

Total Access

News and Insights from the Door Openings Industry

OF THE PRESIDENT



AccessNsite[®]

Total access control software solution for Missouri Western State Campus

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OPENING REMARKS



Hello Friends of American Direct,

Another year is concluding and the marketplace for commercial construction products remains strong. Like you, we have noticed some chatter related to tariffs and the geo-political unrest it causes here in the United States. Of course, the development risks for new construction are increased by the rate environment, but the rates are still at historic lows and they seem to be settling into a safe ground. Deficits, the threats of impeachment, and the divisions in the country create a really difficult environment for doing business.

At American Direct as you will read herein, we are enthusiastic about 2019, we have strong backlogs and this positive economic growth will in our view still have time to run. The most exciting stuff remains the channel migration you will read more about in the article I shared in this magazine.

Our associates have, as usual, delivered a great work effort for us this year and we are so pleased with the newly added team members who are joining us with more digital skills and stronger awareness of the many innovations coming into the construction and security industries. We also want to give a special thank you to the vendors that support this Total Access piece, which above all gives me a place to voice opinions on industry trends.

Best regards for the year ahead,

Byron W. Whetstone
President and CEO
American Direct



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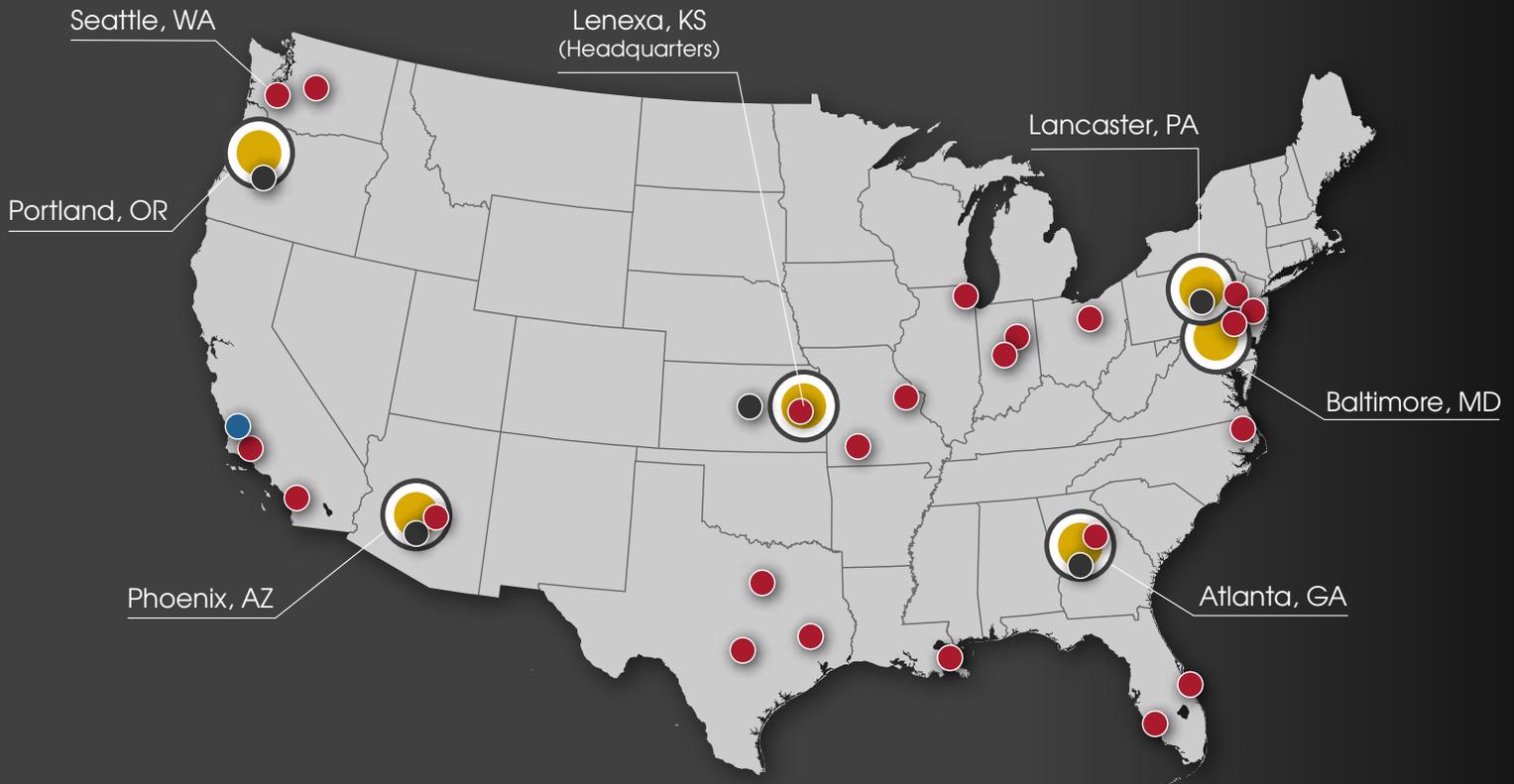
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TotalAccess

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by American Direct

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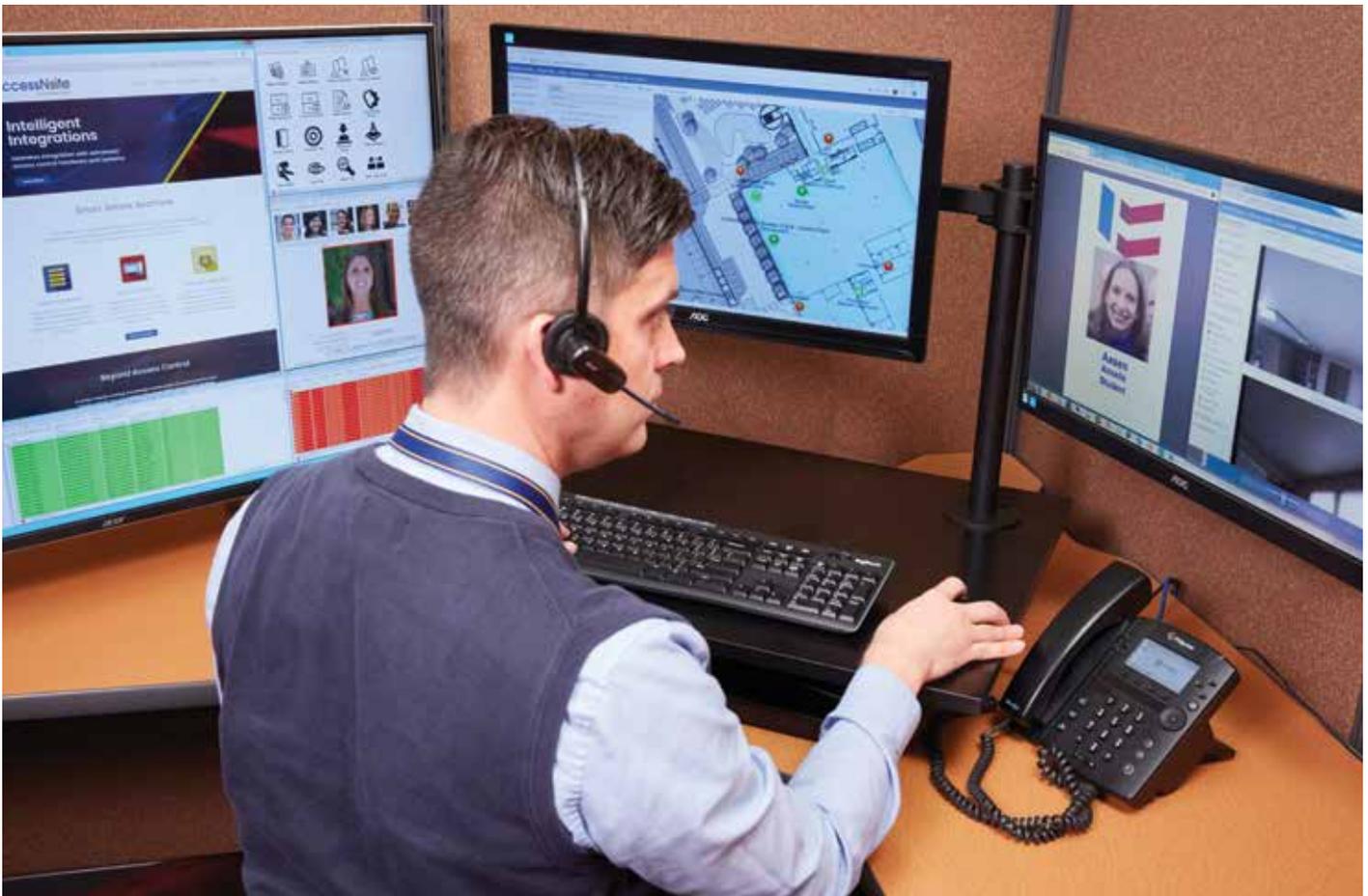
by Juliette B. Bradley

The 1960s were dominated by the Vietnam War, Civil Rights Protests, and the Cuban Missile Crisis, but the decade ended positively when the first man landed on the moon. During this trendsetting decade, electronic access solutions began to surface; not because there had never been a need to protect people and their assets, but because it became more important than ever to add or restrict access for specific individuals and to know exactly who was accessing specific doors and when.

Quintron Systems, Inc., a company known for its control mission/command voice switch products and also their access security software development, was the first company to develop the system software that would identify vetted individuals and pass those credentials to allow access to multiple facilities in a variety of locations world-wide. Quintron's focus was on enterprise and government opportunities with clients like the Department of Defense. Later, they added the Intelligence Community and

enterprise government contractors to their client list.

Quintron was investigating an alternate software plan, one that added inherent scalability and expandability — a true open architecture mentality and design. In January, 2016 American Direct acquired Quintron's software development business, AccessNsite. There was immediate momentum to expand the programming staff, improve/upgrade to exciting and cutting-edge software, and focus on the mobile user.



No two clients are exactly the same, which is why AccessNsite provides customized training for users at every level, with a focus on specific roles, systems configuration, and overall security goals. If there is ever an issue with an access control solution — or any component of the door opening — AccessNsite's local service teams respond quickly to address your needs and keep your facilities operating efficiently and your staff and visitors safe and secure.

Within six months of the purchase, AccessNsite had already completed three major integrations: Allegion, Best Access Systems, and Assa Abloy. AccessNsite's Vice President of Enterprise Sales, Brian Ashley, says, "In addition to the integrations, we made a significant investment in the software to bring the backend pieces of the software up to current market standards, regarding security encryption, etc. We have continued to work diligently to integrate with other major lock platforms and we have reinvested in our Department

of Defense side of the business to be Federal Information Processing Standard (FIPS) compliant."

AccessNsite is creating a shift in the paradigm in the marketplace. Vice President, Todd Neely, says, "The traditional contract hardware distributor is terrified by anything with a wire hanging out of it, and the traditional division 28 integrator is terrified of mechanical door hardware." The lack of total systems knowledge by the architectural community leaves the false impression that by simply specifying the hardware of the opening,

the requirements are complete. This leads to a scope gap where a large number of projects are released for bid with no Division 28 specifications.

With spec planning and budget/pricing on the front end, AccessNsite brings design-build processes and service to the preliminary stage of construction to ensure the scope gap is eliminated. The key is to consult architects, general contractors, project managers, and end users early on to provide turnkey solutions which save time, money, and repetitive effort. AccessNsite can also provide a 28-13 Spec — a prepared, "plug and play" spec that can be handed off to engineers, ready for deployment.

In the traditional "go to market" path, the OEM software goes to the commercial integrator and then to the general contractor or end user. "In the past, we would have a product that could be very useful, yet we waited for the dealer to approach us. Not any more. Now, we enable the dealer to get involved with us. We have gone from inactive to proactive," says Neely.

AccessNsite is actively promoting their product to:

- Traditional dealer network
- Architectural/engineering circles
- Security/design engineers
- General contractor community, specifically design/build projects
- End-user community

Having this extensive presence is what allows AccessNsite to position themselves as the 8/28 provider that can offer the total openings solution. Ashley says, "We are migrating from the legacy wall mounted panels to an intelligent lock solution on the door. Why pay \$3,500 for an opening when you can have the same security for \$1,500? Now you can do more with your budget. It isn't that this way of doing things is cheaper, it is that we are giving the industry a more cost-effective solution for a totally integrated safety and security solution."



The Frank Popplewell Classroom and Administration Building serves as the home of the History, Philosophy and Geography and the Government, Social Work and Sociology departments amongst others.



Missouri Western State's mascot, Max - the Griffon, stands proudly near Popplewell Hall. The school has been the summer training camp for the Kansas City Chiefs since 2010.



With modular, open-architecture design, AccessNsite provides the flexibility and scalability you need to efficiently adopt new technology and to reliably address your ever-evolving security needs. AccessNsite combines all related security functions and data into one comprehensive, customizable user interface.

AccessNsite is working directly with the end-user security staff to select the best product for the application, deploy the product in the field, and get the opening working on the access platform. In the event that the end-user requires additional technical assistance and field labor, AccessNsite engages a local integration partner to assist the end-user.

Since the purchase of AccessNsite, more than 15 software upgrades have been released. AccessNsite is thriving in these enterprises:

- K-12 education
- Higher education
- Multi-family housing
- Healthcare
- Corporate campuses
- Security operation centers

AccessNsite also supports video, intrusion, and biometrics integrations, including the new VideoIP video

management solution. With a software development team and customer support team, located in Santa Maria, CA, AccessNsite integrates hardware and existing systems for scalable, cost-effective deployment and maintenance.

Current projects that feature access control via AccessNsite include:

- Minnesota Vikings Practice Facility
- Missouri Western State Campus
- University of Houston
- Nebraska Methodist Hospital Corporate Office

Recently, Missouri Western State approved \$4.8 million in renovations to several campus buildings, including Popplewell Hall. Those improvements included renovating restrooms with ADA accessible stalls and fixtures, new entryways, doors, hardware, and access control, all of which are a dedicated investment in their students

and faculty, providing significant and lasting benefits for years to come.

The job was specified with an Allegion lock package which is completely integrated with AccessNsite. Allegion's Electronic Sales Engineer, Douglas Talbott, says, "AccessNsite takes an aggressive step to manage locks in every fashion possible, which is a plus for us. It is easy to partner with a company who is willing to take this kind of aggressive step." Talbott says there is always the challenge of making sure Allegion has the right partner in place with a project like Missouri Western State. Talbott confirms, "But I know we've got that one covered."

When the University is ready, the flexibility and expandability of AccessNsite will allow students and faculty to present credentials on their smart phones to gain access at the door opening. 



Douthit Hills

American Direct's value-added engineering saves owner \$900,000

by Juliette B. Bradley

According to *U.S. News & World Report*, Clemson University is currently ranked No. 24 among all public universities. This science- and engineering-oriented college is dedicated to teaching, research and outreach service.

Clemson's campus sits on 1,400 acres in the foothills of the Blue Ridge Mountains, along the shores of Hartwell Lake. There are more than 18,500 undergraduate students and 4,500 graduate students.

In 2015, due to lack of space,

Clemson turned away 850 students who wanted to live on campus. Students made it clear they had personal reasons for wanting to live on campus, but according to Clemson, living on campus helps keep upperclassmen active in the campus community, reduces town traffic, and campus parking issues.

Clemson went to work planning the most effective way to increase on-campus housing, but they wanted student input, so they encouraged students to communicate via

social media with the hashtag #clemsonneeds as to what they were looking for in housing. Clemson listened — the apartments at Douthit Hills mark the first construction for on-campus apartments since 2001.

Seven residential buildings were added to Clemson's landscape. On the east side, three residential buildings house first-year students. The 780-bed capacity includes space for staff and residential advisors who lead and guide this learning community.

On the west side, four residential



Photo Credit: Greg Mooney Photography Studio

americandirectco.com 11

buildings house upperclassmen. The studio, two- and four-bedroom apartments feature amenities like airy, oversized windows, courtyards, and landscaped walkways. All seven buildings are LEED-Silver certified and advance Clemson's commitment to sustainability with features such as directional, non-intrusive LED parking-area lighting that can be remotely programmed to shut off when not in use.

Douthit Hills was designed to include ample seating areas for solo work or group settings. Indoor and outdoor seating with workstations, lounge seating, and outdoor umbrella-shaded tables are included. On the west side, near the B building, an outdoor lounge area with a wading pool is open to students. Both the East and West residence halls feature large lobby lounges and community kitchens.

Holder Construction was the general contractor for Douthit Hills. Holder partnered with American Direct to provide doors, frames, and hardware. Holder's Project Manager, Ines Burdette, says it was an owner's priority that the unit entry doors should be solid core doors. "American Direct was great on the front end to provide value engineering regarding how we could end up with a quality product and stay on budget," says Burdette. American Direct's Regional Sales Manager, Eric Van Scoy, says that Holder originally designated 2,300 doors and 1,200 bi-fold doors as commercial architectural wood doors or veneer stained doors. Van Scoy modified the product package and came up with a pre-hung, paint-grade architectural design package at a value-oriented price point, which the architect approved. "This value-added consult saved the owner at least \$900,000," says Van Scoy.

In order to provide protection for the unit entry door after they were installed, the owner requested that



Photo Credit: Greg Mooney Photography Studio
Douthit Hills features common areas for students to gather for social time or for private or group study time.



Photo Credit: Greg Mooney Photography Studio

door protection be applied and stay on until construction was complete. This precautionary move prevented the doors from being damaged while other construction work was happening around them.

The East buildings are dorm room style with a common "wet core" bathroom configuration (shared sink space with individual rooms for showers and toilets). The dorm rooms have one entry door, one bedroom door, and a closet door. The West buildings are apartment units and can have up to four bedroom doors, closets, and bathroom doors. Burdette says, "With more than 3,500 doors combined in the East and West zones, the most important thing was to stay



Photo: Courtesy of Construction Protection Systems, LLC
1-2-3 Door Shield was used to protect unit entry doors after installation. Because it is re-usable, this method has a lower per-use cost than any alternative method of door protection.



Photo Credit: Greg Mooney Photography Studio

organized and follow the sequence of the building schedule. We made every attempt to complete work in one area before starting in a new area.”

Installation was included in this turnkey contract for American Direct, as they relied on their expanding network of installers to provide a top quality experience. American Direct and their installers work as one, so that the transition from door and hardware selection to delivery and finally to installation is seamless to the contractor. American Direct’s Client Account Managers, Martha Runnels (East zone) and John Kennedy (West zone), said that during construction it wasn’t unusual for work to be happening in both the East and West

zones simultaneously. “Sometimes we would be working on a punch list in one zone and installing doors in another, so it was extremely important to stay organized and utilize the installers as efficiently as possible. It was very important to collaborate with everyone involved,” says Runnels.

Douthit Hills is now a very valuable asset to Clemson University and the community surrounding it. It is a success story where the education institution listened to their students and responded accordingly, timely, and intuitively. This multiple building construction project is a new era at Clemson and American Direct is honored to have been a part of such a success story. 🇺🇸

Douthit Hills features indoor and outdoor seating, made up of workstations and lounge seating. Included in these areas is the water deck located near on the west side of Douthit. The deck is an outdoor lounge area — with a wading pool — open to students who are looking for the perfect place to relax or get work done while lounging by the water.

Douthit Hills

Footprint

Seven residence halls providing on-campus living at Clemson University

General Contractor: Holder Construction

Project Contributors

Pre-hung Wood Doors
American Lumber Corp

Hollow Metal Frames and Doors
Ceco Door Products

Door Protection
Construction Protection Systems

Wood Doors
Egger’s Industries

Hinges
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Sargent

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Schlage Electronics

EPT, DPS, Power Supplies
Securitron

Bifold Track and Hardware
Stanley Hardware



Photo Credit: Greg Mooney Photography Studio

Douthit Hills includes seven residence halls and more than 1,600 beds for upperclassmen and first-year students.



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ONE LIGHT & TWO LIGHT

by Juliette B. Bradley

Whether you have a love for food, history, music, theater, or just the city vibe in general, downtown Kansas City, Missouri is becoming home to many millennials, baby boomers, and echo boomers. These downtown dwellers are enjoying access to all of those perks, plus a reasonable cost of living in a place that is welcoming with trendy shops, restaurants, and colorful art murals on the building walls.

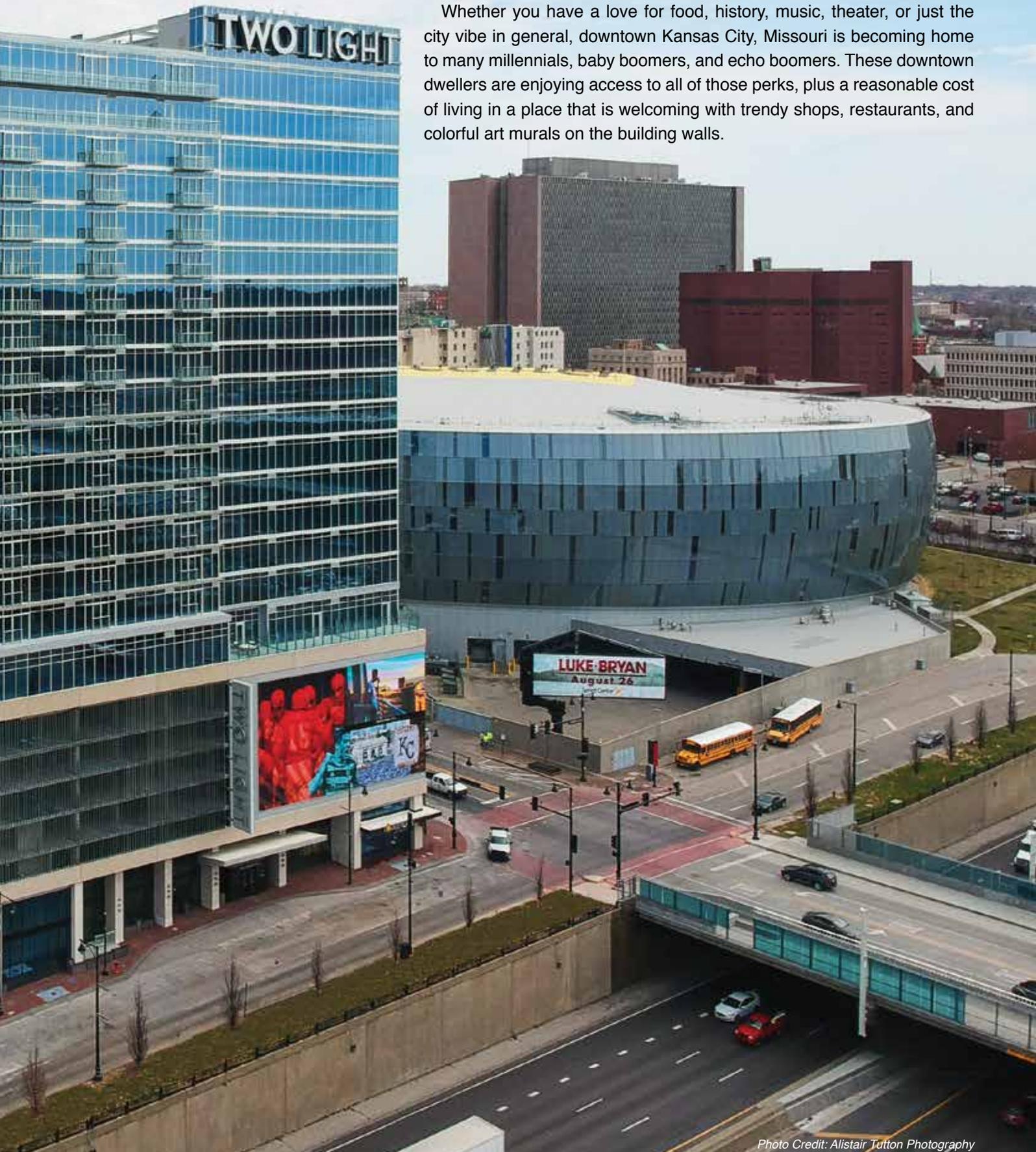


Photo Credit: Alistair Tutton Photography



The Kansas City Power & Light District (P&L) is a dining, shopping, office and entertainment district in downtown Kansas City, Missouri, developed by The Cordish Companies of Baltimore, Maryland. Living units were always envisioned for P&L, but because of the mid-2000 downturn in the economy, building was delayed until 2015 when JE Dunn built One Light, a 25-story, 330,000 sq. ft. luxury apartment tower. The high-rise building includes 307 residential units, two retail tenants on the first level, club rooms, office space for The Cordish Companies, and two penthouse floors. One Light was the first new residential tower built downtown since 1976.

In 2018, Two Light followed. This 506,000 sq. ft. luxury apartment building is nearly 50 percent larger in square footage, but has 296 units, which is fewer than One Light. A seven-story parking garage and amenity level are the main reasons for the reduced number of units in this building. The amenity level includes a spa, terrace, outdoor pool with infinity edges, entertainment areas including an indoor/outdoor bar, and a Club room.

JE Dunn partnered with Skyline Construction and they added American Direct to the team to provide doors, frames, and hardware for One Light and Two Light. JE Dunn's Project Manager, Tim Ockinga, says that

Kansas City doesn't have a multitude of high rise buildings, so they sent teams to Chicago to investigate different concrete form work, and to Atlanta to research the different ways work from floor to floor was sequenced. The sequencing would prove to be a critical part of the overall building plan.

Traditional building construction is sequenced with structure/skin/interior, but with 24 floors on Two Light, many of these things were happening at the same time. Ockinga says, "We were pouring concrete in the top floors, working on the skin (windows and metal panels) in the middle floors, and doing finish work installing doors and hardware in the lower floors — all at



One Light and its sister property, Two Light, are part of the community excitement, continued growth, and revitalization of downtown Kansas City.

Photo Credit: Alistair Tutton Photography



One Light and Two Light

Footprint

Luxury apartment hi-rises located in the heart of downtown Kansas City's Power & Light District

General Contractor: JE Dunn

Project Contributors

Pre-hung Doors

KC Millwork

Wood Doors

VT Industries

Hollow Metal Doors

Ceco

Locks

Schlage

Exits and Closers

Falcon

Hinges, Flat Goods, Weatherstripping

Hager

One Light and Two Light luxury apartments are dominant in the Kansas City skyline and a focal point in the nine city block Power & Light (P&L) District. P&L is the most visited destination in the state of Missouri welcoming more than 9 million visitors per year.

the same time.” To be able to do that, they had to make sure everything was water tight, so they installed a temporary roof — another uncommon technique in Kansas City construction.

The sequencing was critical. Each trade (doors/frames/hardware; windows; drywall, etc.) was considered a “module.” Every two weeks that module would move up one floor. “It was like a train. As long as the engine was moving and the caboose was following, we were good. We didn’t want the module to get moving too fast or get behind because there was no where to go. All the modules needed to stay paced accordingly,” says Ockinga.

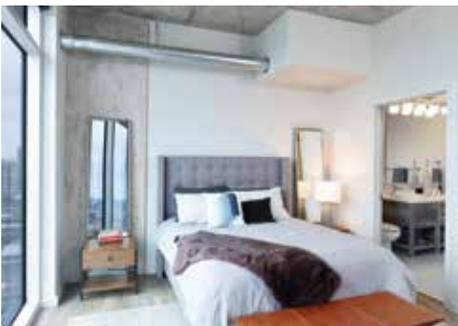
One of the challenges with building

in a downtown area is the tight urban space. “We took out one lane of traffic and that was our only lay-down yard. We didn’t have anywhere to store anything, so installation had to occur immediately after delivery,” says Ockinga. American Direct’s Project Manager, Kellie Volz, says that only 2nd shift (night) deliveries with partial semi-loads were allowed. Delivery coordination was extremely important.

With 24 floors and more than 4,700 openings, even a \$5 or \$10 uptick in the price of a door, frame, or hardware would make a significant difference to the bottom line. Therefore, Ockinga relied on American Direct’s Southeast Regional Sales Manager, Jason

Plotner, to help guide them with smart product choices that would have the look and feel of luxury, but with an affordable price tag. “We had to get very creative to stay on budget, but American Direct helped us do that,” says Ockinga. American Direct teamed up with a local provider to get doors fabricated and delivered on time.

Two Light was the second of four planned high-rise apartment buildings to be built by The Cordish Companies within the nine-block perimeter of P&L. As the Kansas City skyline changes, the dedication from American Direct stays the same. They focus on creating beautiful living spaces for Kansas City and other urban areas. 🇺🇸



The beautiful apartments are enhanced with special amenities including an indoor/outdoor bar and an infinity pool that overlooks downtown Kansas City.

4th Wave is Disrupting Channels



Mastering the 4th Wave
Are you *Future Ready*?

by Byron Whetstone, American Direct President and CEO

Some say, the history of mechanical locks started over six thousand years ago in Ancient Egypt, where locksmiths managed to create a simple but effective pin tumbler lock that was made entirely from wood. The modern version, still in use today, was invented by an American, Linus Yale, Sr. in 1848. Today the company that still bears his name “Yale”, is owned by the world-wide leader in door openings solutions, Assa-Abloy.

Thomas Friedman in his book “Thanks for Being Late,” talked about the evolution of technology accelerations and he may have been the first to say, that since 2007, “with the on-set of mobile technologies, like the iPhone, we have entered a “4th Industrial Revolution.”

The 4th wave is already upon us as technologies coalesce to transform entire systems of production, management and governance. How are traditional companies positioning themselves amidst this ever growing wave of integration? Connectivity, communication and control over the physical door opening is the point of convergence that will ultimately be dominated by companies who are pursuing the advancement of software and user friendly interfaces. Bringing efficiencies and accessibility to market has been a perennial focus, but now the 4th wave changes how we do it. Are you running late or ahead of the wave?

In the security space, the technology disruption well underway has created

a “revolution” in tech driven solutions that many channel participants seem unprepared for. With many security manufacturers coming to the realization that “collaboration” is crucial to move their companies forward, with business consolidation reaching ever higher penetrations, and new business entrants changing the existing channel structures, there is a feeling that massive change is upon the whole of the security industry, Right Now.

The Security Industry Association (SIA), lists cyber-security, internet of things, and cloud computing among its annual list of security megatrends but the megatrend getting less exposure is “service models.” This trend illustrates a new reality for

security and that is best defined or referred to as “channel migration.” For example, a commercial integrator has for years been difficult to define where “service levels or service offerings” are concerned, but the emergence of IT has changed the complexity for selling to the traditional end users client. The foremost issue emerging is what is “hanging” on the end of networks is no longer the authority of maintenance, facilities or even security, the decision about a building or campus or system is now a collaboration that includes everyone and IT is carrying a big stick in the decision process. A solution that may have previously included a wall reader or a camera is now much more deliberate. Most importantly, the lockset or the technology at or on the door is creating new channels and newer channel partners. This channel change (migration) is creating challenges for the commercial integrator at every level, the software OEM for access-control, and the lockset manufacturers among others. As recently as 2016, Martin Huddert, a senior executive at Assa-Abloy asserted that “the end of mechanical locking hardware may come in as early as 10 years from now.”

Allied Market Research has forecast that the expansion of the “smart lock” market is going to enjoy growth at a 16.5 % (CAGR) through 2023 reaching \$ 1.2 billion in annual sales. The existing channels in security have not prepared for this wave of technology revolution and innovation at the door. Therefore, leading distribution companies in the “contract hardware space” are rapidly advancing their service levels to include lock integrations, access control, and numerous other technology integrations.

Security businesses must exert influence and grow to continue to have a vital voice in the space. The epiphany for many businesses in the security

space is that “digital transformation” is not coming but has already happened. Three examples, I think illustrate the point that channel migration is the result of channel participants reacting to this “digitalization”. ISC East 2018, keynote speaker, Philip Halpin said,

“One key reason is that technology has already changed how we work and live and now it is clearly poised to disrupt the physical security industry. It is disruptive and unsettling; but we must change. For example: robots, drones, automation and artificial intelligence will all transform the industry. What’s more, it will happen at a speed that is almost unfathomable.”

This summarizes the reality for the security industry, we are technically proficient yet chained to the status quo, and none of the primary leaders in the space thought that technology driven locksets would cause a channel disruption but here we are. Driven by the channel power of companies like Assa-Abloy, Allegion, United Technologies, and Honeywell protecting their installed base and trying to simultaneously transform their service offerings, a central question has emerged and that is the best second example of channel migration. With the Allegion acquisition of Isonas

in 2018, a lockset manufacturer now owns an “access-control platform”, while the strategy may not jump to “direct integrations with the electronic locks”, the question is how can I best get my lockset innovations to the marketplace. A third example of channel migration came in a recent “white paper” circulated by senior researchers at Massachusetts Institute of Technology (MIT), according to the release, many companies are trying to be FUTURE READY using a plan to achieve breakthrough performance via digitally-enabled business transformation. These companies are now in the middle of the hard work of execution—implementing the difficult organizational changes needed to succeed. MIT calls these changes “organizational explosions” because that’s what they feel like; they are significant, disruptive changes that affect most of a company’s customers, employees, and partners.

While explosions is a powerful word and a powerful illustration, the result of this final example seems to shout, WHERE IS THE CHANNEL FOR TOTAL SECURITY SOLUTIONS HEADED? The answer seems clear that an “omni-channel” strategy that accommodates the old patterns of thinking will be displaced by a channel migration that is driven by the easiest path to market for the sale of innovative electronic locks. The efficiency required will ultimately lead to “the goal of becoming ambidextrous to engage and delight and simultaneously reduce costs – using digital capabilities.” (MIT)

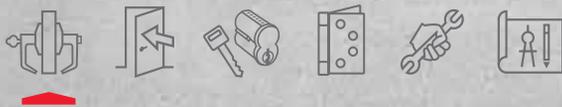
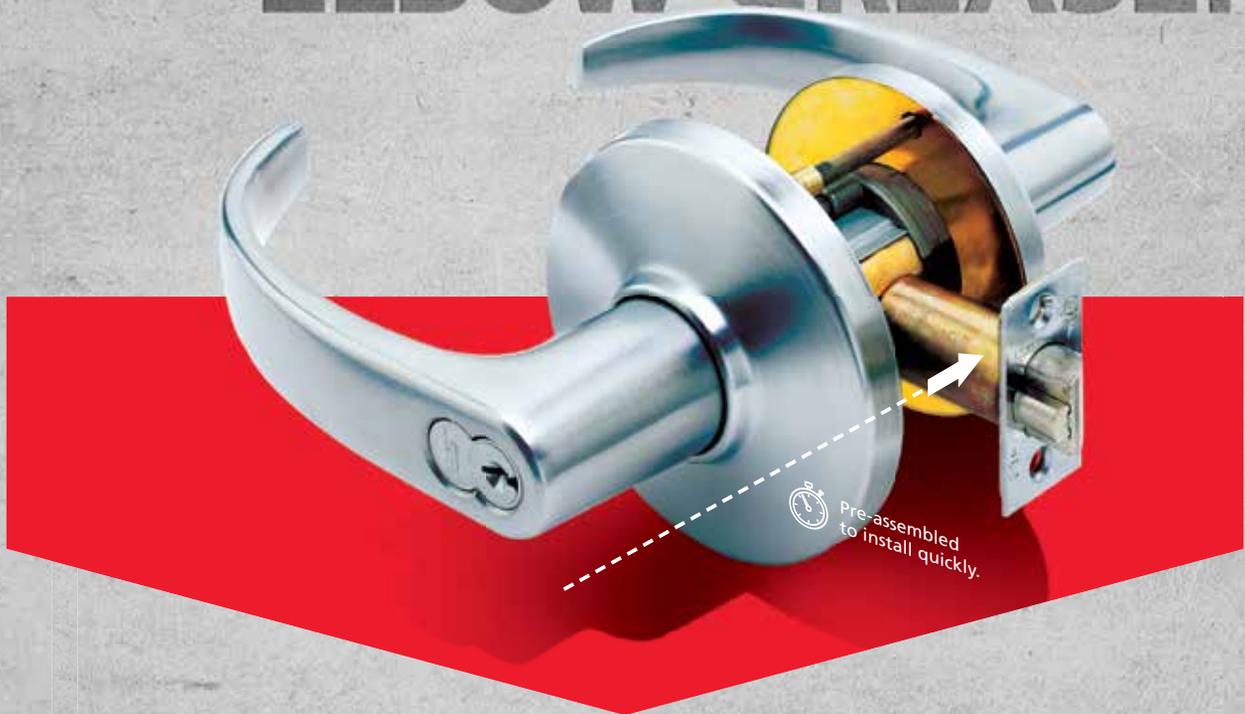
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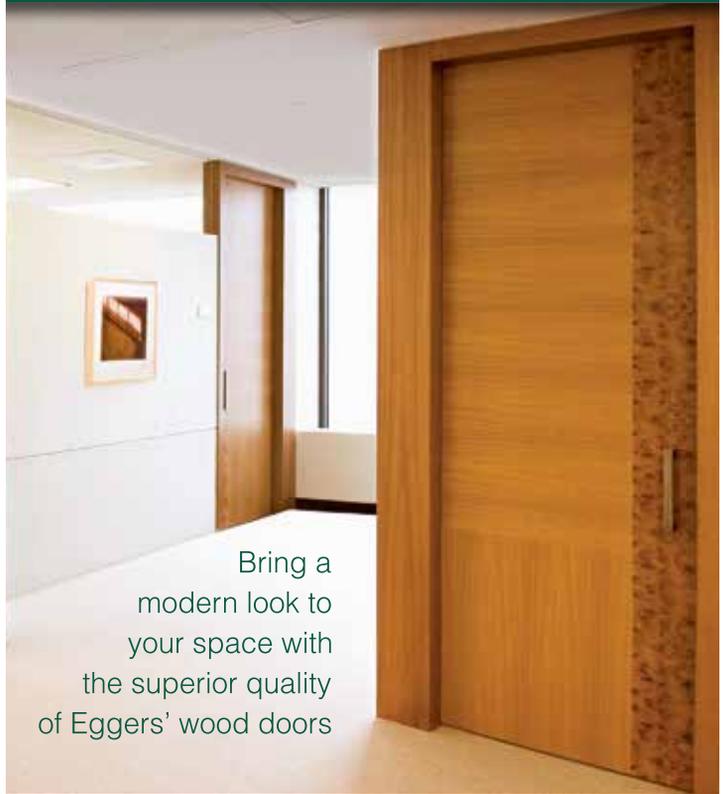
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