SmartBrief Newsletter
#smartselfstorage

OpenTech Alliance

Welcome to the third installment of our self storage **SmartBrief IoE Newsletter**. Visit the online help center to find more information and archives of past SmartBrief's. In each SmartBrief we will discuss enhancements to the IoE Control Center, showcase select reports and how they can benefit your business operations today, and feature new products to consider at your facility.

In this issue:

- Your first look at INSOMNIAC™ SmartDoor - a new product available now
- Avg. Length of Visit & Avg. Percentage Tenant Visits reports
- Data findings from the IoE Control Center
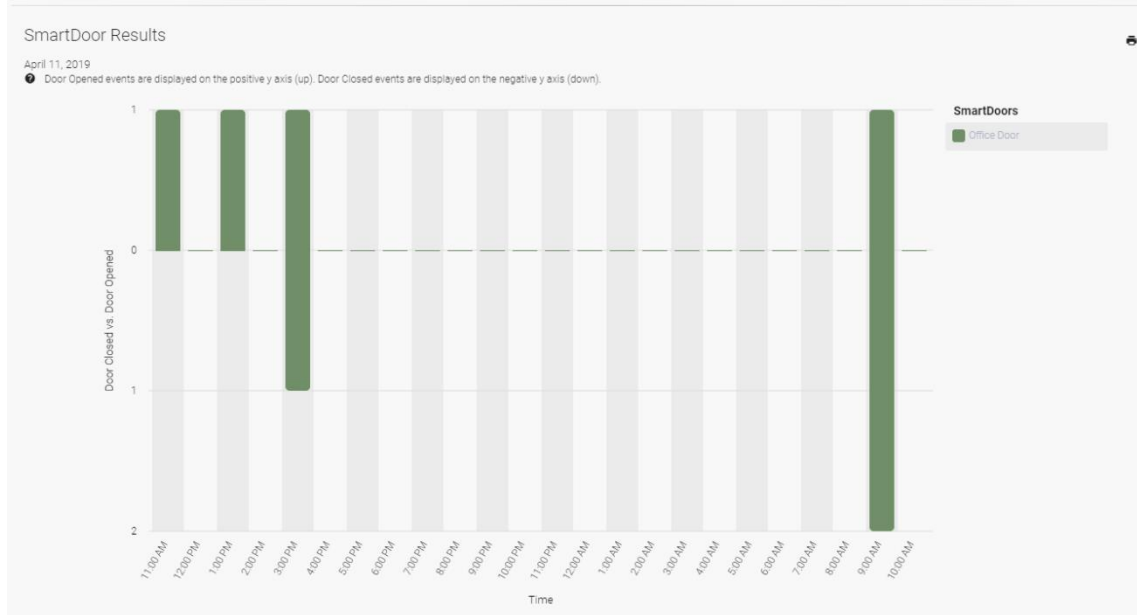
Product Highlight

INSOMNIAC™ SmartDoor, available now at your facility, is the first and only self storage office analytics system that is integrated with INSOMNIAC™ CIA.

Ever wonder how many times customers visit your office, or more importantly, how many times a potential customer comes to the office only to find that the door is locked? OpenTech Alliance now has the ability to gain insights and actionable data on when customers visit, or potential customers attempt to visit, your office.

Sensors are mounted on the office front door and record when a person comes up to the front door and when the door opens, so operators can determine the date, time and number of times that the office door opens. More importantly, sensors track how many times, and at what time of day, someone comes to the front door and the office door is closed.

SmartDoor functionality is included at **no extra charge** with the INSOMNIAC CIA system. Contact sales@opentechalliance.com for more information on hardware and installation.

Sample SmartDoor Results from the IoE Control Center

Report Insights

Leverage tenant behavior to maximize revenue with Avg. Length of Visit & Avg. % of Tenant Visits reports

The ability to see how many times a tenant visits the property and how long they are onsite can be an important element to use in your revenue management system. During "move-in" season in May the average length of time a tenant stays onsite is much higher than the summer months, and then spikes again in October and November.

These insights can influence:

- Rental rates
- Marketing and promotional efforts
- Staffing and security
- Occupancy costs
- And more

Run the report on your operations in the Control Center. For more reports, watch our Control Center Reports video found here.

👤 Average Visits

This report displays the number of visits and average visit time for a visitor in a given date range.
You can filter by visitor name, unit number, and date range below.

Select a date range below. Unit number and visitor name are optional.
Click **search** to view the results.

Visitor Name	Start Date
	3/17/2019 📅
(optional)	
Unit Number	End Date
	4/15/2019 📅
(optional)	

Select a preset date range below.

past 30 days
past 7 days
past 24 hours

Clear   **Search**

Choose which visitors to include in this report.

✅ Tenants ☐ Guests ☐ Non-Tenants

👥 Tenant Visits | Month ▼
Live 🟢

Active Tenants This Month: **278**

Displaying the percentage of tenants **(with units)** who have visited the facility this month.

27.15%