



White Paper

Should I Sell Entré™ or Virtual Keypad Access™?



When DMP dealers ask us to recommend our best access control application, the answer might be, “It all depends – the same solution isn’t best for every company.”

That’s why we want to provide our dealers with choices – so they can help their customers select the application that suits them and is best for their unique needs.

For some, it’s necessary to maintain all access control equipment at their premises. Some banks, for instance, may have strict data and cybersecurity requirements based on their size that don’t allow them to manage customer data outside of their own network. In these cases, DMP software like Entré fit the bill.

Companies can rely on DMP software that’s installed on a local computer to control access in and out of their buildings, wherever they are. As a network system, it lets you see and manage facilities from anywhere the operator has an internet connection. As such, this software isn’t just well-suited for banks – it’s also ideal for retailers and other organizations that monitor multiple locations.

On the other hand, for users who don’t need a dedicated server for their access control system, DMP has expanded its options with the cloud-based Virtual Keypad Access.

What are the Pros and Cons of Premises-Based Solutions

Companies choosing to maintain their own servers and software at their premises will make a considerable up-front financial investment. They'll also need to dedicate IT staff to maintain the servers and databases, as well as a certified Entré administrator who will be responsible for maintaining the system's database and various server operating systems.

But not every company has those kinds of resources. That's where a dealer can help – and earn extra recurring monthly income by offering a managed service.

With “hosted” service, the customer will need the computer and client software, as well as a designated staff to maintain the responsibilities of adding and deleting all users, adjusting schedules and other functions. Alternatively, “managed” service allows them to turn those responsibilities over to their dealer altogether for a fee. In either application, a created web client can also be used, which is a web login to the server, not a cloud-based application.

With managed access control, all routine access control tasks are handled by security professionals who are on duty 24 hours a day, seven days a week. Customers don't need any additional hardware or software at their facilities and are free from the day-to-day hassles of updating privileges, changing schedules and handling special requests.

Entré also provides remote panel programming that reduces the need for on-site service calls. The ability to remotely manage customer databases provides an additional service and further recurring revenue. Optional modules let you create profitable customized offerings that include card/badge production, video system management and others.

Let's Compare: Web-Based Access Control

Unlike offerings based on traditional access control software, Virtual Keypad Access that's designed for the cloud doesn't use a client-server approach. Users and/or dealers interact with the service via a browser interface or app, eliminating the need to use a computer onto which client software has been loaded. In addition to no installation necessary, our Virtual Keypad Access is maintained via the cloud, so both the dealer and user benefit from not having to worry about maintenance cost, down time or applying updates.

This frees up a customer's IT staff and other personnel to focus on other responsibilities. Plus, there are lower up-front costs of ownership. And, because it's maintained via the cloud, you don't have to log into a specific computer to change an employee record, for instance. It's easy to manage from anywhere.

Virtual Keypad Access is the natural progression of the DMP Virtual Keypad app that manages the intrusion system. The app is simple to download and use for Apple® iPhone and iPad owners as well as Android users who want the ability to access a number of security system keypad functions remotely via cellular connection. It's compatible with new and existing DMP XTL, XT and XR Series™ panels with cellular or network connections. As more and more people are comfortable using the cloud, we're responding with this alternative to our traditional software.

As the DMP panels have a robust integration of intrusion and access control within the architecture of their hardware, the software or web-based control is the obvious next steps by providing the same rich user experience. From the browser screen, dealers have the ability to offer a very affordable, advanced access control and intrusion interface that blends the best of both worlds into a single easy-to-sell system that's also easy to deploy.

This offers a solution that allows dealers to grow their RMR and provide the user experience their customers are demanding. The Virtual Keypad Access platform is always advancing with new features and capabilities, which are automatically made available to existing customers as they are implemented. This ensures that the dealer's customers always have the latest and greatest product.

- ▶ **HAVE THEIR OWN CENTRAL STATION**
- ▶ Have been certified on other enterprise access control (Lenel, AMAG, Software House, RS2)
- ▶ Have strict encryption, data security, cybersecurity requirements (national banks, government agencies)
- ▶ Employ full-time IT staff to maintain servers, databases, etc.
- ▶ Ability and interest to make considerable up-front financial investment
- ▶ Maintain a certified Entré technician on staff



DMP ENTRÉ LITE- 4-DOOR ACCESS SYSTEM WITH 1 PANEL

HARDWARE		
1 each	XR550NL-G	\$475
4 each	734	\$404
TOTAL		\$879
SOFTWARE		
1 each	Entré Lite	\$509
—	Graphic Maps	Included
1 each	Custom Badging	Included
1 each	Automation	Included
1 each	Image Capture	Included
1 each	Standard Client	Included
TOTAL ANNUAL SUPPORT		\$420
TOTAL COST OF OWNERSHIP AFTER FOUR YEARS		\$1,808 (\$452 per door)

No reader, no power supply, no server, no database

- ▶ **TYPICAL ACCESS CONTROL SYSTEM**
- ▶ No central station
- ▶ Currently using other cloud-based access control (Brivo, S2, NLSS, VizPin, Fenics, ConnectOne)
- ▶ Typical data security requirements
- ▶ No full-time IT staff
- ▶ Not able to or not interested in up-front financial investment
- ▶ Less than 250 doors in the system



DMP VIRTUAL KEYPAD ACCESS - 4-DOOR ACCESS SYSTEM WITH 1 PANEL

HARDWARE		
1 each	XR550NL-G	\$475
4 each	734	\$404
TOTAL		\$879
SOFTWARE AS A SERVICE		
1 each	Virtual Keypad Access	\$2/month per system (app fee)*
4 each	Doors	\$1/month per door x 4 = \$4**
1 each	Automation	Included
1 each	App Client	Included
1 each	Browser Client	Included
1 each	Panel Downloading	Included
TOTAL COST OF OWNERSHIP AFTER 4 YEARS		\$1,167 (\$292 per door)

* App fee could be \$0.50 - \$3.95 based on options

**\$1.00 per door on network, \$2.00 per door on cell only

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FOR COMPARISON - A TYPICAL BRIVO SYSTEM

BRIVO - 4 DOOR ACCESS SYSTEM WITH 1 PANEL

HARDWARE		
1 each	B-ACS5000-4-Kit	\$1,370
TOTAL		\$1,370
SOFTWARE AS A SERVICE		
1 each	ACS System (32 door) system includes one door	\$13/month
3 each	Doors (2-12 are \$6/month)	\$6/month per door x 3 = \$18
0 each	Doors (12-30 are \$2/month)	
1 each	Automation	Included
1 each	App Client	Included
1 each	Browser Client	Included
TOTAL COST OF OWNERSHIP AFTER 4 YEARS		\$2,858 (\$714 per door)

Many dealers may choose to offer both Entré and Virtual Keypad Access, depending on their customers' specific needs or requirements. Regardless which one they choose, we intend to make both of these solutions powerful and feature-rich to meet the demands of our dealers and their customers.

If you'd like to discuss which access control software to recommend, we're here to help. Please contact DMP Inside Sales at 877-757-4367 or at InsideSales@DMP.com.

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