

No Key, No Card, No Code...You Are the Key!®



Ocean Shores Senior Citizen Community

THE END USER

Harbor Management's Ocean Shores is a Senior Citizens and Disabled Living Community located in Lynn, Massachusetts.

BUSINESS OBJECTIVES

To constantly look to improve the lifestyle of residents by adding high value added amenities to help bring ease of living and high level of safety to communities. Harbor Management needed to improve an aging outdated access control system. The new system needed to be affordable and bring high value to the property as well as be easy to use and provide a high level of security. At the same time the initial and ongoing operational cost needed to show a return on investment.

ISSUES AND CHALLENGES

On-site Guards have been inefficient, ineffective, unreliable, and costly. Harbor was spending more than \$20,000 per month.

Company assets were being used for personal activities off site such as snowplowing, lawn care as well as the staff to operate them.

The Ocean Shores property was "**Flop House**" activities. Younger people, praying on the elderly would gain access to the building, staying without permission for long periods of time.

The property was also experiencing **vandalism**, which damaged the company property, as well as creating an uneasy feeling for the residents.

Because Ocean Shore is located across the street from a very popular beach it would be used by beach goers as their **private parking lot**. In addition, since Ocean Shores is only a short Cab ride to Boston's Logan Airport, people would "Long Term" park their cars at Ocean Shores and then take a cab to and from the Airport.

Drug dealing and prostitution were also major problems. The on-site guards had little incentive to put themselves in harm's way and confront the activities.

THE SOLUTION

SafeRise® is an almost human access control system that uses second generation biometrics with a fusion of face, voice, license plate and pattern of behavior recognition to provide easy, automated, and convenient identity management access while maintaining the highest level of security. SafeRise requires no key, no card and no code, because the face and voice of authorized personnel works like a key. You are the key!

Access systems today using keys, cards and codes identify known people. There is no system today that is able to handle a mixed population of residents and visitors. A registered person can enter the building by just walking to the door. The system recognizes and identifies him and then lets him enter without missing a beat. SafeRise also provides a detailed log of who entered including face, voice, behavior, time, and date.



The selection of and addition of SafeRise for the building has been an overwhelming success. Not only is SafeRise used for the two main lobby entrances into the building, but also the other emergency access points are tied into the same systems as well as the "Response Center".

The Concierge Desk is always there to answer the call, to assist with the entry of any resident or guest. The Response Center is only "One Push" of a button or "Audio Request for Help" away.

The residents no longer need a key or card – which can be lost and they no longer need to fumble for keys or cards while carrying packages. Because the system connects to smart phones, a resident can speak to a visitor even when not at home or even open the door remotely.

Harbor Management used the SafeRise system as part of their guard replacement initiative. Use of the SafeRise System has eliminated on site guarding. By taking pictures and keeping them in a data base, SafeRise has eliminated drug dealing, prostitution, vandalism and other problems that Ocean Shores faced.

QUOTES

I really like the systems, I enter the building every time, fast, easy and hands free.

I've never felt more secure in the building, not only can I get into the building much easier, I know the people at the other end of the phone and camera and they know me... I know they are there to help me.

Our residents really love SafeRise. They can enter the building by looking at the camera and opening the door. They do not have to let go of their walkers, or put their bags down. They have hands free, easy access to the building. I like the fact that it is easy to use and maintain. Adding or deleting someone from the system is easy, and there is nothing to give out or collect... nothing can get into the "Wrong Hands". I also, like the fact that I get a picture of everyone that enters the building.

