-Security Encryption Technology**

Protected Behind the Smartphone's Security Parameters



**Respect For Privacy**

Easy, One-Time Registration without Disclosure of Private Information



**Conekt Wallet App**

Store Multiple Conekt Mobile Access Credentials in a Single Location



**MAXSecure™**

Unique Security Feature



**Contactless**

Supports Conekt BLE/13.56-MHz Contactless Smartcard Readers and Conekt BLE/125-kHz Proximity Readers



# Compatible Devices

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Transponders



Smartphone Access



Key Fobs



Proximity Cards



Remote Controls



# Telephone Entry

2n IP Style and IP Verso

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- Sleek luxurious modern design will be aesthetically appealing to residents and guests
- Premium display and keypad
- Complete integration to your access control system
- Integrated camera with two-way video
- ePass compatible
- Temporary and permanent visitor access codes for service providers such as house cleaners and dog walkers



# Visitor Processing Scan Kiosk

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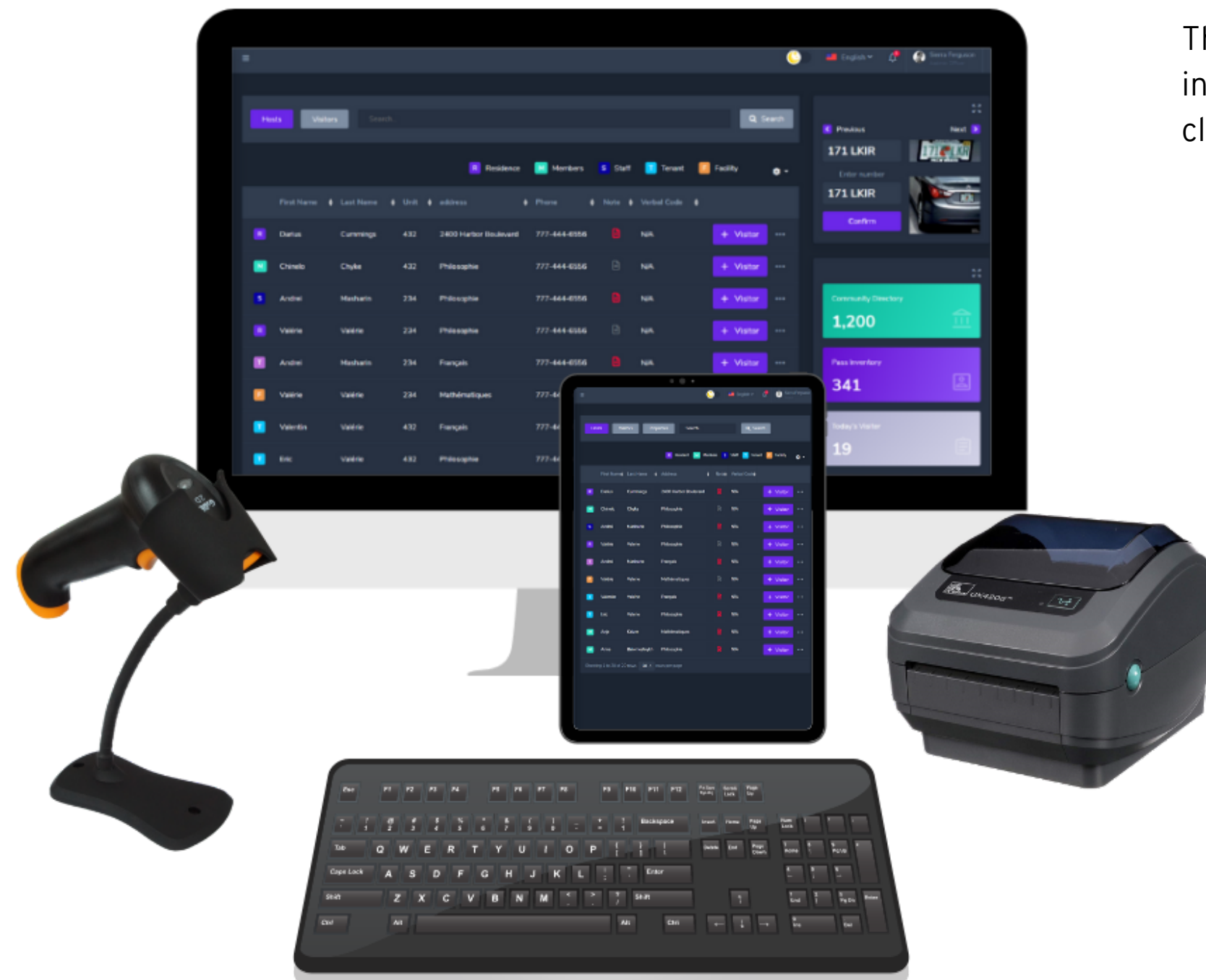
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- Industry-leading scanning technology, rugged construction, and excellent motion tolerance
- Save the Backbox! Use custom bezel faceplates to replace your existing Telephone Entry System for panel and create a modern look and functionality for your old box.
- Available for DoorKing, LiftMaster, dwellingLIVE dTEK, Elite, Linear, Sentex and others upon request.
- Scanner rated for direct sunlight at 100,000 lux

# Visitor Management

Kiosk and Server



The Proptia Visitor Management Kiosk's design is inspired by the key benchmarks of today's best-in-class POS systems which focus on the following:

- User's distance from the screen
- Time pressures
- Physicality
- Lighting Quality (Light and Dark Mode)
- Misconduct
- Internet Independence
- Continuous Sync
- Remote support and maintenance

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# Hardware Support

## ✓ Remote Monitoring

Kiosk health monitoring such as CPU, Memory, disk space, temperature providing historical and current visibility trends into specific appliances.

## ✓ Security Hardened

Kiosk software is security hardened and so no changes are allowed which includes installing software. This reduces technical support issues, ensures a standard user experience, reduces technical support tickets and time to resolve.

## ✓ Remote Access

Proptia support has remote access to kiosk machines, speeding up time to problem identification and resolution. Alerting system notifying you of kiosk or service issues.

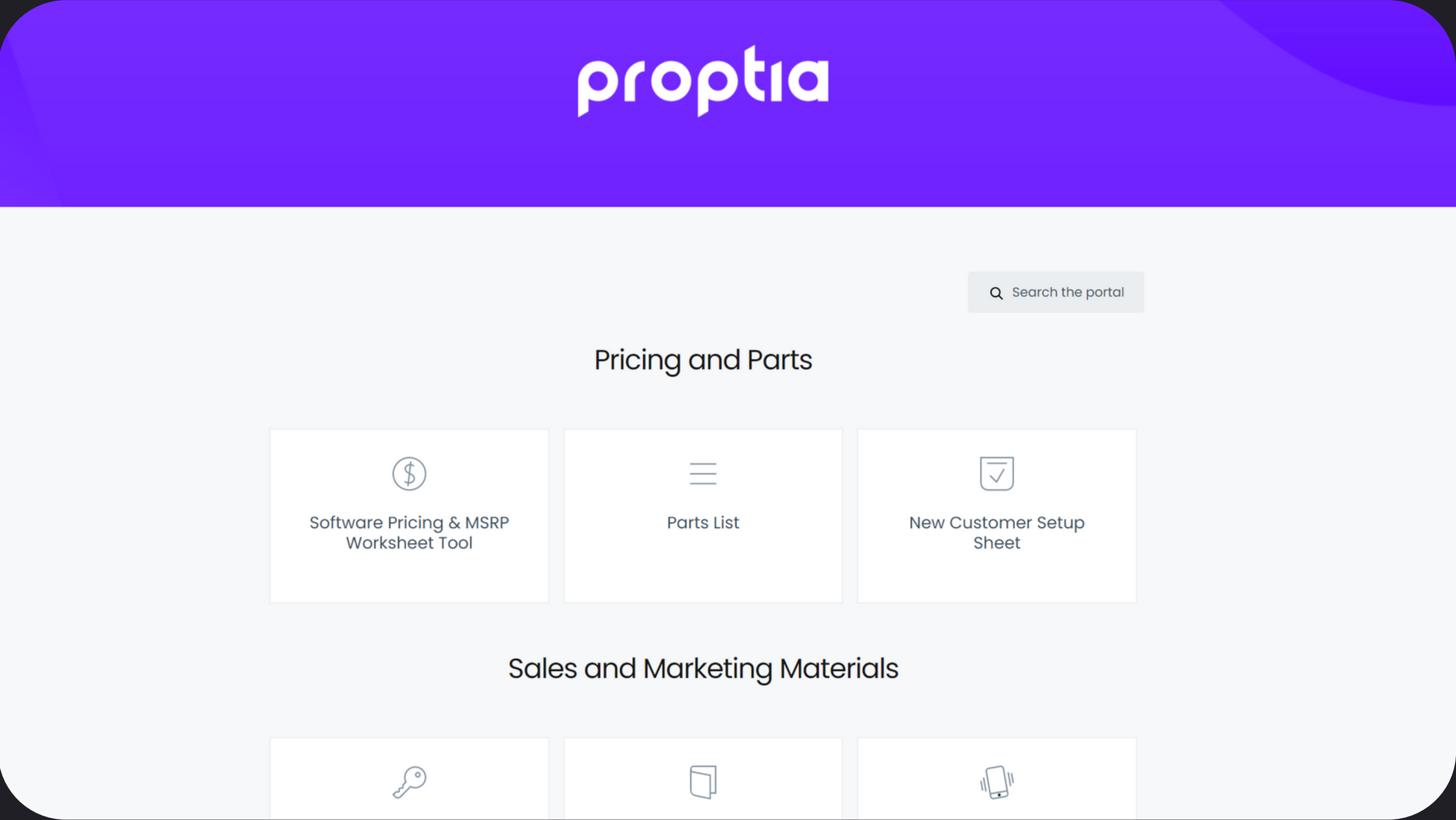
## ✓ Simple Deployment

Simple hardware deployment process so dealers can control the deployment and replacement of kiosk's.

## ✓ Ongoing Maintenance

Proptia kiosk management system connects to each registered kiosk on schedule performing daily maintenance tasks in the background ensuring kiosks are up-to-date and configured to Proptia standards.

# Dedicated Channel Partner Portal



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# Sales and Support

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Proptia's responsive and proficient sales team is committed to helping you close deals in any way you require, including joint calls, demos, and technical deep-dives.

We are committed to generating leads for our partners via a targeted multi-channel marketing strategy. 100% of qualified leads are passed to you!



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# Thank you

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We're always here for you

[kciofani@proptia.com](mailto:kciofani@proptia.com) - 760-985-6997

