



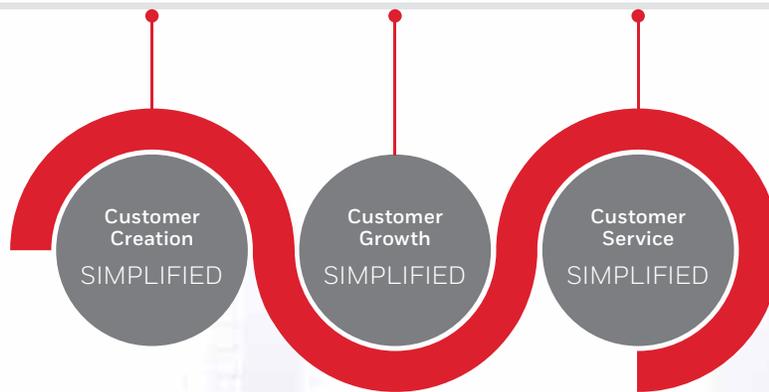
Run a Better Business with AlarmNet 360™ Cloud Services and Solutions

Guide for Dealers and Central Stations

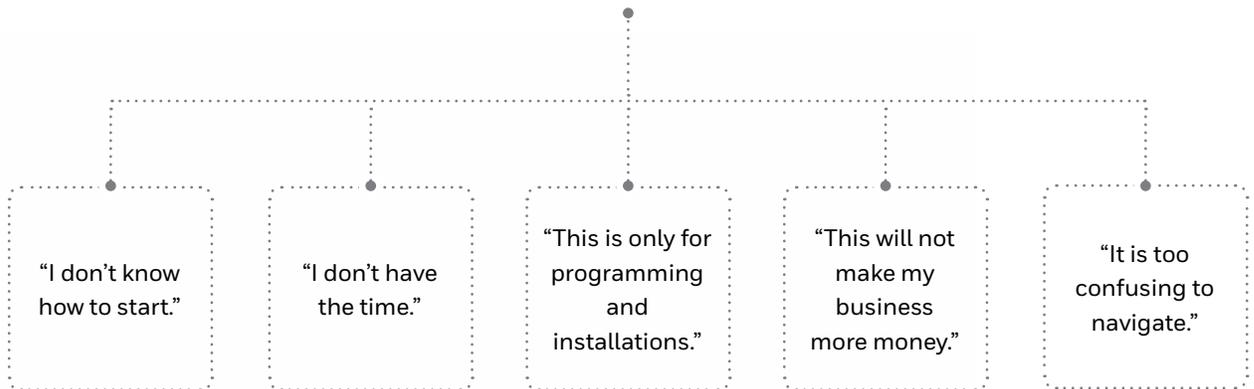
AlarmNet 360

A powerful business management cloud platform, AlarmNet 360 will simplify and transform your operations. Driving increased efficiency and productivity when programming accounts, AlarmNet 360 delivers valuable insights into your accounts with detailed data analytics to fuel growth and an interactive dashboard helping to react more quickly to customer needs.

AlarmNet 360 has taken three elements on which your business relies on for health and growth, and made them easier and more reliable than ever.



Some common obstacles perceived by our customers about using **AlarmNet 360**



To address these perceived obstacles, we visited with many dealers and central stations and worked with the **AlarmNet 360** team for additional feedback and verification.

This guide is designed to help you utilize **AlarmNet 360** – offering a number of use case plans that can be adapted and modified to suit your business. Focus on the plans that apply to you, and take the steps to help move your company to the next level – right now.

Who Should Be Using AlarmNet 360?

Everyone. Simply put, everyone at your company can benefit from regularly logging in and using all that **AlarmNet 360** has to offer. It is no longer a tool only for technicians - it now has something for everyone at your company from executives, sales, marketing, operations and more.

AlarmNet 360 takes the three elements of your business and simplifies them

Account Creation: Simplified

- Custom programming templates save time
- Checklist ensures accurate and consistent installations
- Program the system onsite or remotely*
- Program the panel before or during the install*
- Option to provision an account without a communicator MAC ID: Enabling installers, AlarmNet 360 operators and technicians to create monitoring accounts prior to obtaining the MAC ID of the AlarmNet communicator or the Alarm Reporting Number (City-CS-Sub).*
- Native mobile access with easy navigation*
- Partner APIs to integrate external software vendors
- Session timeout warning message to avoid losing unsaved data before a session is timed out
- Enhanced mobile website user experience with improved loading speed

AlarmNet 360 lets you simply and quickly create new customer accounts.

Talk to your **local Resideo and AlarmNet sales managers** to learn more.

*Available for accounts programed with a Lyric™ Controller, Lyric Gateway and LYNX Touch 5200, 5210 and 7000 Series.



Customer Service: Simplified

- Enables mobility, empowering technicians
- Manage complete security system remotely*
- Easily support all your customers from a single user interface
- Get the status of customer systems in a glance
- Enroll and configure sensors remotely
- Record reporting test results
- Panel configuration redundancy in AlarmNet*
- Easy panel replacement - no need to reconfigure*
- Remotely upload event logs
- Troubleshoot onsite or remotely
- Use Insights to quickly uncover communication failures
- Security Professional Access and Pre-Configuration Tools inside AlarmNet 360 when selected, will populate the Resideo Total Connect 2.0 HTML5 website to troubleshoot issues remotely
- New account creation fields that include: "Sold by," "Installed by" and "Contract end date." *
 - "Sold by" name helps to quickly identify the sales representative who sold the account if you discover, for example, that service features were not included in the sale.
 - "Installed by" technician who programmed the account helps in the event there is customer concern or installation issues
 - "Contract end date" may help lower attrition rates

Customer Growth: Simplified

- Interactive customer dashboard with near real-time** updates
- Quickly see if a communicator has gone offline
- See details of accounts subscribed to products and services
- Filter by communication type, model, Total Connect 2.0 services and devices
- Take the pulse of your business every day at a quick glance
- Drive new business, upsell opportunities and RMR
- Help reduce attrition with targeted offers
- Pinpoint critical customer communication issues quickly and easily
- Better plan and schedule truck rolls
- React quickly to customer needs on a day-to-day basis

AlarmNet 360 lets you simply manage and service your customer accounts more quickly and accurately.

Talk to your **local Resideo and AlarmNet sales managers** to learn more.

**Available for accounts programmed with a Lyric™ Controller, Lyric Gateway and LYNX Touch 5200, 5210, and 7000 Series*

AlarmNet 360™ Insights is a real-time** data analytics dashboard that can help you drive revenue and reduce attrition.

Talk to your **local Resideo and AlarmNet sales managers** to learn more.

**** Updates every two hours.**

AlarmNet 360 Insights now delivers enhanced Total Connect data analytics on how your customers are engaging with their security system. New fields focus on:

- Setup issues
- Engagement issues
- Best practices

These new data menus allow for deeper analysis into individual accounts to determine Total Connect user engagement levels. An engaged customer is less likely to cancel their account; and being able to see account analysis on a daily basis may help increase customer growth and your bottom line.

SETUP ISSUES	EXPORT
Total Connect 2.0	
All accounts >	
Welcome Email Not Sent To Customer	1
Email Address Not Validated By Customer	3
No Cameras Installed*	2
No Notifications Created	10
No Automation Devices Present*	20
No Scenes Created*	35
Total Locations	50
*Based on subscribed accounts only	

ENGAGEMENT ISSUES	EXPORT
Total Connect 2.0	
All accounts >	Last 30 days >
No Login Events	11
Not Armed/Disarmed	6
Not Viewed Live Video*	3
No Automation Events*	0
Total Locations	14
*Based on subscribed accounts only	

BEST PRACTICES	EXPORT
Total Connect 2.0	
All accounts >	
Added Geo-Arming Reminders*	40
Enabled Push Notifications*	0
Created Scenes*	30
All of the above	40
None of the above	45
*Based on subscribed accounts only	



Better understand your account behavior to help drive organic growth for your business. AlarmNet 360 Insights helps to uncover and drive upsell opportunities.

Visit www.alarmnet360.com, and go to Insights to start growing your business. To learn more, watch our Take a Virtual Tour of AlarmNet 360™ Insights video.

How to use AlarmNet 360 Insights to grow RMR and reduce attrition on your current accounts

By analyzing the data in AlarmNet 360, you have the opportunity to create a growth plan for your company. You can easily select and sort your account base and identify the products and services being actively sold and not sold:

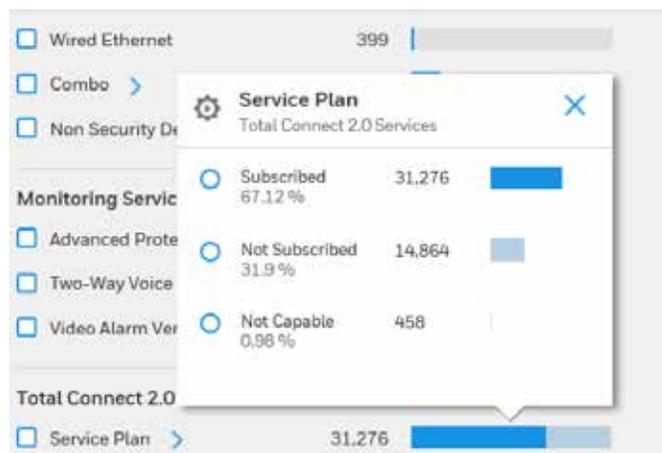
- Alarm Communication Technologies
- Monitoring Services
- Total Connect 2.0 Services
- Automation Account Details
- Communicator Models

If you could get 25% of your customer base to add video to their subscription services, how much money would that mean for you?

AlarmNet 360 Insights easily allows you to identify where you are falling short in upselling products and services. By focusing on one product or service to upsell, your RMR may increase. For example, focus on selling more video services.

By clicking the blue bar next to the “Security” filter in the Total Connect Services Filter section, you can see the total accounts Subscribed, Not Subscribed and Not Capable of the service.

- In this example, there are 31,276 accounts subscribed to Total Connect, and 14,864 accounts Not Subscribed but capable of subscribing to the service.
- At a conservative assumed 5% attach rate on any ad or call campaign, that equates to 743 potential new subscriptions. If revenue is \$5/month, minus a \$1 cost, that means an annualized opportunity of roughly \$35,664 for your company.



The above is an example and is an assumption on an increase to your Total Connect attach rates. What if you also got some customers to add on services like video or automation? You could see hardware sales on top of \$5-\$15 more RMR per account.

Increase your company's value through your accounts

Recurring monthly revenue (RMR) provides you with an income stream outside of the value of the install and sale even during times of the calendar year that may be slower for you. Adding remote services to your portfolio helps to increase your RMR.

If you could get 25% of your dealer base to actively upsell more product or services per month, how much more revenue would that mean for you?

For a central station, by focusing on one product or service for your dealers to upsell, their RMR may increase, which means your RMR may increase. For example, focus on accounts that should be selling more video services.

One of the biggest factors in determining the value of your company is the extent to which an acquirer can rely on the future recurring revenue from your customer base. If you can make your revenue flow steadier, your business may be much more attractive to potential buyers and the market may place a much higher value on your account base. A reliable stream increases the predictability of your revenue, the value of your business, and the interest of potential acquirers as they look to the future.

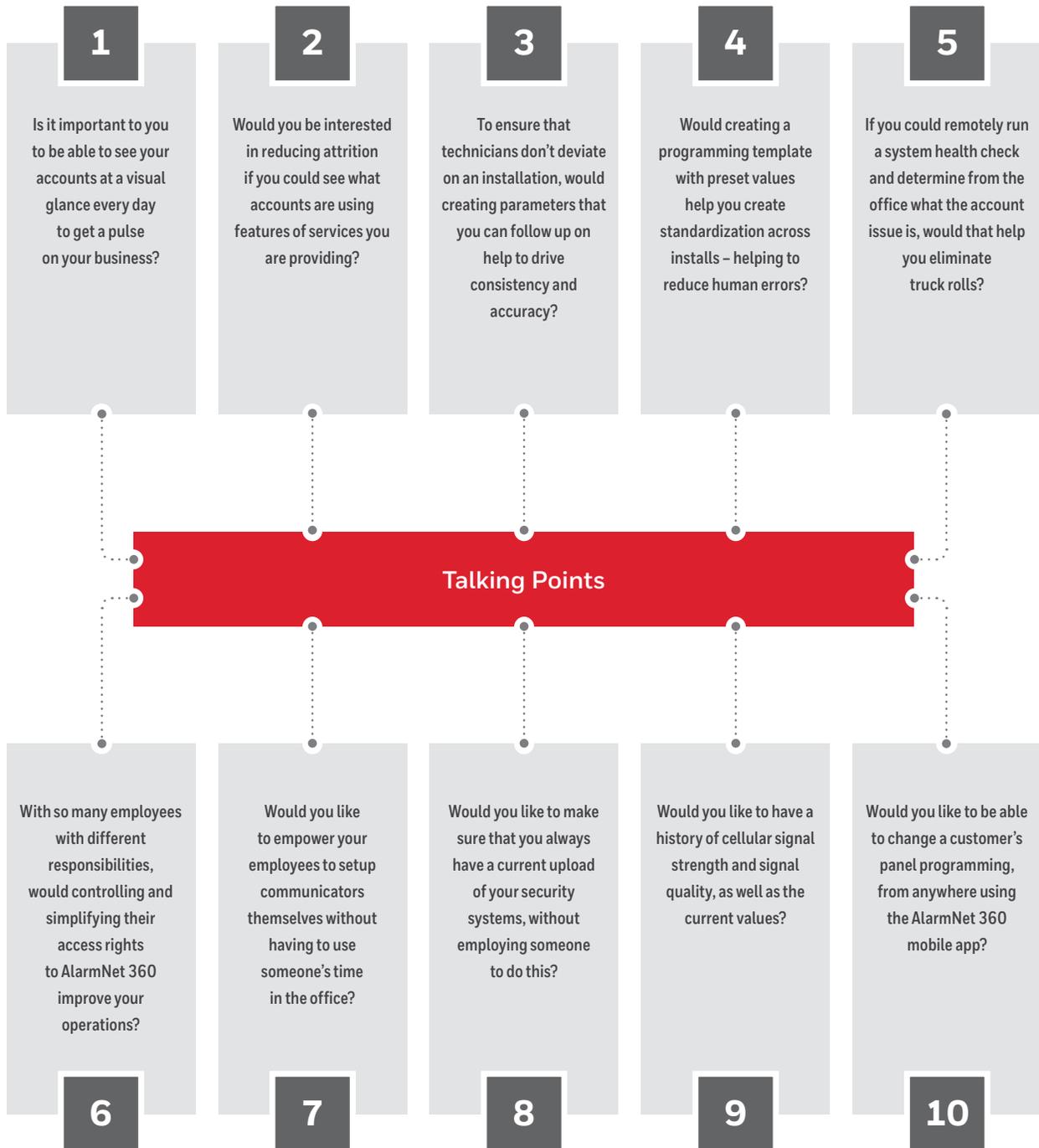
Selling services helps you generate more RMR and create a stickier customer.



What is the current value of your business?

How is the value of your account base determined?

Suggested engagement points to begin discussing AlarmNet 360



Why is all this important?

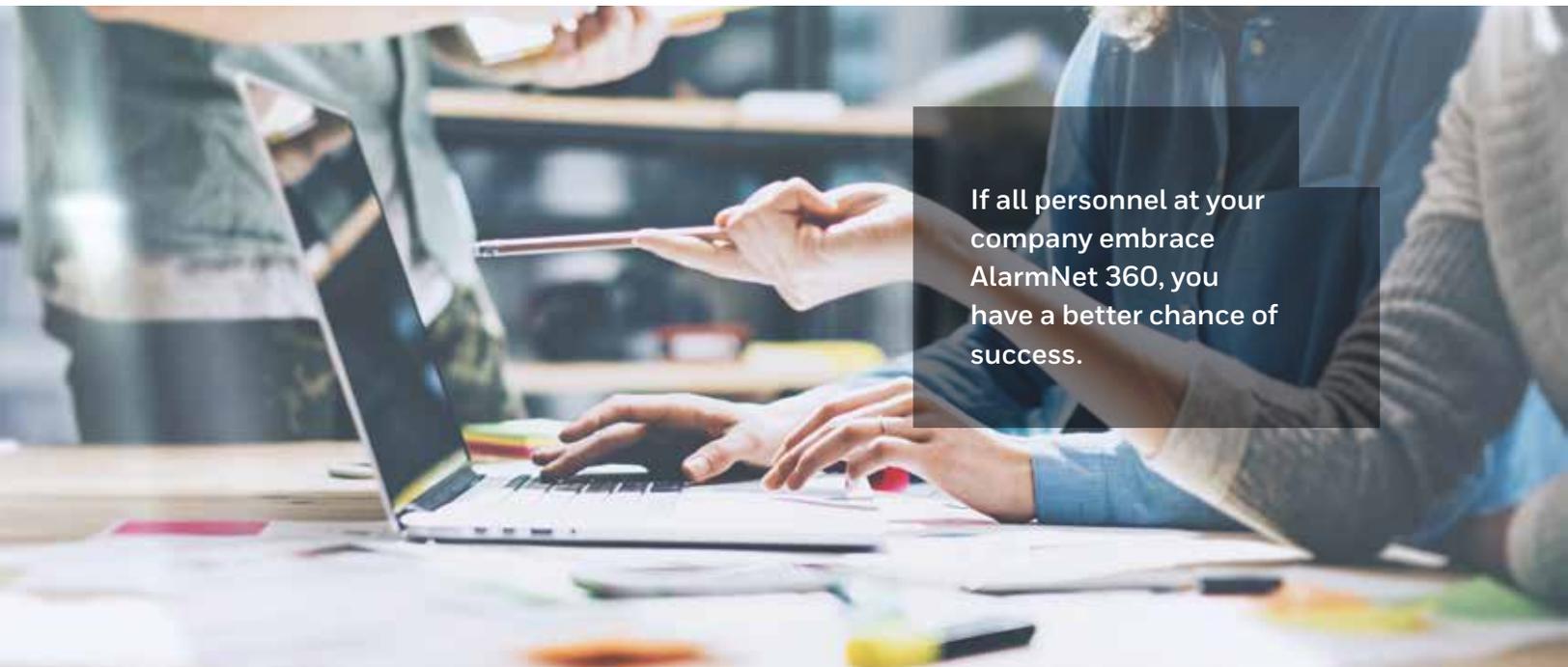
Your business is facing competition like never before. Customers are exposed to new and untraditional methods of home security. But you still have the upper hand. No one can offer customers the sense of security that a professionally monitored system can. AlarmNet 360 can be your first line of defense. From helping to efficiently and easily bringing on new customers, upselling and reducing attrition of current customer base, and then reducing truck rolls and saving your company money – AlarmNet 360 has you covered.

Get started today

When implementing any new business process, there may be some challenges. Some of the information previously discussed, such as the how to apply these tools to your business, is a result of trial and error, and trying various sales and marketing methods.

Embracing a New Program

When you truly begin using all of AlarmNet 360's features, it's essential that company personnel embrace spending the time to learn. You must get all personnel on board with the same message and passion for marketing, selling, and installing. Train and encourage your entire staff to know all that 360 has to offer. They can then apply it to their everyday work to become more efficient.



If all personnel at your company embrace AlarmNet 360, you have a better chance of success.

Why Choose AlarmNet?

For over 30 years, AlarmNet has been serving the security industry, protecting millions of homes and businesses while offering more communication options than any other provider. AlarmNet is a robust cloud platform with award-winning services, offering 24/7 support, ultra-high reliability, and full redundancy.



To fully see AlarmNet 360's power, visit AlarmNet360.com

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For more information

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