Innovative Access Control Platforms

Taking Property Management to the Next Level.

LiftMaster

POWERED BY myQ

LiftMaster has forged a track record of developing innovative products in several markets that include access control and garage doors. The company's **myQ® Community** smart access platform represents some of the category's most advanced MDU solutions.

With well over 50 years of access market experience, LiftMaster has established itself as a respected manufacturer of everything from garage-door openers to access control devices.

Throughout LiftMaster's history, the Oak Brook, Ill.-based company has introduced innovative solutions that include its rolling code technology that eliminates code theft, and provided input on the development of the UL 325 standard that requires photo eyes with every garage-door opener.

The company's most recent innovation supports the MDU (multi-dwelling unit) market, including apartments, condominiums and gated communities. LiftMaster's myQ Community platform is a smart-home ecosystem that serves as the backbone for its access control family of products.

Focusing on the differences between the company's garage door products and the community access control solutions, Jenny Lytle, general manager, access controls and community services at The Chamberlain Group (parent company of LiftMaster), says the access control products fall under its umbrella of smart community access solutions.

"myQ-enabled products from LiftMaster enable property managers to remotely manage properties from anywhere."

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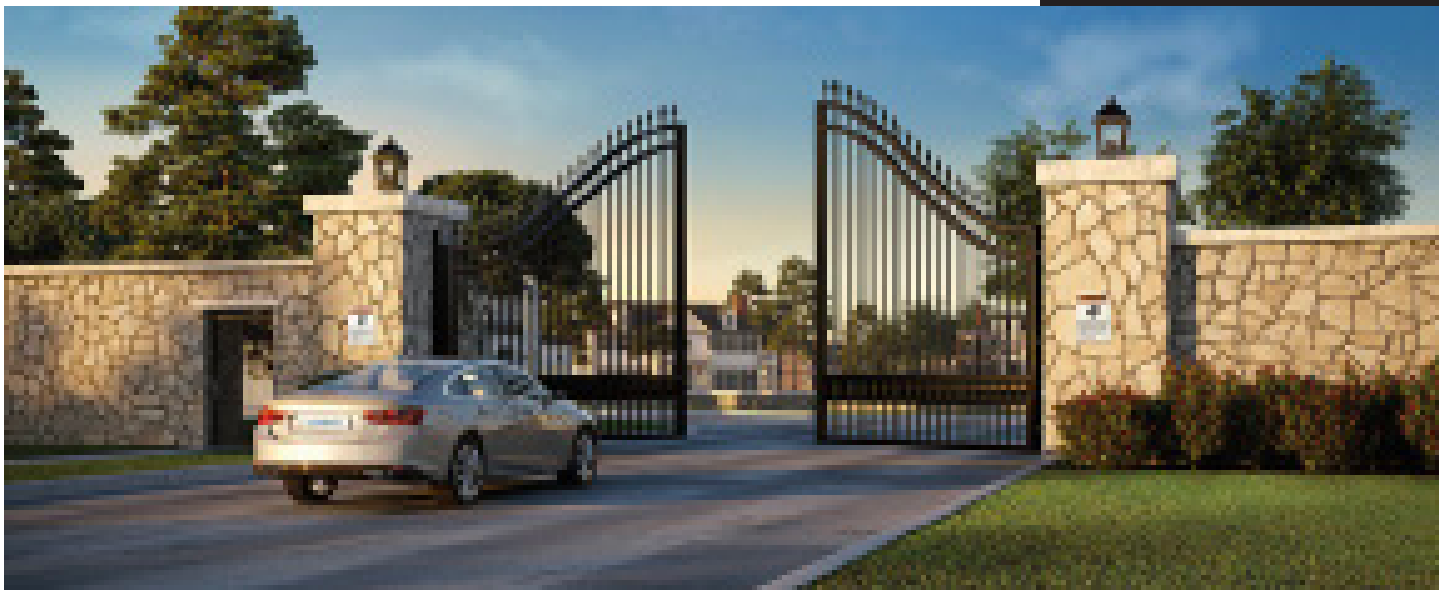
"You have a lot of different people living in one place who may or may not know each other, and our goal is to get residents, their guests, building managers and vendors entering and exiting the space in the most secure way possible with the most visibility," she explains.

"Our core product set is the Smart Video Intercom which secures the perimeter of a building. It provides visual confirmation and access control to residents and their guests. And it also enables property managers to monitor their buildings remotely with live streaming video and recorded access events."

## LiftMaster's myQ Community Offers Safety to MDU Residents

Elaborating on the company's access control product line, Lytle states that LiftMaster developed its myQ Community smart-home access control platform to support the needs of people that live in MDU environments. These products provide features that include touchscreens and companion apps that allow MDU occupants to see who is at their front door, back gate and other entrances. myQ also enables users to provide instant access once they confirm visitors' identities.

Additionally, she continues, LiftMaster's Smart Video Intercoms allow property managers to manage and control properties. This includes the ability to set schedules where unique, traceable codes are given to delivery personnel, maintenance workers and tradesmen to allow them to enter a building during specified times of day.

The LiftMaster line of products powered by myQ provides property managers and residents alike the ability to securely allow or deny visitors access to gated communities and other similar properties.

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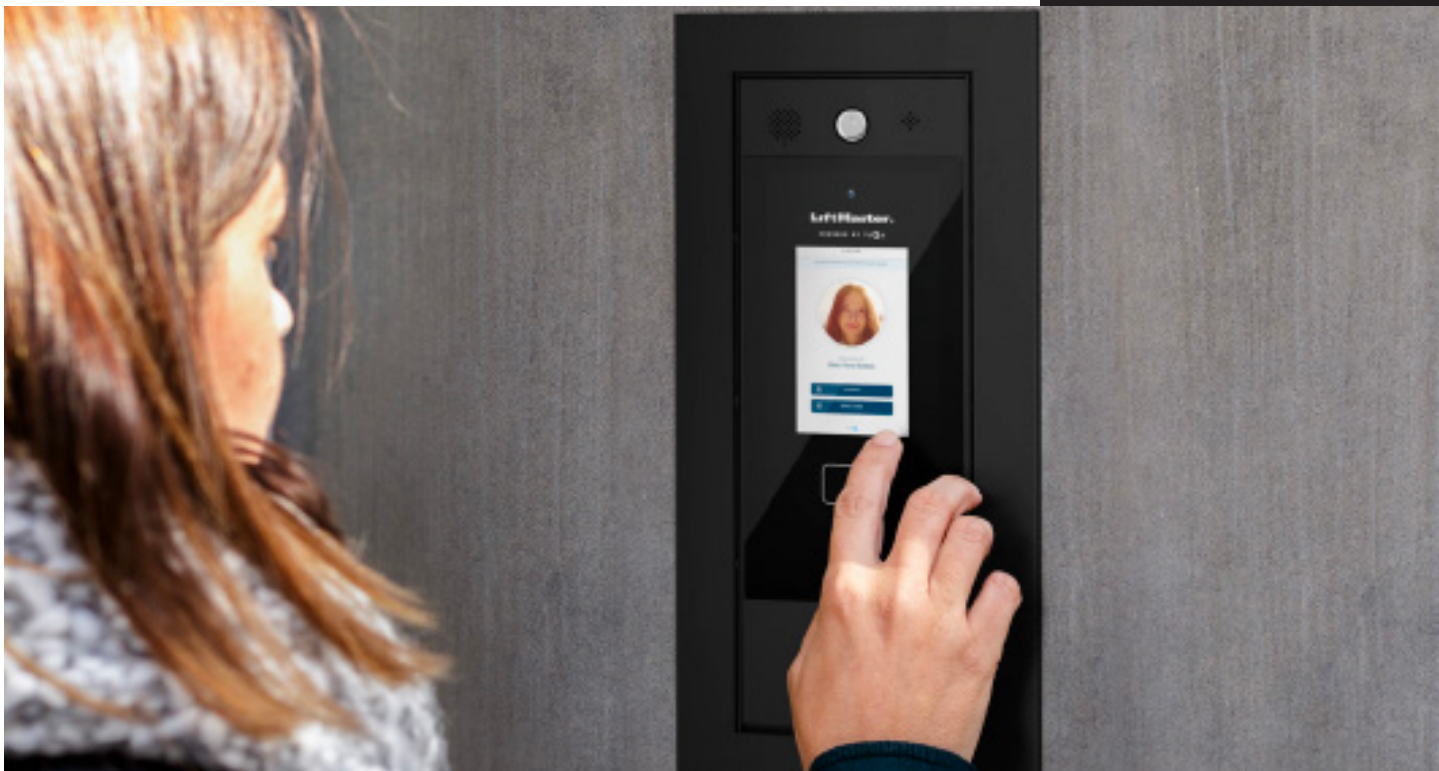
"We're providing access and limiting access to the multi-family residential space, and in my opinion, it's one of the most complicated residential environments because there are so many different people coming in and out," she notes.

"We very clearly fit into the MDU market because we allow communities and their residents to safely allow and restrict access."

Lytle emphasizes what separates the Smart Video Intercom product line from other solutions in the access control category is myQ Community, LiftMaster's cloud-based community management platform. Through its cloud-based technologies she says, property managers can provide or deny access, and they can regulate these activities remotely from anywhere.

Validating the capabilities of myQ Community, Lytle says the products are installed in residential communities around the world and these systems are used by a variety of consumers.

"The platform itself is enabled in over 250,000 units today in over 30,000 gated communities, so it has a wide reach and our myQ brand overall has over four million residents operating on it so it's a big name in the space and I think that helps differentiate it," Lytle emphasizes.

LiftMaster's myQ line of access control products are designed to safely allow MDU residents to monitor visitors to their apartments and condominiums.

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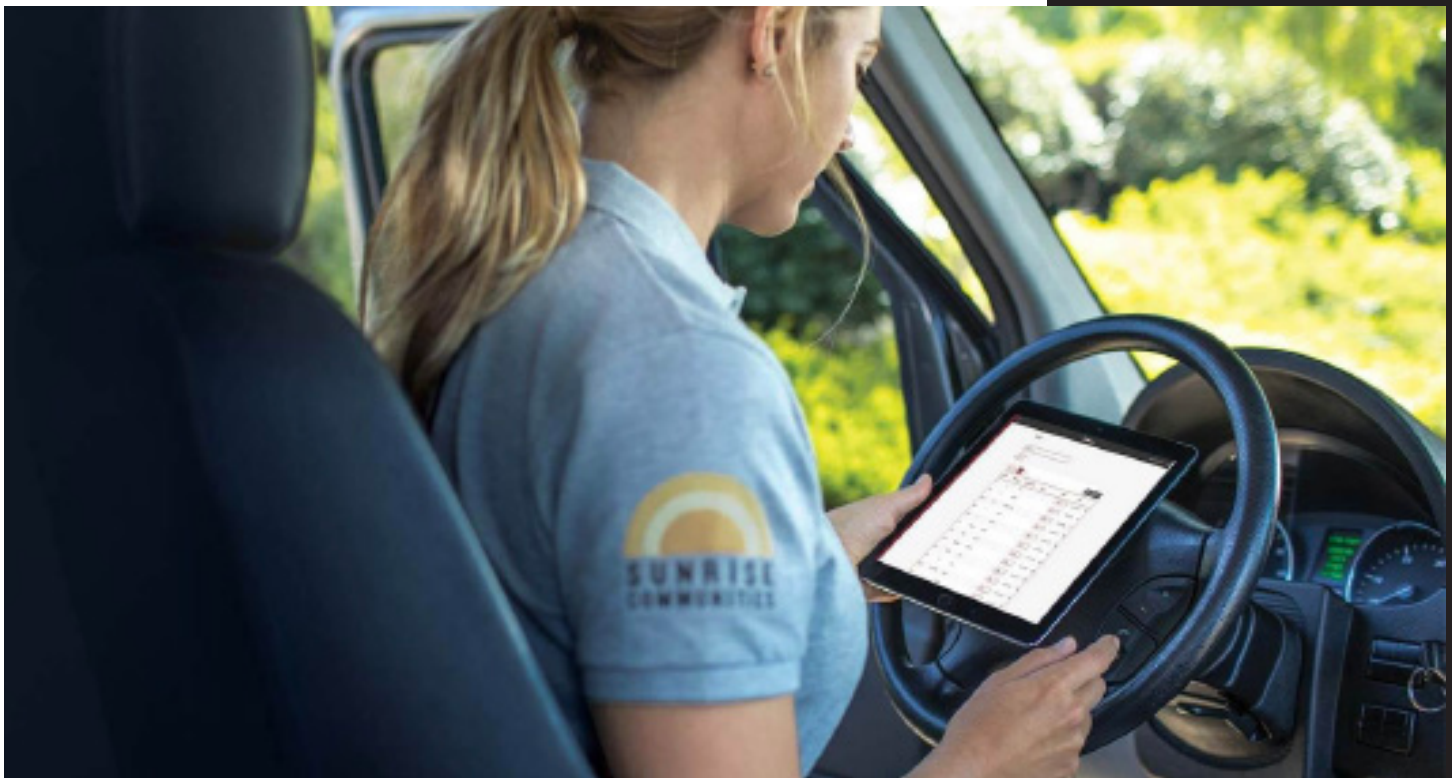
"We also did a study with McKinsey recently and LiftMaster was found to be the most trustworthy brand in the space."

Not to be overlooked Lytle stresses that integrators are also critical to the success of LiftMaster.

Lytle says that LiftMaster invests a lot of time building strong dealer relationships. As the business expands into the custom installation market, the company knows that dealer support is crucial to achieving its goals.

As a market leader in the access control category Lytle says LiftMaster has the necessary resources to properly support professional integrators. Some of the support mechanisms the company has in place include in-person and online training options.

"People can train with us in person or virtually. We have an extensive library of digital, on-demand courses. And our instructors help integrators understand both residential and commercial capabilities on topics ranging from connectivity to hardware installation, all of which are important," she points out.

myQ's advanced cloud technologies support community managers' ability to manage a property offsite and enable the ability to allow or deny access.

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"We have a strong, well-funded innovation pipeline for both hardware and software. Our integration partners know that when they sell our products and solutions there will be many more to come. With continuous hardware innovation and the myQ Community platform, our partners know that their community manager customers will be happy customers."

Looking ahead at the rapidly expanding home technology market, Lytle underscores the importance of a simple-to-use, integrated smart-home experience for consumers as the category continues to grow in popularity.

"We try to put the property managers and residents at the center of everything we do. On our roadmap we're thinking about community managers and the features of smart access control they use most. At the same time, we're focused on connected home ecosystems in an MDU environment as the needs differ from the traditional single family home," she adds.

"We have a very robust connected roadmap going forward thinking about all the integrations that make both our residents and our community managers' lives easier, so there's a lot more to come in those areas."

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