Successful resivo SaaS sales
Key points for dormakaba partners

resivo SaaS

dormakaba

The growing importance of cloud solutions

dormakaba Cloud (SaaS)

Open flat doors & manage access autonomously

Move tenants in and out & manage infrastructure doors

Administration & management in the back office
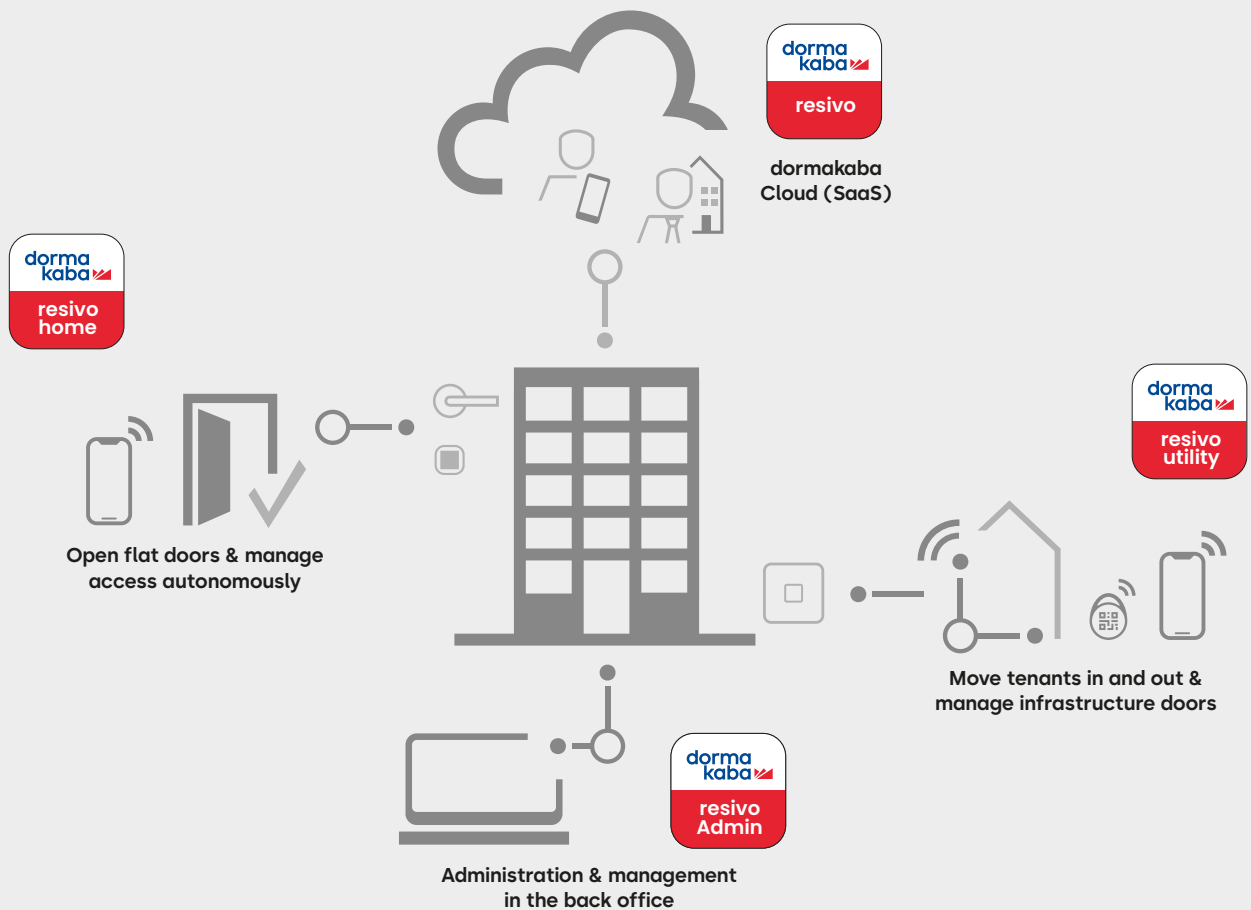
The growing importance of cloud solutions

Cloud computing is no longer just another ICT* trend – it is now ubiquitous in the ICT industry and is on its way to becoming established on the access systems market as well. The system i ntegrators and value-added resellers of access systems now face the challenge of expanding their sales activities in the areas of the cloud and Software as a Service (SaaS) in the hope of tapping into this attractive market.

The reasons for the use and sale of cloud solutions and associated services are obvious.

Cloud service is always state-of-the-art and massively reduces IT workloads

Flexible scaling in the face of changing business demands

Simple, attractive cost structure

Outstanding security and reliability

As a manufacturer and provider of system solutions, dormakaba is breaking new ground to react to the changing market with new products and introduce suitable partner models to the sales channel.

We strive here to provide our partners with ready-to-use solutions which allow them to achieve sales straight away.

Lucrative new opportunities in services and consultancy

Additional sales of hardware

Cloud know-how for your employees

Sales support and training

Developing the right mindset

Studies have concluded that, by 2025, one in four new electronic access systems will be SaaS-based (cloud-based) (source: G337, Memoori). This makes it clear that the cloud transformation is set to pick up speed, which is why dormakaba, as a manufacturer and SaaS provider, is working with its partners and users to get to grips with the technology and processes in the hope of exploiting the full potential of digital access.

The cloud market for access systems is already highly lucrative, and some integrators are already achieving high turnover through SaaS sales and the associated services (source: Market Study Building Automation, 2021*).

In order to keep up with the competition, now is the time to tackle this topic. As staff and time are often in short supply, dormakaba offers a rapid onboarding process with a corresponding training concept and ensures excellent service and technical support in its day-to-day operations. The major challenge for partners and integrators is the change of mindset required to move from the classic project business to the cloud business. Those who are used to generating turnover through hardware sales, licence sales and maintenance work will have to learn how to scale up over the long term with standardised cloud solutions. Only those who recognise and rethink the advantages will be able to quickly and directly profit from the growing SaaS product market.

Benefits of marketing synergies

When deciding to add new dormakaba SaaS products to the portfolio, it is important for our partners to receive appropriate sales and marketing support from dormakaba. Only then can high visibility be guaranteed from the start. This support will include sales enablement tools – so presentations, videos and brochures – that can be used to generate leads and win over new and existing customers. On top of that, dormakaba will show partners/integrators ways to win over new interested parties. A functioning demo environment for the cloud product is required for this. The partner acts as a link between dormakaba and the cloud solution user in a strong digital ecosystem. This role must be emphasised through communication measures.

Guiding existing customers on the way to the cloud

It's only a matter of time until longstanding customers also start seeking alternatives to the high-maintenance, resource-intensive on-premise solutions. In your role as a dormakaba partner, you will serve as the first point of contact for this and provide your customers with an attractive transformation offer. Your improved product portfolio will lead to new value-creation potential here as well. Become a major player in the digital ecosystem of the cloud.

Security and compliance as fundamental requirements in the cloud

Data security is one of the key requirements for the cloud and the trust of the users. Security concerns are still present, which means that concerns around unauthorised data access need to be addressed proactively. The developments in this regard are nonetheless positive, with confidence in data security at a 5-year high (source: bitcom) and growing. In practice, security incidents occur far more frequently in companies' own IT systems than they do for companies who use cloud solutions.

Generally speaking, data security, data protection and fulfilment of compliance requirements in the cloud are essential for dormakaba as a manufacturer and service provider, as well as for our partners and customers. Unlike a locked cabinet in an office, the cloud guarantees adequate transparency around data access as well as monitored security of the data. You should know at all times what is happening to your customers' data and how to access the data in case of a contract termination. For this reason, dormakaba cloud products have to comply with strict requirements based on the directives applicable in the legal area of the EU. Furthermore, certifications, such as ISO 27001, attest to the fact that (sensitive) company data is adequately protected. As a data processor and service provider for dormakaba SaaS solutions, dormakaba bears shared responsibility for compliance with legal requirements and correct implementation of the GDPR.

The SaaS business model 'direct billing of customers/users'

A SaaS/subscription model is designed to enable the use of content or software via the cloud for a monthly fee for the duration of the subscription. Therefore, in the legal sense, dormakaba SaaS represents a service (service contract) from the cloud and is not indirectly sold by a partner/integrator via a purchase contract, as is standard in the SW licence business for on-premise solutions. The risks that a cloud service presents for the end customer are borne by dormakaba itself.

The risks arising from the SaaS model have to be assumed by the service provider/dormakaba. The following risks must be assumed:

- Data protection (EU GDPR)
- Data Processing Agreement (DPA)
- Technical and Organisational Measures (TOM)
- Privacy Declarations (PD)
- End User Licence Agreement (EULA)
- Liability and damages in case of potential failures and/or cyber attacks

Advantage for partners in the customer-billing process and incentive for customer acquisition

The automated, direct dormakaba billing process spares partners the effort of monthly, manual micro-billing. The costs of introducing and operating a micro-billing process quickly outweigh the potential profits. Acceptance of cloud fees creates other opportunities for service or maintenance contracts to do with doors or the operation of the system.

dormakaba concludes the SaaS contract with the customer/user

dormakaba will also disclose the general contents of the SaaS contract to the partner/integrator. It is important to dormakaba that the partners know to what extent the rights and obligations are organised between dormakaba and the customer/user. Partners can set up their service and consultancy models on this basis.

Spirit and purpose of the SaaS contract

The objective of the dormakaba SaaS contract is dormakaba's performance of services for the customer, as well as the customer's access to and use of the services. The services are offered as a cloud-based SaaS solution. They can be accessed via an internet browser and/or a mobile app. The dormakaba SaaS contract represents a binding framework agreement between the parties. To order services for a specific property, the customer awards dormakaba a contract ('service contract').

Contents of a SaaS contract:

- **Annex 1 –** General Terms and Conditions (GTC)
- **Annex 2 –** Service description and service levels
- **Annex 3 –** Responsibilities of the customer
- **Annex 4 –** Price setting, invoicing and payment
- **Annex 5 –** Data Processing Agreement (DPA)
- **Annex 6 –** Customer EULA
- **Annex 7 –** Data privacy statement
- **Annex 8 –** Service contract (order form for a (1) property)

Equipped for the (cloud-based) future with resivo

The cloud is no longer just another IT trend. Cloud-based software is now an established feature in buildings and particularly access processes – and rightly so! As a modern, future-oriented solution for efficient living and working in the digital world, it offers companies and organisations – no matter their size or their industry – a whole host of opportunities. The ability to save and view resources that aren't available locally whenever and wherever they're needed is what makes cloud-based software solutions so popular in buildings. Another major advantage of cloud solutions is that they ease the burden on the IT infrastructure by removing the need to provide and maintain complex access management software. Housing companies with properties in multiple locations benefit hugely from this. This 'cloud boom' has now also reached value-added resellers and system integrators from the access business who want and need to react to the challenges of a changing world. With resivo for the housing industry (residential buildings) and small companies (mixed-use buildings), dormakaba offers an excellent cloud-based system that reflects the rapidly changing needs of its customers.

Any questions? We will be happy to assist you.

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Glossary   ICT = information and communications technology – these technologies shape our day-to-day operations. The term ICT also refers to devices (e.g. mobile phones, computers) and programs (e.g. apps).

Door
Hardware

Electronic
Access & Data

Mechanical
Key Systems

Lodging
Systems

Entrance
Systems

Service

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