

## LOCKBOX TECHNOLOGY HELPS REAL ESTATE AGENTS DELIVER RESULTS



GE  
Security

### OVERVIEW

**OBJECTIVE:** HELP GE SECURITY DEVELOP A WIRELESS LOCKBOX KEY THAT ADDRESSES REAL ESTATE AGENTS' NUMBER ONE COMPLAINT.

**SOLUTION:** WITH THE TECHNOLOGICAL EXPERTISE OF NUMEREX, GE SECURITY DEVELOPED THE ACTIVEKEY, A WIRELESS LOCKBOX KEY THAT SENDS INSTANT ALERTS OF WHEN A PROPERTY IS SHOWN.

### RESULTS:

- ▶ 233,000 ACTIVEKEYS IN USE BY REAL ESTATE ASSOCIATIONS AND BOARDS IN MARKETS THROUGHOUT THE COUNTRY
- ▶ 750,000 ELECTRONIC LOCKBOXES ARE PLANNED TO BE REPLACED WITH THE DEPLOYMENT OF ACTIVEKEY

### ABOUT NUMEREX

NUMEREX IS A LEADER IN PROVIDING WIRELESS FIXED AND MOBILE M2M SOLUTIONS, AS WELL AS A BROAD RANGE OF RELIABLE, COMPETITIVE NETWORK SERVICES AND TECHNOLOGY. A SINGLE-SOURCE PROVIDER FOR M2M REQUIREMENTS, NUMEREX ENABLES REAL-TIME WIRELESS DATA COMMUNICATIONS, MONITORING, TRACKING, AND SERVICE MANAGEMENT TAILORED TO THE NEEDS OF EACH APPLICATION, CUSTOMER AND INDUSTRY.

GE Security is a leading supplier of security and life safety technologies, with operations in more than 35 countries and \$1.8 billion in annual sales. GE Security offers one of the industry's broadest product portfolios, covering explosives and narcotics detection, intrusion and access control, video surveillance, key management, and fire detection.

### OBJECTIVE

Real Estate agents have always relied on lockboxes to ensure that the properties they show are safe. In the past, many real estate agents used a GE device called DisplayKEY™. It expires every 24 hours and has to be placed on a cradle each night. The cradle then has to be connected to a phone line or PC with Internet access. Once on the cradle, the DisplayKEY would wake up during the middle of the night, call in to DisplayKEY servers, and authenticate itself for the next day. During this sync time, the DisplayKEY told the servers about any showings that the agent did since the last time the key was synced. Since agents did not always cradle their key, it often took too long to update the DisplayKEY's firmware. Cradling the DisplayKEY every night was the number one complaint among real estate agents. Since a large percentage of real estate agents do not show properties every day, and therefore do not cradle their key every night, GE would often receive showing data that was days or weeks old. The staleness of the data reduced the value to the listing agents who want to know who is showing their properties. If the agent forgot to place the key on the cradle, or if the key wasn't inserted properly into the cradle, the key was not able to open boxes the next day. The agents often did not realize this until they were standing in front of a property with a client, trying to get in the house. In addition, because all DisplayKEYs sync during the middle of the night, there is a time window where hundreds of thousands of keys are calling in at the same time. This requires GE to host many servers in order to handle this sudden burst of data. To address agent's concerns, GE developed and implemented the ActiveKEY™. To address the technology needs, GE looked to Numerex.

### SOLUTION

ActiveKEY, a lockbox key designed by and for mobile real estate professionals, delivers near-instant notifications of realtor showings and associated detailed showing feedback reports. The ActiveKEY solution helps agents to be more competitive in today's real estate environment by more quickly reacting to local market conditions, while better serving customers through more efficient and effective interactions. Now agents receive real-time wireless updates when properties are shown in an area with cellular phone network coverage. ActiveKEY's wireless connectivity provides optimal cellular coverage nationwide with seamless, continuous and automatic connections and ends the need for agents to return to the office or home to access a hardwired cradle for updates.

Real-time notification informs listing real estate agents when other agents and prospective buyers walk into a property, giving them more control of their listings and becoming more efficient in pursuing sales opportunities.

**"The ActiveKEY has helped our members save time and aggravation; it has also cut down on the amount of missed opportunities that our members have experienced from not having an active lockbox key."**

Peggy J. Kayser, CEO of the REALTOR® Association of NorthWest Chicagoland.

## SOLUTION COMPONENTS

### NETWORK CONNECTIVITY: NUMEREX NETWORKS™

NUMEREX'S PROPRIETARY *SMSXpress* TECHNOLOGY ENABLES SUPERIOR PERFORMANCE TAILORED TO THE M2M MARKET. OUR *SMSXpress* DELIVERS A VERY DIFFERENT USER EXPERIENCE FROM TRADITIONAL SMS OR TEXT MESSAGING SERVICES. *SMSXpress*' LOW-LATENCY OF MESSAGE DELIVERY, DEDICATED SMS PLATFORM, AND INDUSTRY LEADING MESSAGE ACKNOWLEDGEMENT CAPABILITY MAKE NUMEREX *SMSXpress* THE GOLD STANDARD FOR SMS.

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### APPLICATIONS INFRASTRUCTURE: NUMEREX NETWORK OPERATIONS CENTER, ATLANTA, GA

NUMEREX DELIVERS A CUSTOMIZED APPROACH FOR THOSE IN NEED OF M2M CERTIFICATION ASSISTANCE, CUSTOMER SUPPORT, APPLICATION DEVELOPMENT AND MORE. IT IS THE ONLY NETWORK OFFERING TO COMBINE THE INDUSTRY'S MOST RELIABLE, VALUE-FOCUSED NETWORK SERVICES WITH TECHNOLOGICAL EXPERTISE WORKING TO DELIVER THE FULL SPECTRUM OF END-TO-END M2M SOLUTIONS.

TO COMPLEMENT THE BENEFITS OF THE NETWORK, THE FOLLOWING SUPPORT SERVICES ARE ALSO PROVIDED:

- ▶ 24x7 CUSTOMER SUPPORT CENTER
  - ▶ INTEGRATION SERVICES
  - ▶ CERTIFICATION GUIDANCE
  - ▶ AUTOMATED PROVISIONING
  - ▶ WEB MANAGEMENT TOOLS
  - ▶ FLEXIBLE BILLING
  - ▶ APPLICATION DEVELOPMENT
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### PRODUCT HARDWARE:

GPS TECHNOLOGY FROM NUMEREX

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Numerex provided GE with extensive technology consulting during the development of ActiveKEY. As a global distribution leader of radio modules and value-added technology services, Numerex worked with GE to provide extensive testing, product selection and roadmap, certification, logistics, SIM management and light assembly. Numerex provided GE with the Enfora Enabler IIG radio module. The performance and features of the IIG make it the ideal radio technology for GE's deployment. Numerex provides GE with *SMSXpress*™, a wireless network service optimized for remote monitoring and M2M applications. Designed to simplify M2M network deployment and reduce network costs, *SMSXpress* represents the ideal wireless network solution for a wide variety of fixed and mobile applications.

For GE ActiveKEY, *SMSXpress* delivers a wide range of benefits, including rapid application development through a unique network interface facilitating quicker time to market. *SMSXpress* features extremely low-latency message delivery appropriate for a wide variety of critical M2M applications. Numerex also provides turnkey GPRS network services for ActiveKEY, allowing GE to manage the device's firmware updates in real-time or remote device configuration as required as well as a unique customer portal for managing on-demand network activations.

Numerex networks, service architecture, and network switching and operations centers are designed to support high production, mission-critical applications. Featuring a geographically redundant, multi-server architecture, the Numerex Gateway provides load sharing redundancy, eliminating single points of failure. With multiple servers, *SMSXpress*™ is fully scalable for growth, eliminating capacity concerns. In addition, *SMSXpress*™ features flexible electronic billing for all active devices as well as continuous 24x7 network customer support and care.

ActiveKEY will soon offer the first wireless safety alert feature designed to enhance agent safety. Using pre-assigned phone numbers and e-mail addresses, ActiveKEY will allow agents to alert others in emergency situations through a combination of e-mail and text messaging. With the press of a button, agents will be able to send emergency contacts a safety alert that automatically includes the property address of the last lockbox opened.

### RESULTS

ActiveKEY has garnered significant early acceptance since its launch in August 2007 and is now being used by more than 233,000 real estate agents in more than 30 markets nationwide. The real time notification capability is helping listing agents be more productive and changing the way they interact with sellers and buyers as well as their agents. The new safety feature is expected to allow agents to feel more confident and secure in virtually any showing situation. Familiar with all of the latest innovation available to real estate agents, the REALTOR® Association of NorthWest Chicagoland adopted the ActiveKEY product to provide the latest and best technology for its members. Currently, there are more than 233,000 ActiveKEYs in use by real estate associations and boards in markets throughout the country - making it the most successful GE Security Supra product launch. 2.3 million homes currently use GE electronic lockboxes and 750,000 are planned to be replaced with the deployment of ActiveKEY. It is anticipated that this will be the largest deployment of M2M technology to date.