



# ENHANCING SELF-STORAGE WITH SMART TECHNOLOGY PLANNING

## Why Smart Self-Storage Needs a SMARTREADY™ by BETCO Technology Plan



## DEVELOPERS, OPERATORS, AND ARCHITECTS: **ARE YOU READY TO GET SMART?**

In our previous white paper, [A Wiser Approach for Building Smart](#), we explored what it takes to build your “dream” smart self-storage facility. You’ll remember there’s a lot to consider, like:

CUTTING-EDGE TECHNOLOGY.

INFRASTRUCTURE COMPATIBILITY.

PLANNING FOR FUTURE UPGRADES.

Now, let’s dive deeper into what it takes to ensure your facility is not just equipped with smart technology, but also strategically planned for long-term success.

Introducing SMARTREADY by BETCO, a proprietary approach for creating a fully-integrated, built-in technology

infrastructure designed just for your smart self-storage experience. It’s a planner’s dream.

Backed by BETCO’s decades of expertise fabricating and manufacturing building components, it’s the only service on the market to help you comprehensively plan, construct, install, integrate, and future-proof your new smart self-storage facility.

The only way to build a technology-focused, secure, and aesthetically pleasing smart self-storage facility without breaking your budget is with a smart plan. In this white paper, we’ll guide you through the essential steps for effective technology planning, ensuring your facility is ready to meet the demands of today’s tech-savvy tenants.

*Read on to learn more.*



## Smart Technology Requires Smart Planning

Smart technology is transforming the self-storage industry. Here's why:



### CONVENIENCE.

These days, many developers want to outfit their buildings with the latest features, like smart thermostats, [custom access control technologies](#), security cameras, Bluetooth-enabled [smart entry systems](#), and [easy-to-use roll-up doors](#). Not only do these technologies offer a convenient experience they also make remote management easier.



### PREMIUM RENT.

Renters want safe, easy, convenient, and accessible self-storage experiences — managed all from their smartphones. [Studies have found](#) that people will pay a premium for a convenient, technology-enabled self-storage experience.



### LONG-TERM ROI AND VALUE.

Building a smart self-storage experience delivers ROI. Near-term, the smart experience increases tenant satisfaction and loyalty. Well-designed smart buildings generate revenue more quickly. Long-term, owners that continue to deliver a high-tech, sophisticated, and seamless experience will have a competitive advantage.

Soon, smart self-storage features and tools will no longer be a luxury — they'll be an expectation. Without a well-thought-out plan, builders may face costly surprises when installing, optimizing, and upgrading these smart tools and features.



*Nokē Smart Entry systems enable renters to lock and unlock their units from their smartphones.*



# Why Do You Need a Smart Technology Plan?

The only way to build a cost-effective, technology-focused, secure, and aesthetically pleasing smart self-storage facility is with a **SMARTREADY by BETCO plan**. However, planning a smart technology system is not always easy.

## Here are some key questions you'll have to consider:

### 1. Is your design and infrastructure capable of supporting your technology vision?

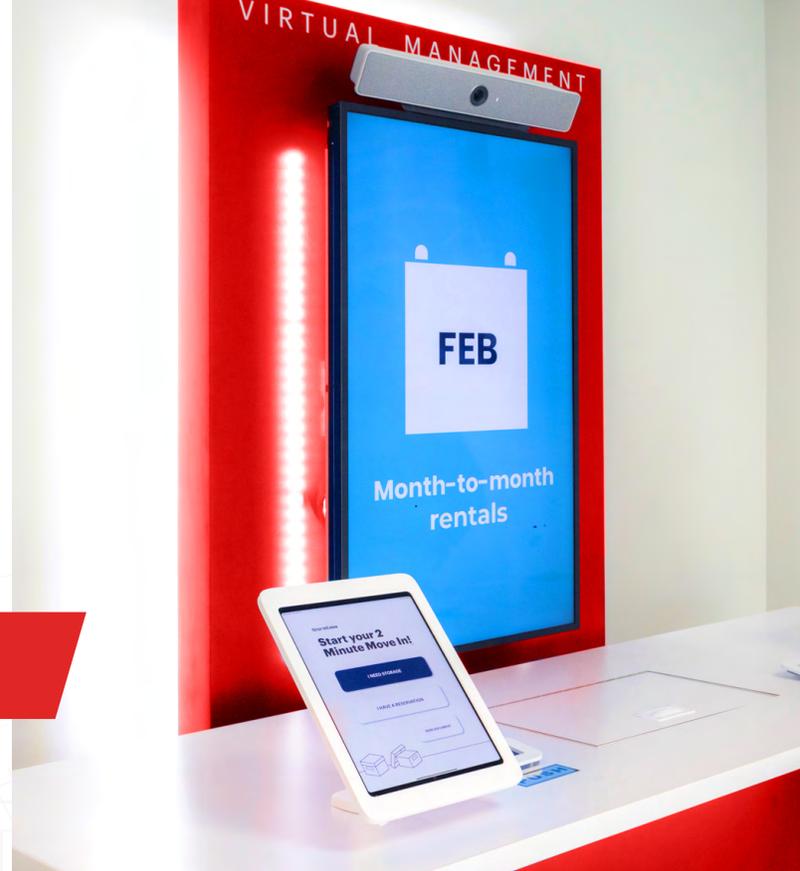
A well-planned building infrastructure is the backbone for high-performing smart buildings. It cannot be an afterthought. Builders must thoughtfully map the facility's framework, devices, and integrations — everything from gating to wiring to cabling — before installing smart features. Late planning causes last-minute scrambles.

### 2. Where will you place your smart devices and wires for optimal security?

The "smartest" buildings are equipped with strategically placed security cameras, gates, and access features. However, technology integration is complex, and things get even more complicated when new or upgraded smart features are introduced. System integration planning should happen during your design stage with the guidance of a smart technology integration expert.

### 3. Have you considered your cable management system?

Your smart infrastructure demands a custom, well-designed cable management system to pair with your contractor's formal electrical plan. For example, you'll need to consider how your building's low-voltage wiring, network racks, low-voltage controls, and cable management system integrate to support your smart devices. The building's aesthetics, connectivity, security, durability, and future depend on it. Plus, your electrical design team and contractors will appreciate having a custom, well-designed low-voltage plan. Knowing the correct power plan will save them time and money.



### 4. How will you ensure reliable connectivity?

Smart buildings must have an efficient and effective network. That means thinking ahead about where you'll put and integrate everything for optimal connectivity. For example, your building layout will need to consider where you'll house fragile devices and how you'll protect them to maximize use. Proper planning for these components during the early design stages is vital.

### 5. How will you maintain, upgrade, and replace your smart features to future-proof your facility?

Technology evolves rapidly. Developers need to future-proof their buildings to keep up with tenant and remote management demands. Your infrastructure and cable management system should be flexible enough to grow with changing needs, expectations, and advancements. It's about selecting, placing, and installing the right tools for today while preparing for optimization and upgrades tomorrow.

**HERE'S THE CHALLENGE:** When it comes to technology planning, most developers don't plan ahead. Many aren't thinking about their technology or cable management systems, overlooking these critical considerations until it's too late. By the time they think about technology infrastructure and planning, they're already facing costly complications. A comprehensive technology plan will help you avoid these headaches and ensure your facility's long-term success.



## Key Elements Of A Smart Technology Plan

Planning a technology system for a new smart self-storage facility is complex. It's not just about being fully operational and connected on opening day. You also need to consider your building's technological future carefully. And that planning needs to start well in advance — ideally, long before you break ground. Unfortunately, most developers aren't thinking that far ahead.

### That's where **SMARTREADY by BETCO** comes in.

SMARTREADY by BETCO is our new, comprehensive technology planning system with services and solutions custom-designed to bring **your** smart self-storage vision to life.

The SMARTREADY by BETCO approach helps you address every step and detail of smart technology planning — from cable management to automation integration to future device upgrades. It's a proactive and cost-effective way to plan and manage the variety of devices, features, and strategies needed for your new smart self-storage facility.

# 1

## The SMARTREADY by BETCO technology planning approach begins with your vision.

We can help you select the smart devices and features ideal for your space, environment, and design vision. A partnership with BETCO also means you'll have access to state-of-the-art products and services from the family of Janus International companies.

### Here are some of the options you can consider:

- 1. Smart entry systems** like Bluetooth-enabled smart locks and access control systems tailored for your self-storage needs. The Nokē Smart Entry system, for instance, is a great option allowing tenants to access the facility and their unit using only a smartphone.
- 2. Self-storage door operators** like Nokē Elevate, which automates roll-up doors conveniently and securely.
- 3. Integrated access control solutions** for best-in-class security cameras, gates and gate operators, and seamless entry and exit solutions. The team at Access Control Technologies (ACT) can help you stay ahead of the competition, improve operational efficiencies, and secure and protect your valuable assets, resources, and people.
- 4. State-of-the-art security cameras** for enhanced facility monitoring and security.
- 5. Durable roofing approaches and warranties**, giving you peace of mind when it comes to your building's quality and performance long-term.

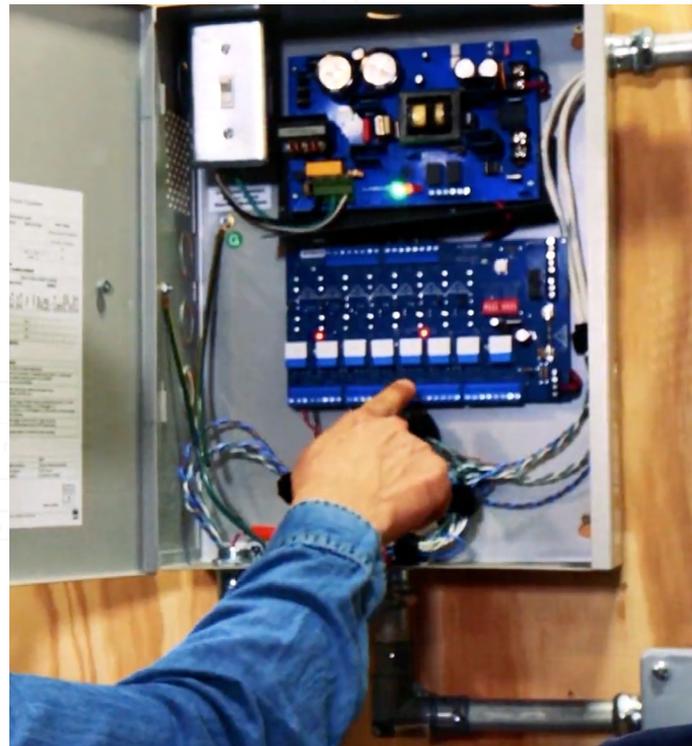
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## Custom-design your built-in technology infrastructure before you break ground.

**You wouldn't build a house without a wiring plan, so why would you try to build a self-storage facility without one?**

We believe the foundation of a true smart building starts with a smart plan. With SMARTREADY by BETCO, your technology plan and integration strategy aren't left to the last minute. We make the critical decisions during the upfront design phase.

Together, we'll create a technology blueprint that's ideal for your building's needs. Our approach is "built-in": we're the only team in the industry that can help you build your technology infrastructure right into your building from the outset. That's the power of designing custom.



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## Build a harmonious, integrated, and scalable technology system (that works).

**A SMARTREADY by BETCO approach means your smart self-storage building will be constructed and integrated, enabling your smart devices work in concert. We'll help you create a harmonious technology design with:**

- **Your ideal technology stack** with smart devices and features that support remote management and tenant convenience.
- **The optimal placement** of your smart devices to maximize security and durability.
- **A design and plans for your control room** and sensitive technologies, ensuring they are well-protected and easily accessible.
- **Seamless connectivity** by integrating your smart technologies for robust performance.
- **Mapped pathways, wiring, and cables** to support your technology stack with a custom-designed cable management system.
- **Future-proofing** for maintenance, upgrades, and expansions, ensuring your building is ready for tomorrow's technology.



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## Design a sophisticated cable management system.

Cable management is essential for improving aesthetics, functionality, and safety for your self-storage facility. However, cable management systems that have sophisticated smart devices require intricate design planning.

Proper cable management involves considering your self-storage facility as a system of integrated technologies and planning pathways for your cables to ensure they're protected and out of sight. Poor cable management can reduce the lifespan of your wiring, leading to disruptions and performance issues. It's both a safety liability and an expensive risk.

A custom-designed, low-voltage cable management system built directly into your facility is crucial for long-term performance. Only SMARTREADY by BETCO delivers this approach to help you protect your technology and building infrastructure.

Your cable management system will already be included in your design plans, ready to be built into your facility as planned. BETCO's self-storage technology leaders will carefully install cables into the building, coordinating closely with your entire development team.



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**With SMARTREADY by BETCO, you minimize costly mistakes during installation and construction.**

Many developers mistakenly believe they can address cable management during installation. By then, it's often too late to correct mistakes, leading to significant costs in terms of sunk expenses, lost revenue, and reputational damage.

That's why you need an experienced technology integrator to bring your blueprint to life, avoiding wiring issues, downtime, and expensive fixes. The BETCO team ensures that installation goes smoothly. We plan ahead.

You won't need to hire or coordinate multiple independent companies. Our full technology design and implementation team will be there from the start, providing access to the entire suite of Janus International's cutting-edge self-storage solutions. A single, comprehensive source is the best way to ensure a smooth development process.

Construction is already a high-pressure process. Don't make it more expensive and cumbersome than it has to be. You need an experienced and well-connected cable management system partner to make sure you get it right the first time.



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**A SMARTREADY by BETCO approach is an investment in your building's technological future.**

Your technology infrastructure needs to be flexible and scalable to grow with your needs, upgrades, and expansions. Future-proofing your building at the design stage is critical. A SMARTREADY by BETCO approach ensures your building is ready for tomorrow's technology upgrades and future connectivity requirements.



## With SMARTREADY By BETCO, You'll Avoid These High-Cost Mistakes.

Mistakes happen. And when they happen right before your opening, they can really cost you.

With SMARTREADY by BETCO, you'll have a comprehensive smart technology plan and partner to help you avoid these common, costly pitfalls.

### SCENARIO 1

### YOUR UNITS WON'T OPEN BECAUSE YOUR SMART DEVICES WEREN'T PROPERLY WIRED AND INTEGRATED.

Disorganized cables dangle from the ceiling as you learn the fix will cost you thousands of dollars and will delay your opening. Wiring mistakes often lead to expensive, last-minute scrambles. We've seen some owners spend three to four times more money correcting mistakes from poor planning.

Without a proper cable management system, you risk having wires and cables that are incompatible, inaccessible, or unsafe — setbacks that could potentially cost you thousands of dollars.

Avoid this nightmare with SMARTREADY by BETCO's strategic cable management system. We'll help you design a custom wiring plan before you break ground with integration in mind. With BETCO, critical decisions are made during the design and construction phases to maximize impact, cost-effectiveness, and coordination.

Planning for technology upgrades now and in the future with SMARTREADY by BETCO's advanced wire management minimizes disruptions, accidents, and delays.

## SCENARIO 2

### YOUR SECURITY SYSTEM HAS GAPS, LEAVING YOUR NEW FACILITY VULNERABLE.

Some cameras aren't placed correctly, while others are broken. Meanwhile, you don't have the proper sensors to alert you to issues. These oversights could potentially cost you five to seven times more than you anticipated.

Security is a non-negotiable for owners and renters alike. Renters expect well-lit, secure paths to their storage units, while owners need smart security systems offering comprehensive surveillance remotely.

Many developers think buying the latest security cameras, gates, and safety gadgets will be enough to protect the building. They often splurge on devices but skimp on the essentials like sensors alerting open doors and glass breaks and the proper low-voltage wiring. Security mistakes can be costly.

**Case-in-point:** One owner-operator forgot to put a wire for a security camera in their elevator car and discovered the error only months before opening. It would have been a simple fix during construction. However, because the elevator wasn't wired for the security camera, the entire elevator had to be reconstructed to re-install the camera — a fix that cost around \$40,000.

SMARTREADY by BETCO ensures comprehensive surveillance and deterrence by considering your security camera infrastructure from the outset. Planning ahead ensures developers can strategically plan the ideal placement of cameras to maximize coverage and efficacy.

## SCENARIO 3

### YOUR PROPERTY MANAGERS CAN'T GET THEIR WIFI TO WORK IN THEIR OFFICE.

Picture this: Your new self-storage facility is just weeks away from opening. You think everything is ready to go. Everything except for the Internet. You don't have connectivity in the main office. Without WiFi, you can't set up and link all of your smart devices, gates, and systems properly.

However, this issue can't be solved by restarting the router.

You're shocked to learn the construction team buried the wrong Internet cables under asphalt. Now, you'll have to dig up the parking lot to replace the wiring, which will set you back thousands of dollars.

Without WiFi, you also can't open, and your reputation will take a hit. You'll may lose revenue from losing time and tenants.

A SMARTREADY by BETCO approach gives you confidence you'll have the right infrastructure installed in the right place at the right time. We can help you design an efficient and reliable low-voltage system to meet your application's exact needs. Our low-voltage system design services allow for a variety of video security, alarm, access control, and audio-visual technologies. Plus, SMARTREADY by BETCO's custom-designed and built cable pathways are open wiring channels perfectly placed, allowing you to install wires throughout your building quickly and seamlessly, now and in the future.



### Invest in planning today to avoid paying for mistakes tomorrow.

Partnering with BETCO helps you avoid these "uh oh" situations — accidents, mistakes, and mishaps that can drain your budget and delay your project. You'll save on costly change orders and quality issues with SMARTREADY by BETCO. Better planning not only saves money but also protects your timeline and reputation.

# It Pays to Plan Ahead: **The Benefits of Being SMARTREADY by BETCO**

When it comes to building a new self-storage facility equipped with smart technology, planning ahead isn't just wise — it's essential. And there's no smarter move than partnering with BETCO.

**With SMARTREADY by BETCO, your smart self-storage facility will have:**



**A well-designed technology network** with a custom-built, low-voltage cable management system ensuring your cables, wires, and connections are neatly organized and protected.



**A built-in smart technology system** offering easy accessibility for ongoing maintenance and upgrades.



**A high-tech, secure, and convenient experience** attracting loyal tenants willing to pay a premium for their units.



**A proprietary, best-in-class infrastructure** with components custom designed and engineered to support a SMARTREADY by BETCO approach. You won't find anything like this patent-pending system on the market.



**A future-proofed self-storage facility** that's ready to embrace new technology trends and operational improvements as they arise.

**If your next self-storage project is smart, make sure you plan wisely.**

**There's only one partner on the market that has...**

- ...40+ years of planning and constructing the country's most cutting-edge self-storage facilities.
- ...200 million square feet of design, building, and manufacturing experience for a variety of facility types.
- ...The latest smart technologies — integrated right into your facility.
- ...A strategic infrastructure planning process designed to help you scale flexibly.
- ...What it takes to help you achieve your self-storage vision and goals.

Only one partner truly understands how to plan, design, manufacture, and build your dream smart self-storage facility.

**Plan wisely with SMARTREADY by BETCO.**



**Tour a SMARTREADY by BETCO Facility**

**Ready to get smart? Truly smart?  
Come see smart building for yourself.**

We invite you to come see the smartest self-storage building in the country: Our state-of-the-art SMARTREADY by BETCO showcase facility in Statesville, NC.

**Contact BETCO to schedule your tour today!**

**1-800-654-7813**