



# KeyInCloud



## 5 Common Smart Lock Myths: Busted

Locks have come a long way. Gone are the days in which a simple lock and key were used to secure doors for businesses and for homes; now, smart lock options seem endless, with varying shapes, sizes, uses, and technological capabilities.

But along with a host of smart lock options to choose from also comes a vast amount of information to sort through. And at the end of the day, it all comes down to whether smart locks are suitable for your business. With progressions in WiFi and bluetooth dependability plus safety improvements to hardware, smart locks have quickly become one of the smartest and safest access solutions for businesses and for homes alike — but they're often misunderstood.

## Myth #1: They're not safe.

Let's put it this way: How much do you trust your online banking portal? Every day — every minute, in fact — your bank secures your personal information and your finances with SSL encryption and trusted password protection. Understandably, you have the same expectations for securing your home, your business, and your properties, which is why most smart locks employ the same data security measures as today's online banking systems. And if you're managing a large number of smart locks across multiple different locations, you've likely considered investing in an access control platform like KeyinCloud, which adds an additional layer of data protection with SSL encryption and industry best practices at all points of interface. As for hacking, intercepting, or "sniffing" the signal of a smart lock, chances of success are rare considering nearly all smart locks contain a certain method of sequencing to reject a packet or a signal that has already been delivered. When compared to physical keys, smart locks offer more peace of mind and simpler securing solutions than rekeying or replacing locks with a traditional approach.

**Bottom Line: Smart locks are secured with the same standards as your personal banking software, and they're safer than physical keys.**

## Myth #2: They're difficult to use.

As smart locks have become more advanced, many believe the technology to be too intimidating to install or to manage day-in and day-out. But the opposite is true:

As the technology has improved, so has its ease-of-use, and many smart locks simply require a screwdriver and a little technical know-how to get up and running in no time. You can also use our installation guides for help specific to the lock you purchased, plus instructions for connecting the lock to the KeyinCloud mobile app.

If you're an enterprise managing many different locks across many different locations, a top access control provider like KeyinCloud can connect you with reputable dealers for complex or large-scale installations.

**Bottom Line: Smart locks are easier to install than you may think, and large businesses can connect with dealers for more complex installations.**

## Myth #3: They aren't practical for businesses.

From multi-family buildings to vacation rental properties to gyms, retail stores, offices, restaurants — the efficiency, convenience, and opportunities for business growth are just a few of the reasons to invest in smart locks. Consumer and tenant expectations have rapidly shifted in recent years as smart home and Internet of Things devices have become the new norm. Investing in smart locks not only provides a more enjoyable and efficient human experience for your customers, but it also removes the expense and risk associated with routinely replacing lost or stolen keys, ultimately saving you the stress and the prices of rekeying costs. Enterprise solutions offer cost-effective options for businesses of any size, and a universal access control platform like KeyinCloud makes management easy, scalable, and future-proof for ultimate flexibility.

**Bottom Line: Investing in a universal access control platform is one of the safest and smartest decisions a business can make.**

## Myth #4: When the power goes out, so do the locks.

One of the most common misconceptions of modern smart locks is their loss of capabilities during a power outage. And while this may seem like a logical cause and effect, you might be surprised to hear that the majority of today's smart locks are designed to operate even throughout a loss of power or a lost internet connection. Battery-powered locks will continue to function as normal during an outage, and WiFi-enabled locks, particularly those controlled by a cloud-based software solution like KeyinCloud, will continue to operate without disruption thanks to their ability to be pushed "to-the-edge" — or decentralized — which enables the doors and locks to run properly regardless of their connection to the internet.

**Bottom Line: Today's smart locks, whether battery-powered or WiFi-enabled, are designed to function during a power outage.**

## Myth #5: They can only be controlled on-site.

Smart locks shouldn't be a hassle. And if you're running a large business like a multi-family management company, they certainly shouldn't interfere with your daily operations. Luckily, cloud-enabled software solutions like KeyinCloud make it simple for property managers to remotely manage all locks, doors, and properties from a single platform — from wherever they are. These access control solutions eliminate the need for complicated control panels or site visits to update the system, and KeyinCloud lets you rest easy with an intuitive mobile app that doesn't require an IT team or tech-advanced personnel to navigate. Plus, cloud-based access control allows you to flex with the needs of your business, so you're never left with unused storage space or wasted dollars.

**Bottom Line: Cloud-based access control software allows business owners to remotely manage all their doors and locks from a single, easy-to-use dashboard.**

**Interested in controlling all smart locks from one easy-to-use platform? Contact KeyinCloud today to see how universal access control can transform operations for your business.**