

How to sell SmartPanics



Generate more services and greater profitability.



Index: How to sell SmartPanics



- Why an app for alarm events monitoring?
- Potential SmartPanics audience
- Market research
- How much does a service like SmartPanics cost?
- What is the potential billing of this service?
- Expansion of the current customers' segmentation
- How to reach current customers with SmartPanics?
- How to reach potential customers with SmartPanics?
- Current customers' seduction.
- SmartPanics Global App is segmentable
- SmartPanics sells itself.

Why an app for alarm events monitoring?



Every person nowadays uses apps for many circumstances of every day life. They use WhatsApp or telegram to communicate, they use Waze to move, they check the weather status and all or many of banking transactions through different apps. Many customers even change banks depending on the power of the application and the number of operations that can be carried out through it.

What application does your monitoring service provide to the client? How does the client manage the service you provide from their smartphone?

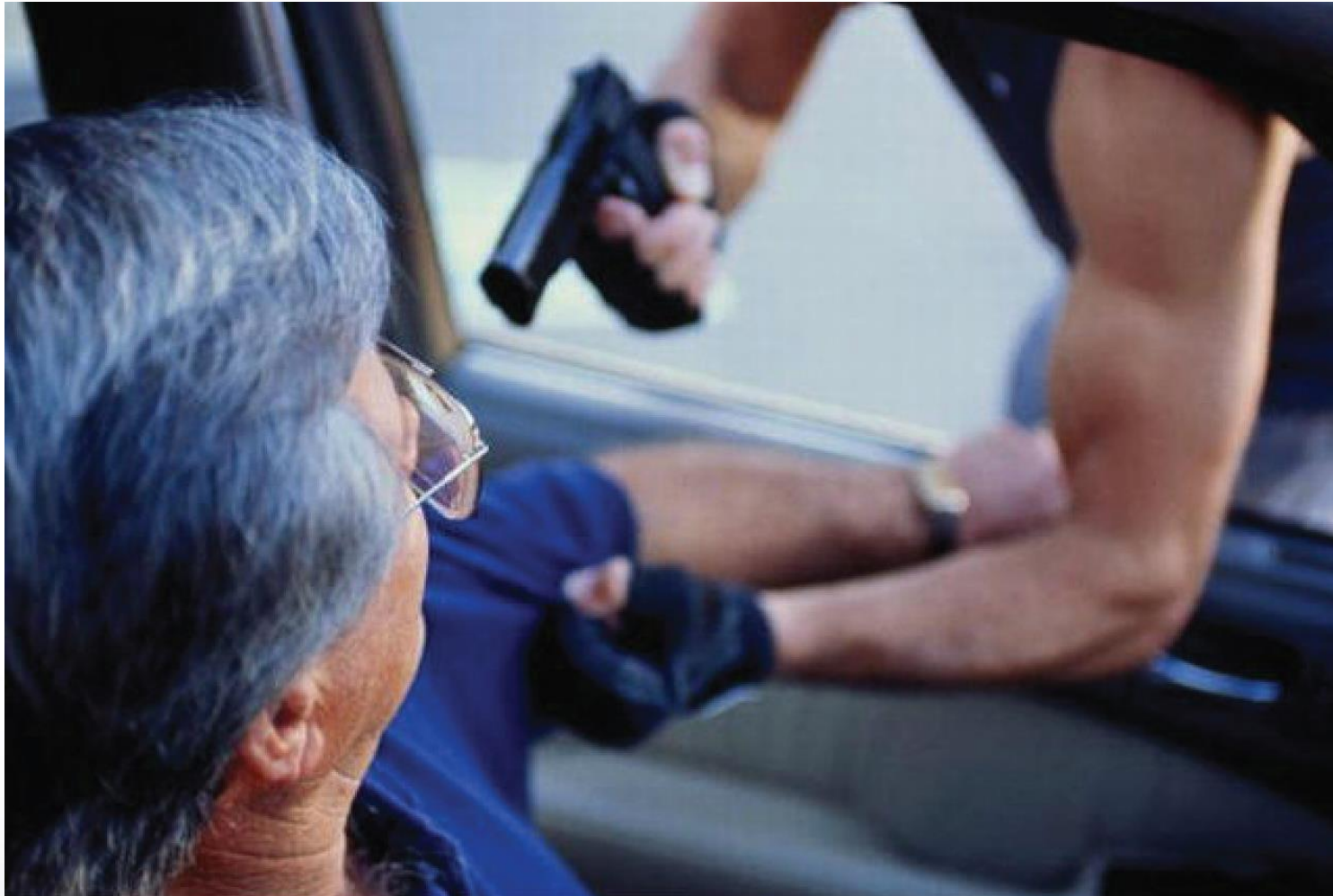
This improves the customer's loyalty on a daily basis, having your company's brand and color on their hands, visualizing and placing it in their mind. Otherwise, the only thing they will see every 30 days is the service bill.

SmartPanics' potential target audience



- Massive target public, especially the teenage segment for the tranquility of parents. Unions as a benefit for their members.
- Schools for the teachers and their students.
- Corporate enterprises as a benefit for its staff and management control by position for groups of vendors or delivery fleets.
- Country clubs and private neighborhoods that in many cases do not have an alarm panel at home but need personal protection.
- Local governments for citizens' protection and to prevent gender violence.
- Taxi agencies, town cars and public transport.
- Size of the new market. Millions of users with Smartphones waiting for this service. Which one will be yours?

How much does the security feel cost?

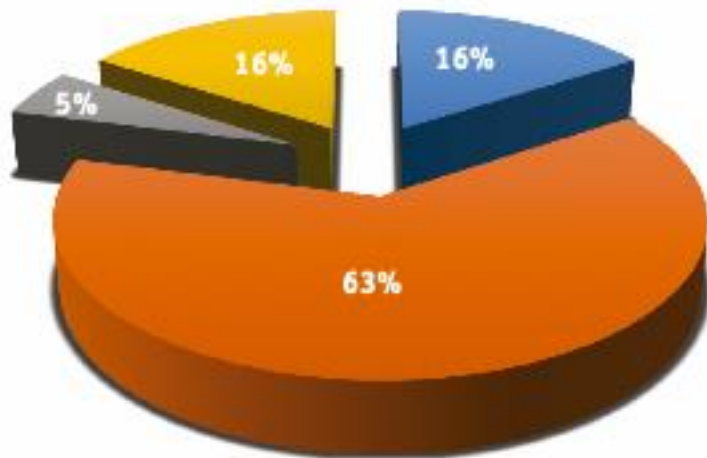


Market research on security apps



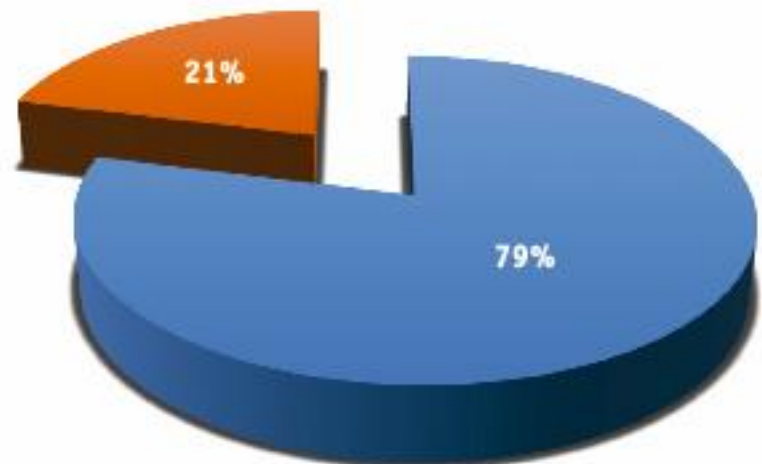
- Market detection surveys in the main cities of Latin America
- We surveyed the following segments:

How old are you?



■ 20 - 30 ■ 30 - 40 ■ 40 - 50 ■ 50 - 60

Are you a Smartphone user?

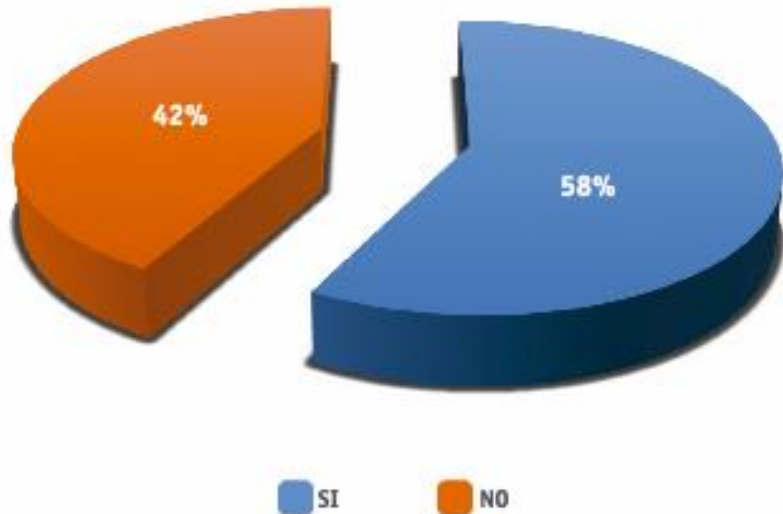


■ SI ■ NO

Market research on security apps

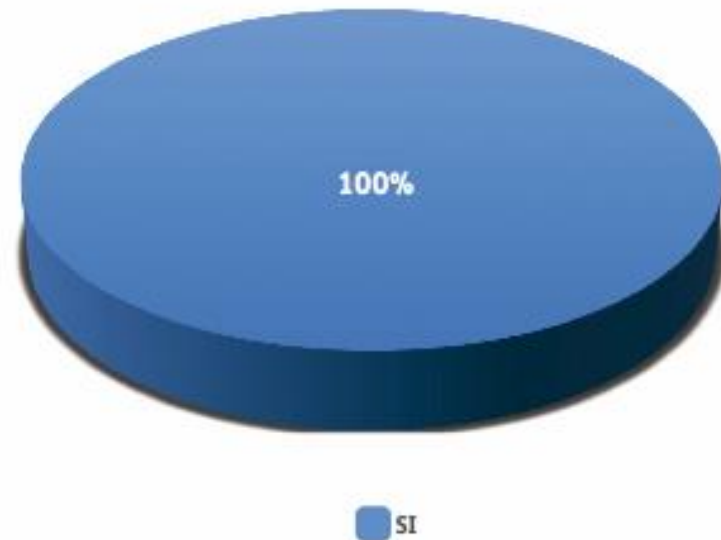


Do you have children?



We consulted among the surveyed if they were parents or not to learn more about the depth of use of the tool in the family environment.

Would you use SmartPanic?

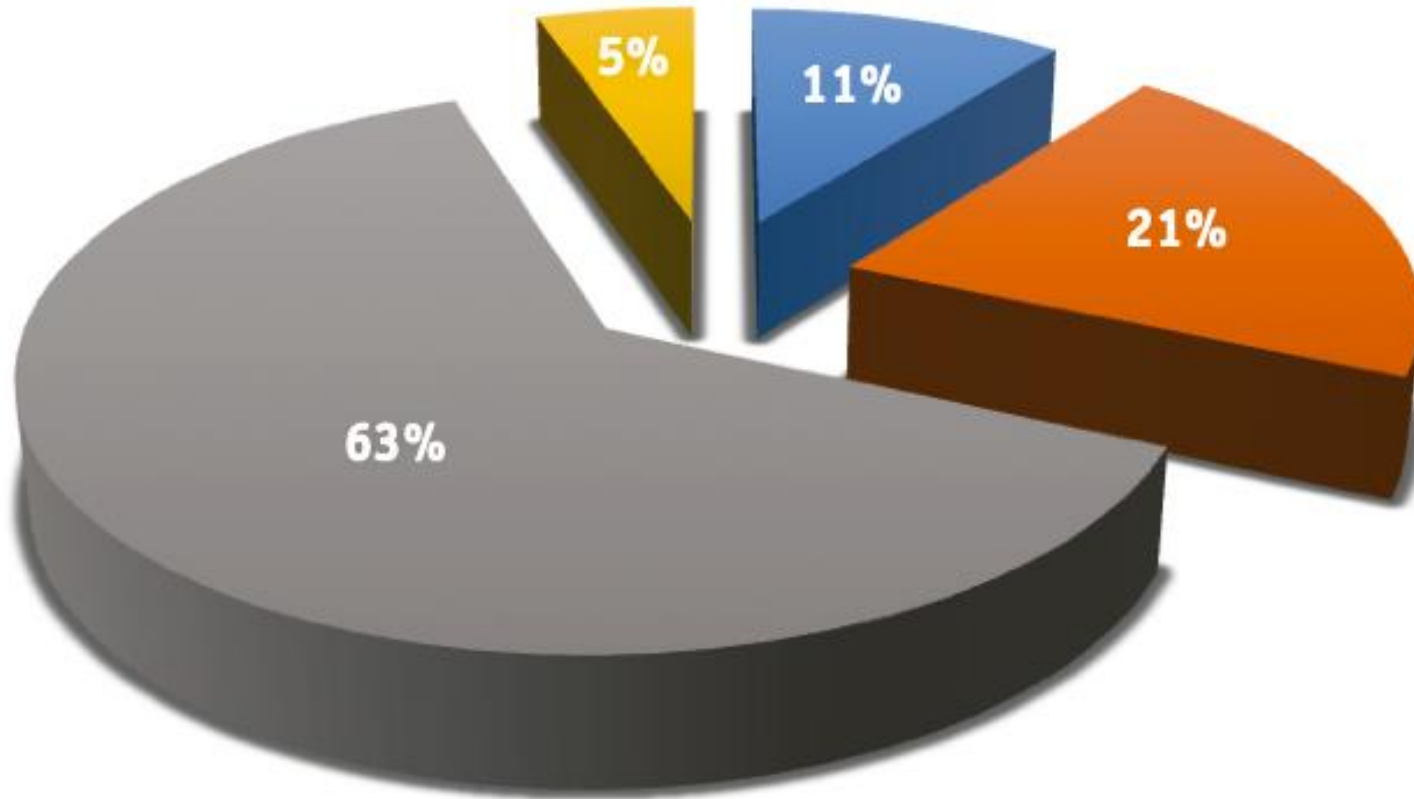


There's no doubt 100% of the surveyed confirmed their desire to count with a tool like SmartPanic for their security.

Would you take care of your family with SmartPanics?



89% of the sample shows positively the probability of use.

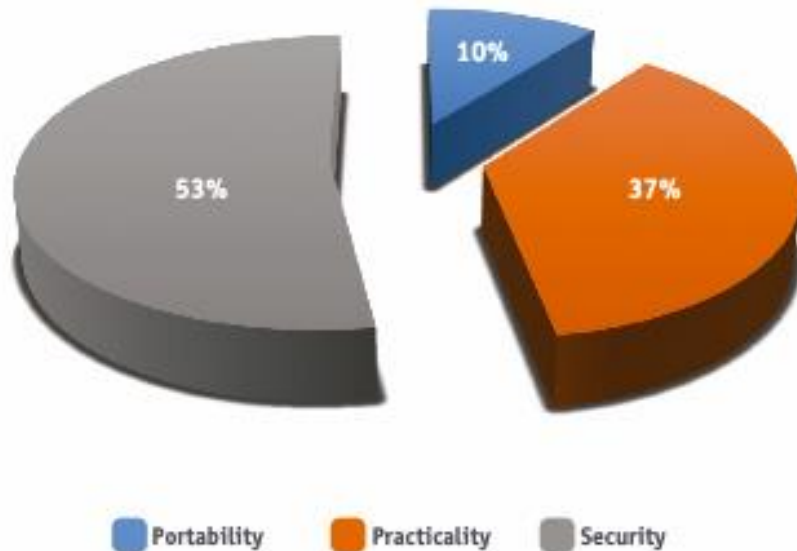


- Highly probable
- Very Probable
- Probable
- Something probable
- Unlikely
- Nothing probable

Market research on security apps

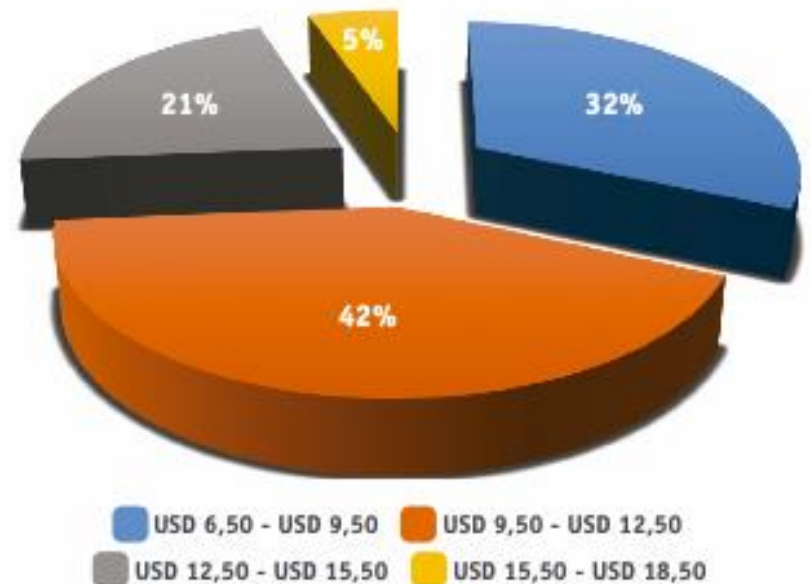


What do you like the most about SmartPanics?



The most valued virtue of the application in this case was the sense of security that provides when counting with the app implemented on their Smartphone accompanying them 24/7. At the same time a large percentage of the surveyed highlighted its high level of practicality.

How much would you pay for this service?

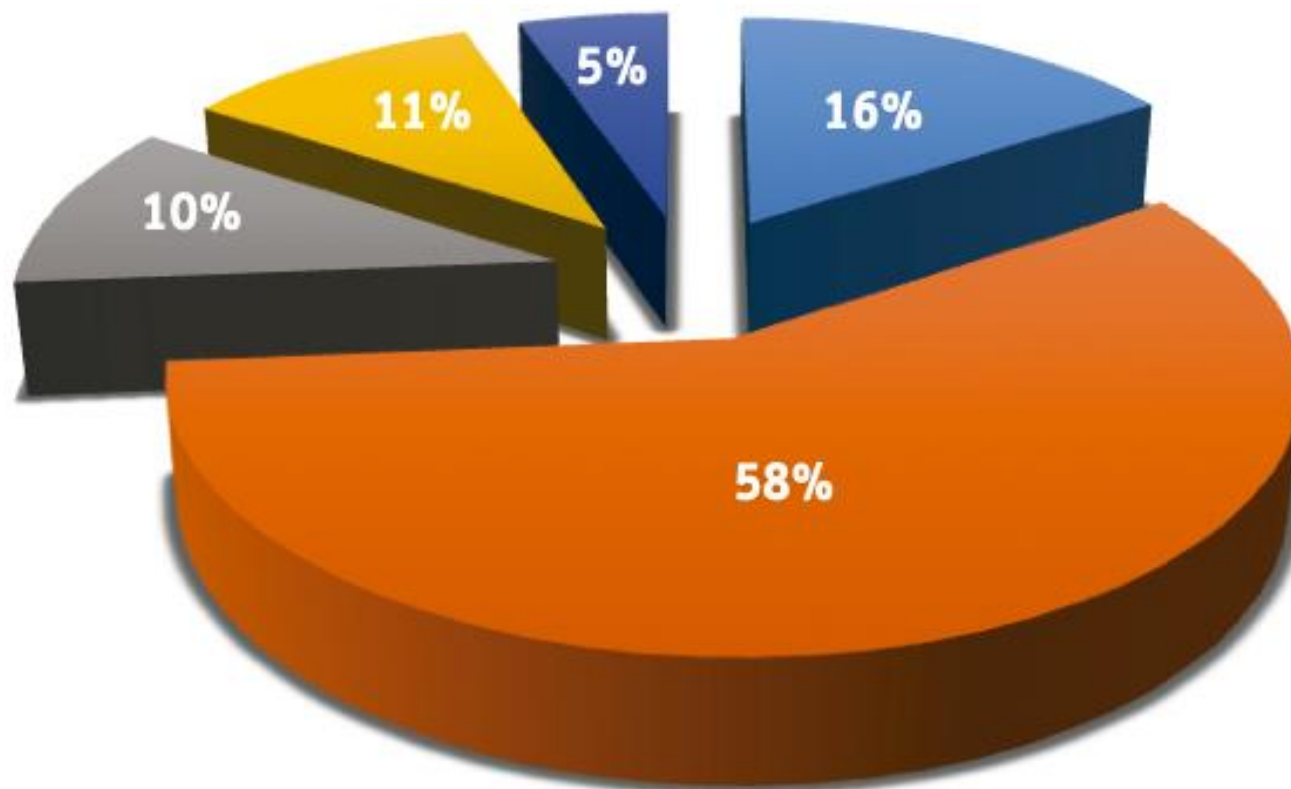


It is important to know the perception of value that the consumer gives to the product. In this case, 68% responded values above current marketing prices.

Do you agree to monitor your family from an app?



84% agree to use innovative tools and technologies such as SmartPanics For the protection of their loved ones.



-  I totally agree
-  I agree
-  I'm hardly in agreement
-  I do not agree or disagree
-  I'm hardly in disagreement

Final conclusion of the survey.



- Carrying out this market study gave us invaluable information regarding the interest of use and purchase of the SmartPanics service in different age segments in the surveyed.
- Not only those who use a smartphone today would take the SmartPanics service, but also those who do not have a Smartphone said they would adopt this service for their personal protection.
- Regarding the value of the service, most of the surveyed expressed a favorable opinion about the proposed price ranges for Latin America.

How much does a service like SmartPanics cost?



Currently in Latin America the SmartPanics monitoring service is being commercialized between USD 8 and USD 12 monthly depending on the amount of services included in that monthly value.

What is the potential billing for SmartPanics?



To sell SmartPanics to those who are already monitoring clients:

Take the case of a company that has 500 accounts monitoring residential or commerce alarm panels with an average billing of USD 12,500 per month.

Applying the survey, 89% of them would add the SmartPanics service to their monthly subscription which if we contemplated at least one app per monthly monitored account, your billing increases by usd 3560 monthly.

But the reality shows that in a typical family several services are hired for the family group that can double and even triple this monthly revenue.

What is the potential billing for SmartPanics?



To sell SmartPanics to those who are not monitoring clients:

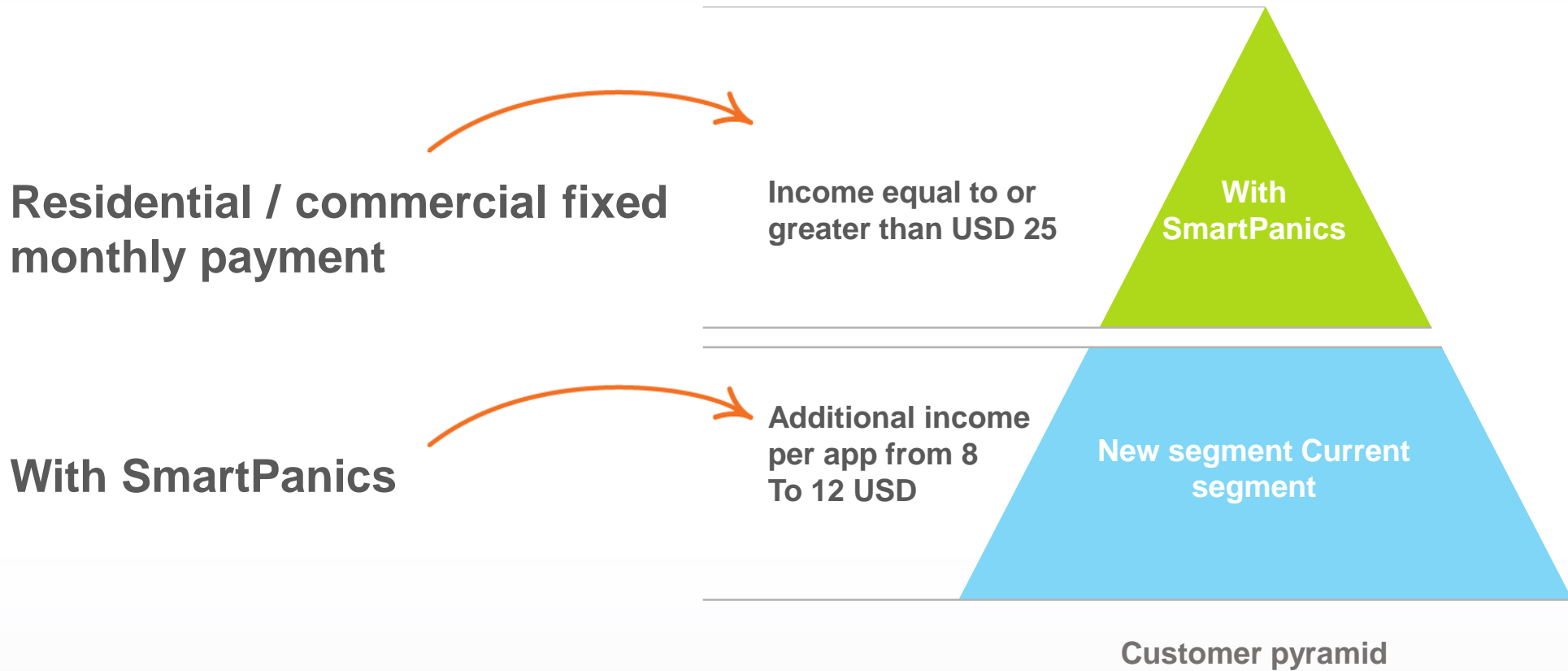
SmartPanics by individual value targets a new segment of customers that monitoring companies do not currently reach for three reasons:

- They cannot pay for the equipment for their home (panel, sensors, siren, and installation).
- They cannot pay an average value of USD 25 monthly but they would pay USD 8 for their personal protection.
- In many cases residences do not have a phone line nor network connectivity for alarm panels and the user sees the app implementation very simple and fast in their Smartphone without having to pay additional communication costs such as sending daily tests plus events by a land telephone line.

Expansion of the current segment of customers



To sell SmartPanics to those who are not monitoring clients



How to reach current customers with SmartPanics?



Undoubtedly highlighting all the benefits that SmartPanics has for their security:

- Protects people even when they are not at home.
- Customer fidelization with a customized tool with the corporate image (Logo and customizable colors in the app)
- It gives access in the same tool to different services that your company offers today in a separated way within the same application (panic button, tracking of people, access to display of CCTV cameras, access to fleet visualization, GPS equipment and access to Information of the fixed alarm panel).

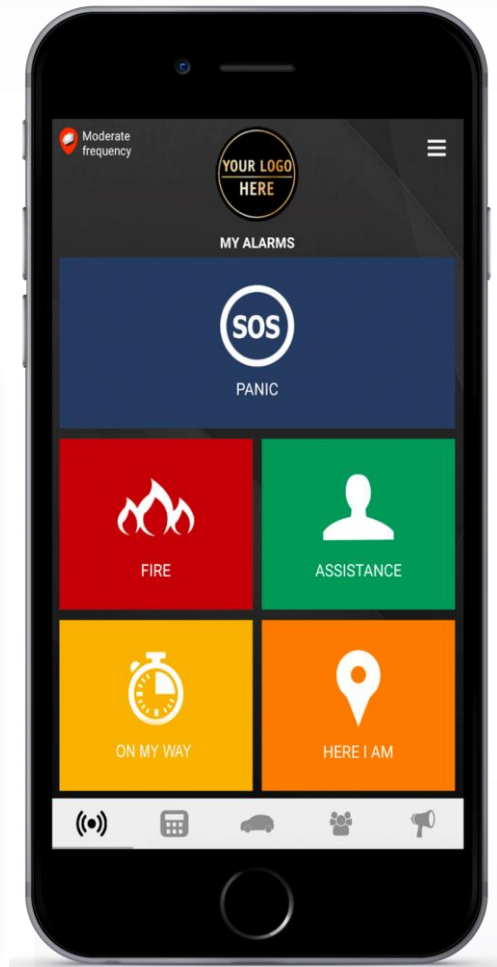
How to reach current customers with SmartPanics?



We share with you some examples.
Annual contract with the first two months for free

GENERATE USD 80 of income with a very low investment.

January	February	March	April	May	June
USD 0	USD 0	USD 8	USD 8	USD 8	USD 8
July	August	September	October	November	December
USD 8	USD 8	USD 8	USD 8	USD 8	USD 8



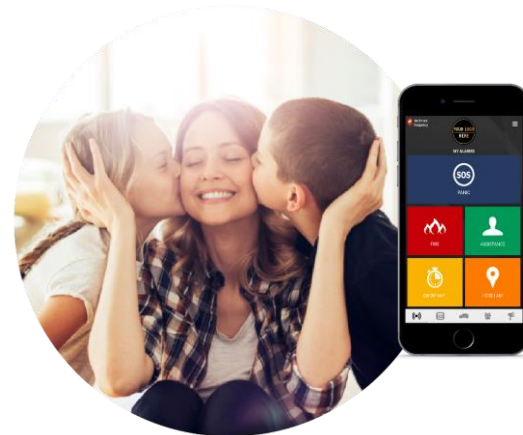
Seducing current clients



Bonus one SmartPanics app for each active account.
Then, a bonus app adds three monthly family apps.



=



**Family Guy/ Head of
the family group**
USD 0

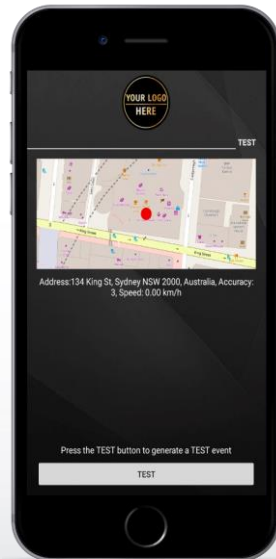
Mother and two children
USD 24

SmartPanics Global App is segmentable



It is possible to preset the active screen for the user by simple enabling or disabling services expanding your billing. In case of being impossible to provide different service escalations it is possible to segmentate the app generating different levels of profitability at the same investment cost.

A customer with SmartPanics with just the panic button could be a basic service by USD 8 monthly. A customer with SmartPanics with a panic button plus access to "My accounts" would be for USD 9 per month and so could be increasing the value to add services such as "My cameras", "My vehicles", and group tracking.



SmartPanics is sold also by user recommendation



The application gives the chance to invite other potential users by QR codes suggesting a client. This way, you can facilitate this type of practice offering discounts for those who recommend new users.



Add SmartPanics to your monitoring center and watch your revenue grow.



- Increase your billing
- Improve your profitability
- Ensure your customers' loyalty
- Differ from the competition with an innovative tool
- Explore new market segments
- Improve the safety of your customers
- Get closer to your customer with SmartPanics.

SmartPanics, tomorrow's monitoring business TODAY



Gurus say...

"If you are not on your client's cellphone with their wallet in their pocket, you won't be entitled to the money that's in it."

You're on time, at SoftGuard we have your SmartPanics App ready to colonize pockets.

