



# Perfecting the Tenant Experience

How Cloud Access Control is Helping Sage Realty

## ABOUT SAGE

Sage Realty is a premier commercial real estate (CRE) firm located in New York, NY. Established with a vision to provide unparalleled service to its tenant companies, Sage delivers first-class property management and hospitality services through personalized experiences coupled with a suite of tech-enabled, data-driven tools. Their portfolio consists of 6 office buildings located in Midtown Manhattan, serving a community of over 10,000 credentialed users.

## THE CHALLENGE: ON-PREM LEAVES A LOT TO BE DESIRED

Before implementing Genea Security, Sage faced several security challenges. Among these difficulties was a legacy, on-premises access control system – one that Alec Fomin, director of tenant experience at Sage, described as “fragmented,” “siloes” and “local.”

“We were running legacy software that was all server-based,” Fomin said. “To make any effective changes in the system, you’d have to visit a physical property. It made it very difficult to have a holistic view of the company, especially for tenant activity levels of each building.”

Sage’s property team wanted more. They sought to centralize their access control security across all 6 buildings and gain system access, whether at or away from a building. Most of all, Sage needed a sophisticated access control solution that would enrich and add convenience to the tenant experience. So, they began searching.

## ABOUT SAGE

**Commercial Real Estate Firm**  
**6 Buildings**  
**10,000 Credentialed Users**  
**+3 million sq. ft.**

## CHALLENGES

**On-prem Access Control**  
**Disparate Systems**  
**Complex Software**

## GENEA’S SOLUTION

**Cloud-based Access Control**  
**Automated Credential Provisioning**  
**Integration with VTS Rise**

## RESULTS

**Centralized Access Control**  
**Streamlined Credentialing Process**  
**Mobile Credentials for End-Users**  
**Cleaned up and Organized Database**



## SAGE ADVICE FROM A SEASONED INTEGRATOR: TECHNOLOGY AND SUPPORT

Behind any successful Access Control implementation is a seasoned integrator. To help with the physical installation, Genea called upon New York-based integrator Grid Squared Systems.


Sage chose to test Genea on three doors at their corporate office. Grid Squared began by conducting a full survey of the building. They noted where existing panels were installed and how Sage's current card readers were wired back to the panels. They assessed how many readers and controllers needed to be purchased, then the installation began.

However, a problem still existed. As a byproduct of their overly complex on-premises system, Sage had many duplicate users within their database. In some cases, credentials for a single user appeared in the system as many as four times. Genea led the cleanup by organizing the credential information.

"All that data had to be scrubbed and cleaned – that was something Genea handled," said Lon Bazelaïs, founder and president of Grid Squared. "It's not typical of a provider, so that was also a selling point for Sage."

After testing Access Control in their headquarters, Sage chose to implement Genea in their other buildings. According to Grid Squared, the primary reason Sage chose Genea was for its seamless end-user experience.

"Genea won out because users do not need to open an app and press a button for mobile functionality," Bazelaïs said. "Genea supports the end user, which we like because it takes tasks off our plate. Typically, that would have fallen on me as the integrator to do that."



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**- Lon Bazelaïs *Founder and President, Grid Squared Systems***

## SOLUTION 1: REDUCING COSTS WITH NON-PROPRIETARY HARDWARE

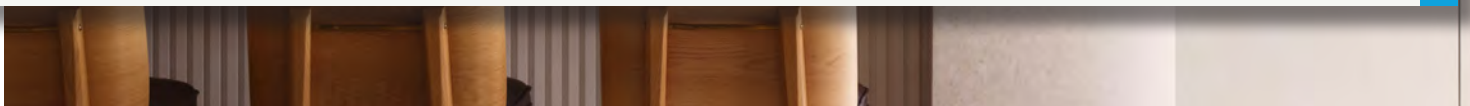
Grid Squared and Genea worked together to successfully implement the cloud-based access control solution across approximately 3 million sq. ft. of space. As a non-proprietary hardware system, Genea allowed Sage to use about half of the hardware already installed in their buildings — a process known as an access control software takeover.

Unlike other cloud-based providers who require expensive proprietary installations, Genea uses Mercury controllers and HID readers. Non-proprietary hardware makes it easy and less costly to install new access control software.



**“Whether tenants are administrating it themselves using Genea’s tenant portal, or with an email request to one of the property managers, it’s very simple.”**

**- Alec Fomin, *Director of Tenant Experience, Sage Realty***



## SOLUTION 2: A USER-FRIENDLY PROVISIONING WORKFLOW

Genea’s intuitive software platform is also helping Sage fast-track their provisioning process. Features like Tenant Portals, Custom Roles and Custom Reporting, allow the property teams greater insight across Sage’s building portfolio.

“The workflow for adding a new tenant is a massive improvement over the way we would do things with the old legacy system,” Fomin said. “You would have to go to the property manager’s office and sit down with them and get their photo taken. They would have to transcribe your information into the system. It used to be something we’d have to make appointments for.”

Not only can the property teams automate the adding and removing of building credentials, but Sage can also give tenants control over their own provisioning process.

“The tenant portals give tenants a lot more autonomy and insight into their own space usage if they want,” Fomin said. “Whether tenants are administrating it themselves using Genea’s tenant portal, or with an email request to one of the property managers, it’s very simple.”

### SOLUTION 3: INTEGRATING & SPICING UP THE TENANT EXPERIENCE

As part of their continued effort to improve the tenant experience, Sage is taking advantage of Genea's ability to integrate Access Control with their original mobile app called Sage Connective. The integration, powered by VTS Rise, allows tenants to access areas throughout the Sage portfolio using the smartphone app. Tenants can reserve rooms, buy items in the building's marketplace and more.

"If you're a Sage member, then your membership should confer your benefit in all our buildings where services and amenities are available," Fomin said. "So, if you work at our 77 Water Street building, you could book an event or host a meeting at the Oasis space at 437 Madison Avenue."

Through this "campus approach" coined as Oasis, Sage has added convenience to the tenant experience. They partnered with the architecture and design firm, Fogarty Finger, to bring their spaces to life. Each area has a theme, such as glaciers or deserts. There are also unique areas like a room for special events called the Winter Garden Room, a library, breakout studios, a meditation studio and a flex space known as the Forum. With the help of Genea Security, tenants have a quick and touchless way to move in and out of each space.

"There are a lot of folks that have solved for access control and mobile access control, but for us, our preference is heavily weighted in the interest of our tenants and making sure we're serving them with the best products possible," Fomin said. "Being able to give [tenants] a unique experience to manage their activities and their occupants - we thought Genea had the best platform for that."

### THE RESULTS

With Genea's help, Sage has saved time and added efficiency to the access control process. They have successfully unified their access control system, making it possible to monitor security from a single pane of glass. Additionally, their on-premises systems, once fragmented and siloed, have been replaced with the cloud. Since the cloud is maintained by a third-party provider, Sage has eliminated the need for regular hardware maintenance and other time-intensive tasks. With the help of automation through the cloud, Sage can concentrate on doing what they do best...helping tenants.



**Learn More**

### SUPPORT YOU CAN COUNT ON

Still unsure if Genea is right for you? Get in touch with one of our helpful representatives. Backed by live 24/7/365 support, we ensure you get the help you need, when you need it. Plus, our vast online resource library includes webinars, guides help articles and more. For more information, visit [www.getgenea.com](http://www.getgenea.com).



#### Contact Us

Give us a call 24/7/365  
(866) 935-1557

#### Support

Helpdesk: [help.getgenea.com](https://help.getgenea.com)  
Email: [support@getgenea.com](mailto:support@getgenea.com)

#### Headquarters

19100 Von Karman Ave. Suite 550  
Irvine, CA 92612