

# COBALT-Online X1 Cloud-based Access Control

Increase Profit

Gain and Retain Customers

Easy to Use

## Contractor Benefits



### Cloud-based Access Control

**COBALT-Online** enables the contractor to provide their clients with an enterprise-strength access control solution. This is done without the overhead and installation tasks required by traditional on-site access control systems.



### Leverage what you know

You already have the knowledge required to properly secure doors. How do you leverage that knowledge?

You know how to analyze the door construction to select the proper lock; how to modify door frames to accept lock; and how to install a lock.

**COBALT-Online** enables you to combine your knowledge with a hosted service solution, and easily expand your business into the Electronic Access Control market. Meaning you can provide your customers with the features and flexibility of a full-featured Electronic Access Control System.



### Recurring Monthly Revenue

Recurring monthly revenue (RMR) **is not** a customer calling, wanting a door rekeyed this week. **It is** a planned, ongoing relationship between yourself and your customers.

This relationship needs to give the customer ongoing benefits, without them thinking about it. Those benefits can then be leveraged into generating an ongoing revenue stream for you.

**COBALT-Online's** web-based solution enables you to provide those benefits, and generate those new recurring monthly revenue streams. For every door; for every month.



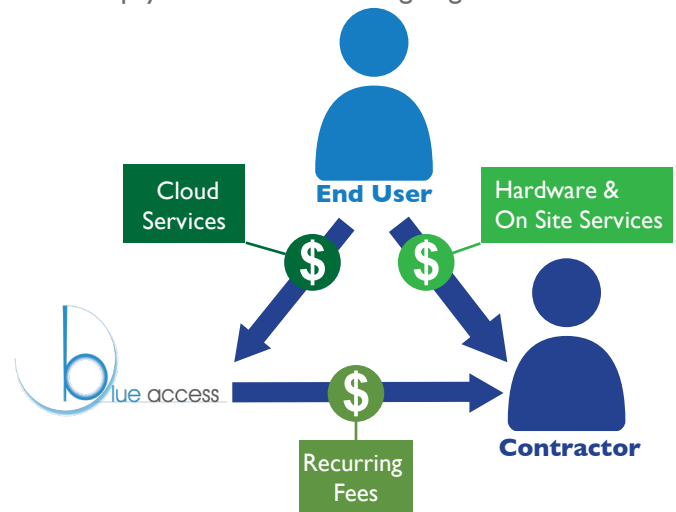
### Two Cash Flows from Each Project

*The End-user pays you, & Blue Access pays you.*

Contractor receives payments from the End-user for on-site services, and installed project hardware.

Contractor receives monthly recurring payments from Blue Access.

End-User pays Blue Access for ongoing cloud services.



### Easy To Implement

You already have the knowledge required to make this an easy product to offer.

- **COBALT-Online** lets you focus on the customer, and their doors.
- **COBALT-Online** takes care of the computer part of the project, such as system-training, configuration, and operations. It enables your work-force to focus on understanding the best ways to interact with the end-user and the best methods to use for a quality door hardware installation.
- **COBALT-Online** is easy, because you don't have to train your installation team on software installation; on software configuration options; or providing end-user's system training.
- **Blue Access** provides the end-user with software support, so you don't have to provide such call-center functions.



# COBALT-Online X1 Cloud-based Access Control



## Gain New Customers

Blue Access's ongoing marketing campaigns will become a source of new customers for you.

New customers will also be gained by the unique services you offer, and the word-of-mouth advertising that your current customer base will provide.



## Barrier to your Competitors

**COBALT-Online** becomes a barrier-to-sales that your competition has to deal with. Customers who rely on you as their Hosted ACS vendor will be less likely to have other contractors do any work around their facility. Even if this work is not related to the **COBALT** system.



## Retain Customers

Expand the revenues from your current customer base.

Many of those customers would benefit from the **COBALT-Online** solution, but they don't know that you can supply it.

Customers will see *your name* every month, reminding them that your company provides a valuable service to their business.

The customer will see *your name*, when they use the web-site to add or delete an employee, or when they check to see when the business was opened in the morning. They see *your name* when they receive their monthly email, summarizing the system's activity.

This constant reminder of your services, helps assure that **the customer will think of you first**, when they have other security needs and challenges.



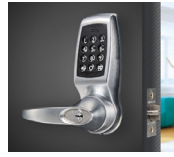
## Expand Your Offerings

The more services you can offer your customers, the greater growth and profit opportunities you have.

**COBALT-Online** allows you to easily expand your line-card to include an advanced Electronic Access Control System.

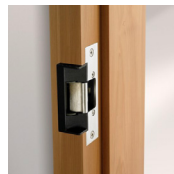
**COBALT-Online** can support controlling access to vehicles, such as ambulances or fork lifts, which may merge in with the services you already offer.

## COBALT-Online Solution Details Customer Location



### Wireless Locks

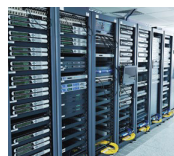
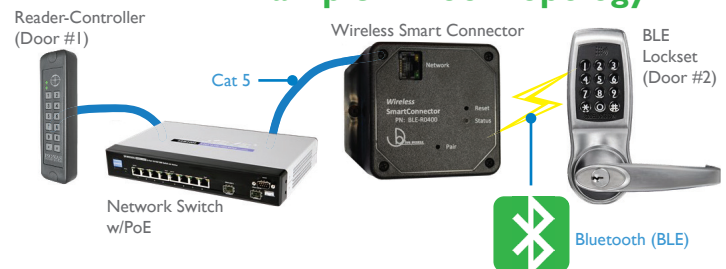
- Bluetooth Lock installed directly on the door.  
*Battery powered. No door wiring required.*
- Wireless Smart Connector installed up to 30 feet away.  
*Ethernet connected; PoE Powered.*
- Simplest Installation



### Wired Locks

- PowerNet Reader-Controller located at each door  
*Ethernet connected; PoE Powered. Provides 600 mA @ 12VDC for the door hardware.*
- Simpler installation
- Hardware Auto-connects to the hosting data center
- Many advanced options supported
- Standard web-browser used by the customer to monitor the system

## Example 2-Door Topology



## Hosting Data Center

- Provides customers with web-based access to their systems
- Supports central management of the customer's configuration
- Hosting is done in a SOC 2 Type II data center, which meets the security and reliability standards required by large financial and medical institutes



**Next Step:**

**Contact Blue Access to arrange to become a provider of the COBALT-Online Control System**

Blue Access Technologies, Inc. | PO Box 1273 | Erie, CO 80516 | Phone: 800-300-0422 | E-mail: sales@BlueAccessTech.com