

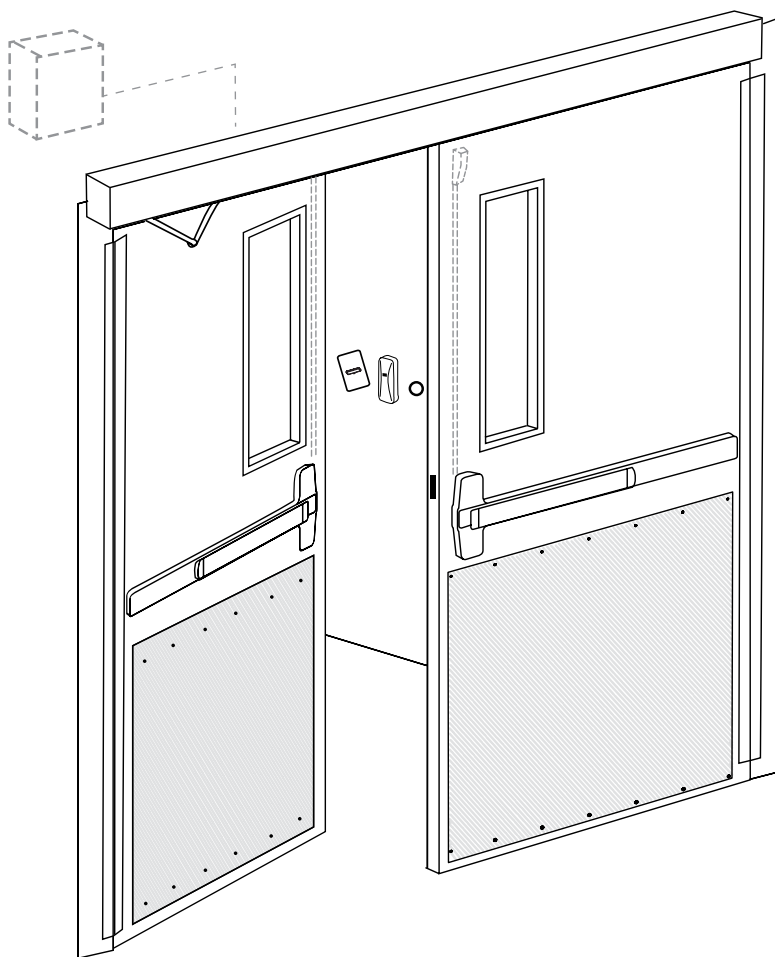
# Total Access

News and Insights from the Door Openings Industry



**University of Houston  
Integrates AccessNsite  
Software Into Master  
Specifications for All Future  
Campus Construction**

**Page 6**



TOUCHLESS  
SOLUTIONS



SURFACE  
TECHNOLOGY



DISINFECTANT  
BEST PRACTICES

# Dedicated to healthier environments

Allegion's priority is to keep people safe where they live, work and thrive. A comprehensive portfolio is available to create touchless openings in multifamily, healthcare, commercial, K-12 and higher education campus applications.

Learn more about how the components in a solution work together by utilizing Allegion wiring diagrams for your most common applications.

**View more details here:** <https://us.allegion.com>

**KRYPTONITE ■ LCN ■ SCHLAGE ■ STEELCRAFT ■ VON DUPRIN**

013571 © 2020 Allegion





## Inside this issue...

### The Quad

Seven buildings replace iconic Quadrangle student housing at University of Houston.

6

### StoryPoint Senior Living

AccessNsite's integration into three communities provides one user interface for Common Sail Investment Group.

12

### 777 Tower at Novus

Six-story, multi-tenant, Class A office building uses AccessNsite access control for entire core shell.

17

### "We Don't Sell Doors."

The line that loses market leverage for Commercial Integrators every time it's said.

20

## OPENING REMARKS

Dear Friends,

Leadership of the American Direct business was incredibly difficult in 2020. We recognize that we were not and are not alone. When I think of the major issues in my personal business career this was somehow harder than 9/11, a different harder than 2008, and clearly the optics of human life versus economic survival created an income schism that will take years to overcome, if the stress can be overcome at all. Candidly, we have never been so challenged by trying to protect the lives of our associates and their families, we have gotten a bit lost in compliance issues and personal human rights. The election was also quite a trying time for the country's history and no matter your side, the winners and losers were the people of these United States. Our prayers are legitimately for the success of this government to create thought leadership around infrastructure investment, making climate change less radical but still impactful, elevating a fair tax system without chewing up the entrepreneurial urgency that has driven the country for almost 250 years.

From our space, we continue to lead the industry on the innovation in Total Security Solutions and the article herein about the Quad Student Housing at University of Houston is a precursor for many more fully integrated security and safety projects. Also you'll find my most recent comments about the loss of leverage in the commercial integration community. I hope you enjoy this edition of Total Access.

Let me conclude with the most powerful outcome we could have hoped for 2020. We had no reductions in force, no rationalizations in support infrastructure, and our strategies for 2021 are intact and well planned. The people that make American Direct what she is are always those we try to acknowledge in this introduction and we also thank the vendor partners who make this magazine a reality after these so many years. Best regards for you and yours at the Christmas season, where God's plan for humanity was born (Luke 2). Looking for a brighter time in 2021.



Byron W. Whetstone  
President and CEO  
American Direct



### Headquarters

11000 Lakeview Avenue  
Lenexa, KS 66219  
800-593-5310 • 913-677-5576 (fax)

### SALES OFFICES

#### ATLANTA

1327 Northbrook Pkwy, Suite 490  
Suwanee, GA 30024  
800-593-5310 • 678-714-8900 (fax)

#### CALIFORNIA

2601 Skyway Dr., Suite A3  
Santa Maria, CA 93455  
800-593-5310

#### FLORIDA

1222 SE 47th Street, Suite 407  
Cape Coral, FL 33904  
800-593-5310

#### HOUSTON

12345 Jones Rd. Suite 102  
Houston, TX 77070  
800-593-5310 • 417-686-4185 (fax)

#### Houston (affiliate):

Security Control Systems  
A dba of Kansas Business  
Investment Co., Inc.  
10645 Richmond Ave #180  
Houston, TX 77042

#### LANCASTER

3820 Hempland Rd.  
Mountville, PA 17554  
800-593-5310 • 717-684-4918 (fax)

#### LOS ANGELES

5861 Pine Avenue, Suite B10B  
Chino Hills, CA 91709  
800-593-5310

#### OHIO

1257 Auburn Avenue  
Barberton, OH 44203  
800-593-5310 • 866-380-3703 (fax)

#### PHOENIX

1930 W. 3rd Street  
Tempe, AZ 85281  
480-897-0721 • 800-593-5310  
480-345-7010 (fax)

#### SAN ANTONIO

322 Breesport Street, Suite A  
San Antonio, TX 78216  
800-593-5310 • 210-384-8700 (fax)

#### SAN DIEGO

16486 Bernardo Center Drive  
Suite 278  
San Diego, CA 92128  
800-593-5310 • 858-627-9284 (fax)

#### SPRINGFIELD

202 Dean Unit 1  
Ava, MO 65608  
800-593-5310 • 417-686-4185 (fax)

#### ST. LOUIS

1 McBride & Son Ctr. Dr., Suite 225  
Chesterfield, MO 63005  
800-593-5310

### REGIONAL FULFILLMENT CENTERS

1930 W. 3rd Street  
Tempe, AZ 85281  
480-897-0721 • 480-345-7010 (fax)  
800-593-5310

1327 Northbrook Pkwy  
Suite 490  
Suwanee, GA 30024  
800-593-5310 • 678-714-8900 (fax)

11000 Lakeview Avenue  
Lenexa, KS 66219  
913-677-5588 • 800-593-5310

14248 Cherry Lane Court  
Laurel, MD 20707  
800-593-5310 • 301-369-9415 (fax)

4005 S Memorial Dr.  
Greenville, NC 28590  
252-756-8500 • 252-756-8441 (fax)

12345 Jones Rd.  
Houston, TX 77070  
800-593-5310 • 417-686-4185 (fax)

18285 NE Halsey Street  
Portland, OR 97230  
503-907-2200 • 800-593-5310

3820 Hempland Road  
Mountville, PA 17554  
800-593-5310 • 717-684-4918 (fax)

### ENGINEERING OFFICES

206 County Road 680  
Coffee Springs, AL 36318  
913-754-3767

322 Arrowhead Lane  
Melbourne Beach, FL 32951  
800-593-5310

110 N. Main Street  
Churubusco, IN 46723  
800-593-5310 • 260-693-2354 (fax)

3779 E. Rembrandt Drive  
Martinsville, IN 46151  
800-593-5310

4612 13th Street  
Marrero, LA 70072  
800-593-5310

4624 Park Downs Drive  
Fort Worth, TX 76137  
800-593-5310

3568 Dandelion Crescent  
Virginia Beach, VA 23453  
800-593-5310

## TotalAccess

Total Access is a publication developed by American Direct. Designed to feature both construction industry topics and American Direct's services, Total Access is a resource for developers, project owners, government procurement personnel, architects, general contractors, consultants, and construction industry leaders. The ultimate goal of the publication is to raise American Direct's visibility among engineering firms, design-build consultants, and construction industry leaders. Total Access is published by bradleyproject.

All inquiries, editorial comments or changes in subscription can be sent to: bradleyproject, Juliette Bradley, juliette@bradleyproject.net. This publication may not be reproduced in part or in whole without the express written permission of bradleyproject. To advertise in an upcoming issue of Total Access, please contact us at 913.558.1104. Single copies: \$5.95.



# National Reach • Local Service



## AMERICAN DIRECT

Complete Control at Every Door



### Fulfillment Centers



Sales & Service Offices



Software Innovation Center



Commercial Integration

### Fulfillment Locations

- Baltimore, MD
- Greenville, NC
- Lenexa, KS
- Mountville, PA
- Portland, OR
- Suwanee, GA
- Tempe, AZ
- Houston, TX

Our Fulfillment Centers, located across the United States, specialize in total security integration, aftermarket products, fabrication, assembly, pre-installation, on-site installation, warehousing, delivery, maintenance, and ongoing service.

For more information on all services and locations, visit [americandirectco.com](http://americandirectco.com).

# THE QUAD





by Juliette B. Bradley

The University of Houston is a state research university and the flagship institution of the University of Houston System. The university spans 667 acres in southeast Houston and is home to nearly 41,000 students. This institution conducts nearly \$130 million annually in research and operates more than 40 research centers and institutes on campus. Interdisciplinary research includes superconductivity, space commercialization and exploration, biomedical sciences and engineering, energy and natural re-

sources, and artificial intelligence. The economic impact of the university contributes more than \$3 billion annually to the Texas economy, while generating about 24,000 jobs.

The Quadrangle, also known as the “Quad” residence halls opened in 1950. They were enjoyed for many generations — in fact, the alumni who stayed in the Quad rave about their experience there, but the physical appearance of the Quad had been declining. In January of 2019, all of the Quadrangle buildings were demol-

ished and new construction began to replace what once were the oldest housing buildings on campus.

The new Quad consists of seven different residence halls constructed to accommodate 1,200 students. Each residence hall unit consists primarily of four single-occupancy bedrooms, a shared bathroom and a common living area with a kitchenette. Each residence hall also includes a student lounge, multiple laundry facilities, a workout room and a variety of study spaces distributed throughout the buildings.





*More than 2,000 doors are included in The Quad which includes 4-bedroom suites, single bedroom units, apartments and townhouse units.*

Included in the seven buildings is the Townhouse building which accommodates international students and “learning communities” associated with different academic programs and departments. Configured as conjoined three-story walk-up units, each Townhouse provides residency for 18 students and includes single occupancy bedrooms, several individual and group bathroom facilities, a large living space for relaxing and/or group study, and a full kitchen capable of serving all of the occupants.

Research shows that students living in campus housing tend to do better academically and graduate in higher

percentages in four and five years and their overall college experiences are happier ones. The new Quad features four unique outdoor courtyard areas, named after the original residence halls within The Quadrangle; Bates, Law, Settegast and Taub. Although the original Quadrangle no longer exists on campus, the history remains through the new Quad.

Austin Commercial was the general contractor for The Quad and they were familiar with the opening solutions that American Direct and AccessNsite had provided for the Sugar Land campus and for the Katy campus (while partnering with Skyhawk). Their organized

and effective work to provide Division 8 and 28 products on those campuses strengthened the decision to utilize them again on The Quad.

Prior to that decision, the master specifications for The Quad had sat idle for some time. Austin Commercial Senior Project Manager Bill Brown says, “American Direct and AccessNsite provided feedback that the master specifications should be re-written. They helped us identify the problems, helped us mitigate those problems and come up with a complete redesign, all within the confines of the schedule and the current expectations of the University of Houston.”





*Photo Courtesy Austin Commercial*

*AccessNsite access control provides quick and easy access to the buildings via the student's "Cougar Card"*

The collaboration between the project managers across the entire design team was imperative. American Direct Client Account Manager Kellie Volz says, "I met with Austin Commercial Project Coordinator Jordan Price every week in addition to supplemental meetings as necessary so we could always be on track. We provided more than 2,000 doors on this project and construction for all seven buildings was happening at the same time, even while students were on campus." These meetings allowed Price and Volz to continually review the product selection and the functionality for each opening, ensuring successful results

for the owner. "We gave the client a lot of help with hardware choices and it was successful because Austin Commercial acknowledged our expertise to make the best decisions about the openings and that is how our trusted business partnerships grow."

With so many openings and only 200 doors fitting on one truck, there were multiple deliveries. Price says, "I flirted with the idea to have off-site storage but the university had an on campus building that was not being used, so we turned that into temporary storage."

Students and faculty were already using their "Cougar Card" as the credential to gain access to the buildings.

Because of the flexibility, scalability, and compatibility of AccessNsite, the software was easily integrated into their system without having to introduce a second credential.

The Quad project was very fluid. "Everyone had the understanding that the client move-in would overlap the end of construction. We had to interface with the university's IT department so the locks could be seen, read and fully operational before construction ended," says Brown. "We didn't have the convenience of 20 or 30 days to get the bugs worked out after construction ended, so we had to be perfectly aligned with the schedule the entire time."



Photo Courtesy Austin Commercial



“If it weren’t for the dedication to the project, their commitment to help the client when things changed and their attention to detail and overall quality for install, we could have lost schedule and we would have been scrambling. We thank American Direct and AccessNsite for everything they did to be a partner in this job.”

Bill Brown, Austin Commercial



Brown recalls how the COVID-19 pandemic affected this job. “We were doing full blown door installation in March when COVID-19 hit. We implemented all recommendations from the Centers for Disease Control with extra toilets, hand washing stations and contact tracing if needed. We had ‘tool box talks’ for all employees about the risks of COVID-19.”

Change orders to doors and hardware are not unusual during a construction project, but the design team on The Quad was dealt a big challenge when the owner decided, after most doors had already been installed, to incorporate automatic door operators in the openings. This required a swift and powerful coordination effort between all parties involved in order to stay on schedule and confirm that the automatic door operators were added.

Brown emphasizes the importance of working with a trusted partner. “If it weren’t for the dedication to the project, their commitment to help the client when things changed and their attention to detail and overall quality for install, we could have lost schedule and we would have been scrambling. We thank American Direct and AccessNsite for everything they did to be a partner in this job.”

According to AccessNsite Vice President – Enterprise Systems Brian Ashley, the success at Sugar Land, Katy and now The Quad have evolved AccessNsite access control software to being listed in the master specifications for all university construction projects moving forward. 🇺🇸

#### The Quad

##### Footprint

385,000 sq. ft., 7-building student housing.

##### General Contractor:

Austin Commercial

#### Project Contributors

Total Access Control Software Solution

AccessNsite

Door Hardware

ASSA ABLOY

Hollow Metal Frames

CECO Door Products

Timely Frames

Wood Doors

CECO Door Products



# Common Sail's StoryPoint Senior Living Communities are Anything but Common

by Juliette B. Bradley

Fred Rogers once said, *"Often when you think you're at the end of something, you're at the beginning of something else."* Moving into a senior living community can be a new beginning — a chance to relax, let someone else handle the cooking, maintenance, and landscaping.

StoryPoint Senior Living is part of Common Sail Investment Group (CSIG), which successfully operates Independence Village and StoryPoint senior living communities. These communities provide continuing care where residents can move from independent living to enhanced living, to assisted living and, in some locations, to memory care if needed. These choices allow individuals who are leaving a single-family dwelling

to consider the living option that best suits them and follow the care path for the remainder of their life.

Recently built StoryPoint senior living communities include StoryPoint Medina in Ohio, StoryPoint Middletown and StoryPoint Union, both in Kentucky. Originally, these new builds were slated to use Allegion's free Engage software for access control, however CSIG ultimately wanted a more robust platform that Engage could not provide. While Engage in small systems is quite appropriate, a more enterprise approach is more successful for multi-property owners. CSIG contacted Allegion and they recommended AccessNsite to take over the access control for these communities. At that time, CSIG already

had four properties with 500 plus devices that were being managed using Allegion Schlage products.

AccessNsite Vice President — Enterprise Systems Brian Ashley says, "We offered to migrate those devices to AccessNsite with one centralized server and their data center for enterprise level access. AccessNsite's virtualized server means that CSIG has direct access to that server, which connects to the entire database. At any time, an official at CSIG can manipulate the AccessNsite software and the results are immediate. For example, if the Executive Director at StoryPoint Medina needs three-day access to StoryPoint Union, minor adjustments are quickly made on the server and that Executive Director's





*"We took a consultant role and built a partnership with continuity across all CSIG properties nationwide. When we see an opportunity, like this one, we talk with the client to determine an enterprise solution. No other companies are approaching openings solutions like that."*

**Brian Ashley**  
AccessNsite

Photo Credit: StoryPoint Senior Living

**Common Sail Investment Group operates 31 senior living communities in Illinois, Indiana, Iowa, Kentucky, Michigan, Ohio, and Tennessee.**

**These communities feature AccessNsite for scalable, customizable software solutions resulting in total control and peace of mind for residents and staff.**

key fob can now gain him/her access to specific entry points and for just the three days. Another example is when an employee is terminated through the server, he/she is terminated at all communities and his/her key fob no longer works at any community location.

CSIG's IT Manager Marc Gevers says, "The AccessNsite's team provided what we needed and were incredibly responsive. We really appreciated them being available whenever we needed them, answering questions promptly, providing demonstrations and providing access to senior engineers so we could talk about the direction we needed to go. The entire process was transparent and it started us down the road toward a solid business relationship."


Gevers recalls that CSIG has used other access control in their communities before, but nothing has been as full-featured as AccessNsite. "It is like night and day," says Gevers. A key benefit of AccessNsite, according to Gevers, is the ability to pull important reports, such as a door battery level report. With more than 200 doors in one community, this report eliminates the need for a maintenance employee to have to hunt down the door with a flashing orange light. Instead, based on the report, they replace any low-level battery, also preventing residents from getting locked out of their unit because of a sudden dead battery.

Another critical report is the door usage report which indicates how often a door is accessed. If the report shows that the door is used only a few times in a short period, and if there is not a life safety requirement for the door, then this information can guide the program model for future communities.

Gevers says, "One of the reasons AccessNsite was so attractive to us is realizing these kinds of efficiencies and what those mean for our company. The software is expandable when we want it to be. We can incorporate additional features (Point of Sale, Time/Attendance, Visitor Management) at any time with seamless software changes."

Gevers is very grateful that AccessNsite guided them to a Mercury panel because it allows for more granular control. "With our Memory Care communities, we must have the Mercury panel in order to have the immediate ability to lock down if necessary. If we hadn't worked through the original issue with AccessNsite, we may have put in one product and then had to add a second product, meaning we would have had two credentials in one building and that would have been extremely complicated and expensive. We have learned so much by working with AccessNsite and American Direct on the StoryPoint communities."

The approach to StoryPoint, according to Ashley, was successful because, "We took a consultant role and built a partnership with continuity across all CSIG properties nationwide. Historically, the way we used to engage the industry in the commercial hardware distribution world was project by project, but when we have an opportunity like CSIG, we talk in detail with the client to determine an enterprise solution. No other companies are approaching openings solutions this way."

CSIG has recently announced five more acquisitions in Illinois, Indiana and Iowa. Four out of these five senior living communities will include a Memory Care component. 

### **Common Sail StoryPoint Senior Living**

Resident-focused senior living communities including independent living, enhanced living, assisted living and memory care.

**General Contractor:**  
Common Sail Investment Group

### **Project Contributors**

Total Access Control Software Solution  
**AccessNsite**



Photo Credit: StoryPoint Senior Living

# Touch-Free Access Solutions

Good for Hygiene. Good for You.



**Low Energy Swing Door Operators**



**Touch-Free Switches**



**Short-Range Touch-Free Switches**



**Wireless Touch-Free Switches**

## Reduce the spread of germs in your facility.

Touch-free door activation can make the difference when it comes to a clean, hygienic facility. Touch-free access is crucial in high contact public places such as healthcare facilities, restaurants, schools, offices and restrooms. dormakaba offers many solutions to fit your needs for touch-free access including touch-free switches and low energy swing door operators. With touch-free access, abuse-related replacement expenses are greatly reduced. Minimizing high frequency touchpoints contributes to healthier facilities (health, safety and security).

[dormakaba.us/totalaccess-touchfree](http://dormakaba.us/totalaccess-touchfree)

**dormakaba** 

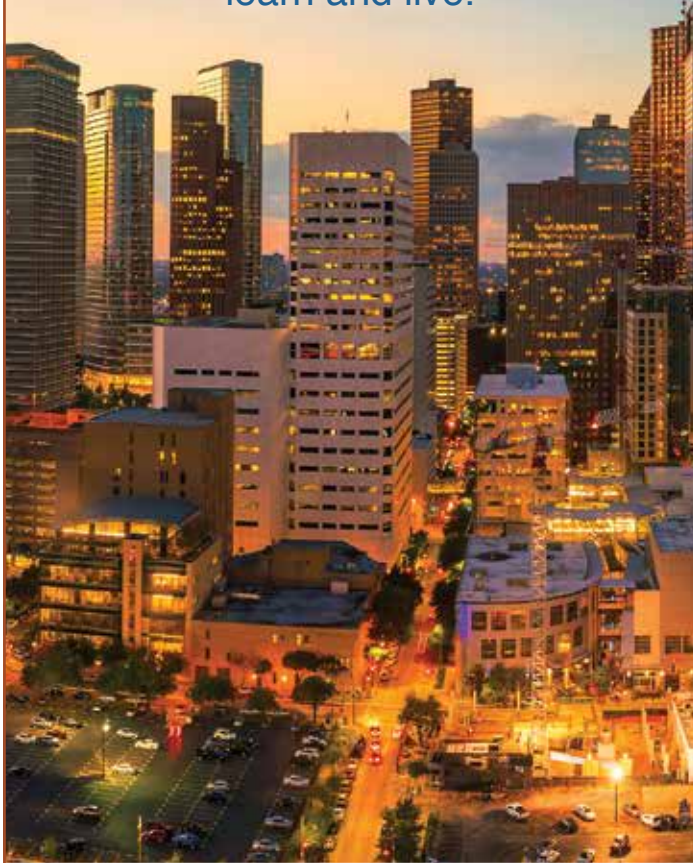




**AMERICAN DIRECT**

Complete Control at Every Door

Making safer, more  
secure spaces to work,  
learn and live.



American Direct is a  
proud **Diamond Level**  
contributor to the

Door  
Security & Safety  
**FOUNDATION**

[doorsecuritysafety.org](http://doorsecuritysafety.org)

## MORE ACOUSTIC PERFORMANCE

Sound ratings from  
STC-28 to STC-52\*



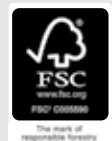
Custom two panel Eggers Collection Stile & Rail door with AA  
grade black walnut veneer with a clear finish.

When you source a VT door sound-rated from  
STC 28-52\*, you can be confident that it's built  
to the highest commercial standards. Now,  
with the addition of The Eggers Stile and Rail  
Collection, our architectural wood doors are  
available in more styles, more finishes and  
more sound-rated options.

**More acoustic performance.**  
**More beautiful.**  
**There's more to a VT door.**

**Architectural  
Wood Doors**  
INDUSTRIES

[VTDoors.com](http://VTDoors.com) 1-800-827-1615 (ext. 10512)



\*STC ratings will vary with differing door elevations.  
© 2020 VT Industries, Inc. All rights reserved



# TOUCHLESS/ MINIMAL TOUCH DESIGN SOLUTIONS



We offer several solutions and budget ranges to help you make your facility safer and reduce the spread of germs and bacteria. Many of our products are available with Antimicrobial Coating. This coating is formulated with ionic silver and slows the growth of bacteria, mold, and mildew. For more information, please contact us today!

[www.hagerco.com](http://www.hagerco.com)



## Ceco Door ASSA ABLOY



## The Look of Wood with the Strength of Steel

Madera Smooth Grain steel flush and paneled doors have a beautiful tight grain design which is similar to maple, cherry or birch wood. One of six standard stain colors are available or stains can be custom color matched to virtually any color a project might require.

### Advantages

- Won't crack or chip like wood
- Increased hardware screw holding power over wood
- 3 hour fire rating with temperature rise options
- Moisture and pest resistant
- Consistent wood grain patterns for easy matching
- Matching wood grain astragals and window kits

Contact Ceco Door at (888) 232-6366 or visit [www.cecodoor.com](http://www.cecodoor.com) for more details.

Ceco is a brand associated with AADG, Inc., an ASSA ABLOY Group company. Copyright © 2020, AADG, Inc. All rights reserved. Reproduction in whole or in part without the express written permission of AADG, Inc. is prohibited.

Experience a safer and more open world



## who we are

We are a faith-based nonprofit that empowers people internationally to improve their lives and communities by sharing the gospel and supporting humanitarian works, education programs, and livelihood projects.

Share the Gospel.

Build Communities.

Do Good Works.

**Giving back is the heart of the community.**

Help us create a lasting impact in communities around the world.



heartland international ministries | 15940 College Blvd, Ste #100 | Lenexa, KS 66219  
[www.heartforhim.org](http://www.heartforhim.org) | [info@heartforhim.org](mailto:info@heartforhim.org) | 913-432-1446





# 777 Tower at Novus



by Juliette B. Bradley

Photo Credit: K2 Creative LLC

Just imagine — a model urban city within a city offering sustainable planning and development with a future of creative neighborhood design. Novus Innovation Corridor (Novus) is such a city featuring 10 million sq. ft. of sports performance and entertainment, blue-chip and high-tech office space, smart city technologies and innovations, restaurants, hotels and nightlife and new residential urban living, all served by an extensive, multi-modal transportation system.

Located adjacent to Tempe Town Lake and Arizona State University's (ASU) campus, Novus is progressive, exciting and the perfect place for a wide variety of residents and tenants. Fittingly, US News and World Report recently named ASU as the most innovative university in the nation. Be-

cause of projects like Novus, the innovation just keeps on coming.

Catellus Development Corporation (Catellus), in partnership with ASU hired Sasaki to transform Novus into an iconic, world-class, mixed-use urban district and destination. The master development plan for Novus includes utilization of more than 300 acres of land to accommodate both new construction plus renovations of NCAA athletic facilities including the Sun Devil Stadium. Novus is adjacent to Metro Light Rail and the region's freeway system.

Ryan Companies US, Inc. built 777 Tower at Novus. This six-story, multi-tenant Class A office building features 160,000 sq. ft. open floor plan with penthouse office space, 8,000 sq. ft. of retail space on the first floor and

a public urban plaza. This building is the cream of the crop with high-quality standard finishes, state of the art systems, exceptional accessibility and a prominent presence in the corridor.

Ryan Companies is the owner, developer, property manager and builder of the core shell of 777 Tower at Novus. It was their decision to contract American Direct to supply doors, frames and hardware and AccessNsight for access control for the entire core shell of the building, which include all entry points on the first floor, main entry, electrical room, stairways, root top and current installation in the elevators.

American Direct Senior Sales Representative Tyler Bardwell met with Ryan Companies Project Engineer Vance Arnold to go over their high level plans and considered every open-



*777 Tower at Novus is a six-story, multi-tenant office building providing innovative workspace including conference rooms and workstations.*

ing; where they wanted card readers, how they wanted the doors to function and who should have access to those doors. After this meeting, some card readers were actually deleted from the original plan because Bardwell analyzed each opening to consider who really needed access to that particular room. For example, the IT room had only one person who needed the access and that person could have a key to that door, eliminating the card reader and the expense associated with it.

Arnold says there are benefits to using one source for doors, frames, hardware and access control software. “There is a definite convenience to having one point of contact for everything. Sometimes if you have one vendor for doors and another for access control, things can get complicated, but working with American Direct and AccessNsite together provided us with the total security we needed and the expertise to guide us along the way.”

AccessNsite software allows Ryan

Companies to be in total control of the core shell security. Arnold says, “We can go into the access control software at any time and make changes that happen immediately so if we should need to lock or unlock all doors at once, we can do that instantaneously. It is also very convenient that we can make those kinds of changes on our laptops, desktops, or our phones — from wherever we are with Wifi.”

Each tenant in 777 Novus owns their own space and they can choose to utilize AccessNsite software at the entrance to their space so that their one credential that gets them into the main entrance, also gets them access to their tenant space.

This construction project began before the COVID-19 crisis hit, however American Direct and AccessNsite are now (at the time of printing this magazine issue) working with Ryan Companies on Crosspoint, a mixed use project in Phoenix, Arizona and the product selection is very different there

because the owner has requested touchless entries. The mechanics of a touchless entry ensure that when you swipe your card, the door automatically opens. This results in having a power operator on every opening. It used to be that power operators were only used for ADA compliance, but now with COVID-19, more general contractors are requiring them. Having touchless entry points is an end user return on investment with significant value proposition to the tenants, however a power operator at every door opening does increase overall construction cost.


Although there isn’t much one can do to offset the cost of a power operator, general contractors can breathe easy knowing that American Direct and AccessNsite can be the proven construction partners to improve your return as they help strategize on the best product for the job, creatively collaborate to provide the best total opening solutions and deliver the job on time as promised. 





Photo Credit: K2 Creative LLC

## 777 Tower at Novus

### Footprint

160,000 sq. ft. building within Novus Innovation Corridor

### General Contractor:

Ryan Companies

### Project Contributors

Total Access Control Software Solution

**AccessNsite**

Hollow Metal Doors and Frames

**CECO**

Hinges

**IVES**

Flatgoods

**IVES and Zero International**

Closers

**LCN**

Locks and Electronics

**Schlage**

Exit Devices

**Von Duprin**

Wood Doors

**VT Industries**

KD Aluminum Frames

**Wilson Partitions**

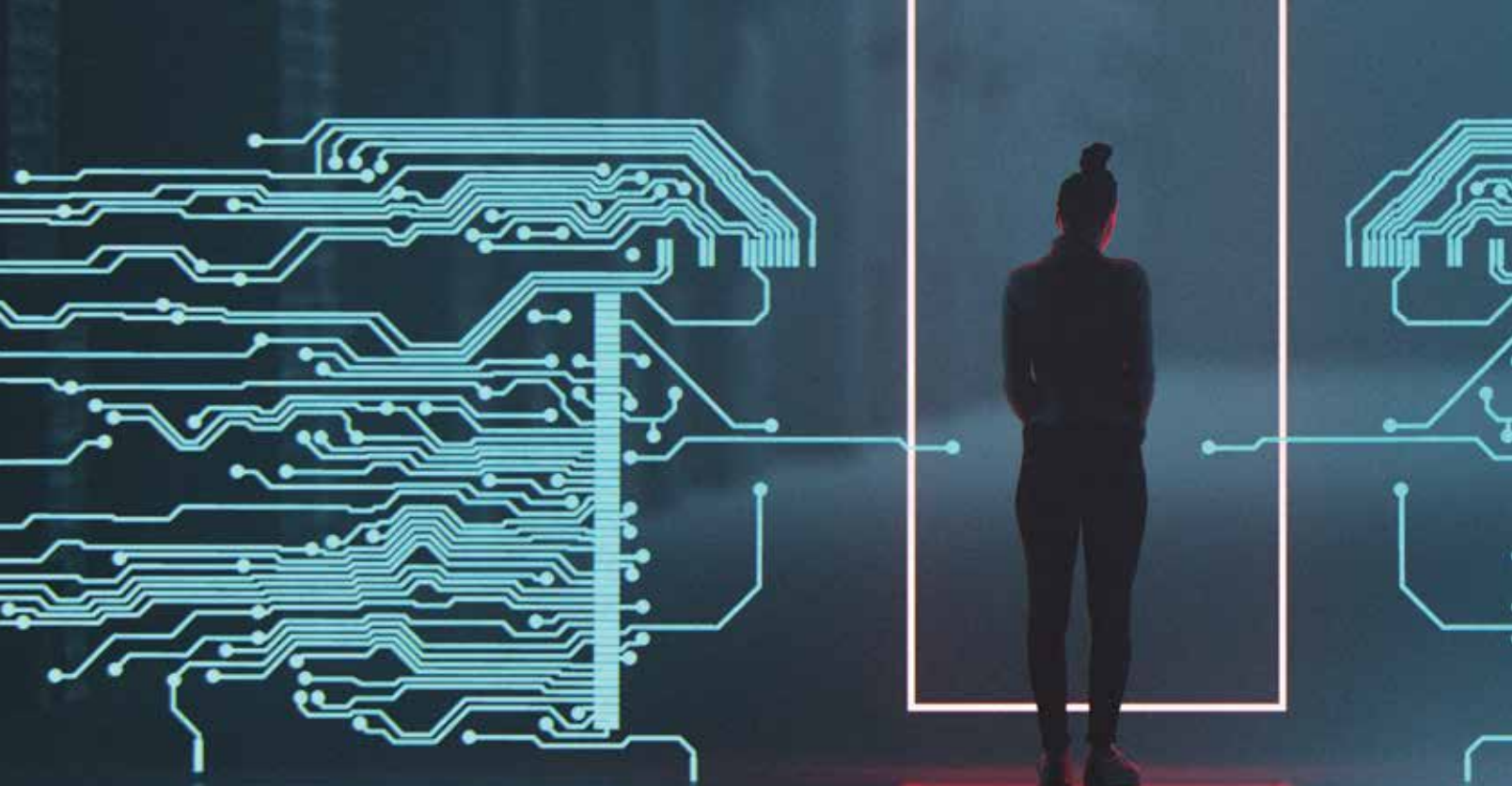


**TIMELY**  
PREFINISHED STEEL DOOR FRAMES  
A DIVISION OF S.D.S. INDUSTRIES, INC.

Consider Timely Frames  
Office | Hospitality | Assisted Living | Multi-Family

Strength, Durability and Sustainability by Design

818.492.3500 or 800.247.6242 | [www.timelyframes.com](http://www.timelyframes.com)



# ***“We Don’t Sell Doors”....***

by Byron Whetstone, American Direct President and CEO

The message above is the message I heard over and over during four days as an exhibitor at a trade-show in early 2015. The International Security Conference (ISC West), with over 10,000 commercial integrators (CI) attending, had dozens of stories about why they don’t sell doors. The most predominant response was, “We just wait until the general contractor and the door installer leave the site and then we install what the owner really needs to operate the access control and security in his building.”

To quote the great poet Bob Dylan, “The times they are a changing.” In the span of fewer than 10 years the supply chains, the go-to-market strategies, and the manufacturing communities

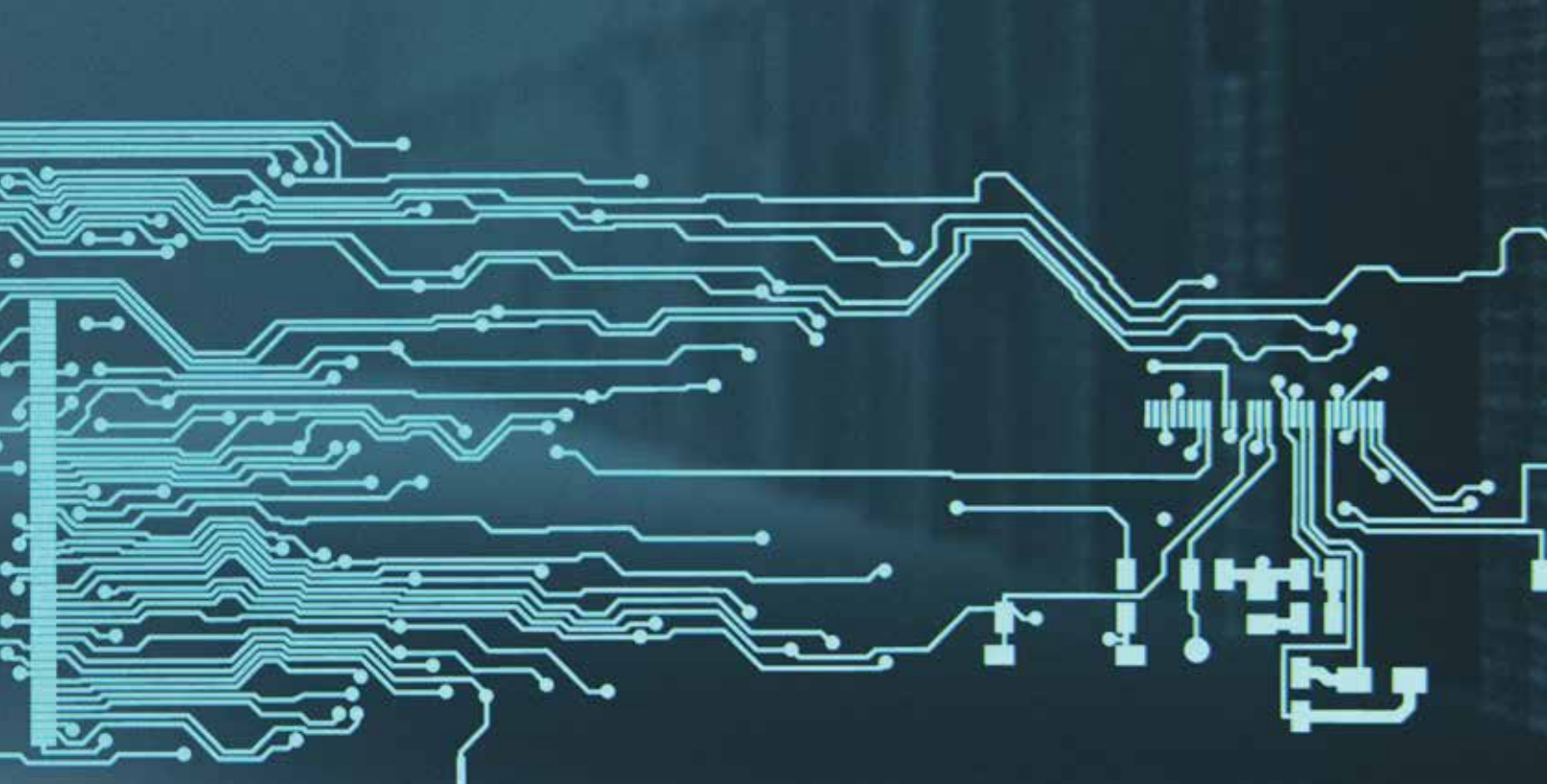
realized that the channels have changed, are changing and will continue to change. In this environment to sell and install electronic door locking and access hardware, to establish and select appropriate credentials and to integrate with surveillance at every door opening is a multi-channel requirement and requires multi-channel thinking.

Historically, the building owner/tenant would have a security consultant determine the applications or the feature set for any given building or campus. Today, the architectural community doesn’t have the leverage to stay current on the technology in the marketplace so they rely on specification writers employed

by the largest hardware companies. Whether security hardware, cameras, software or locking products, the challenge to gain a functional and dynamic access-control solution depends on gaining consensus from multiple constituencies, most of which have disparate viewpoints on the appropriate technology solution set for the end user.

Internally, we have done an informal analysis, and would suggest that as much as 50% of projects being built today do not have a safety or security preference, specification, or design. This is mostly because owners want to make correct choices and contractors know that multiple sub-contractors cause finger-pointing and unsuitable





## *The line that loses market leverage for Commercial Integrators every time it's said.*

solutions. A “certificate of occupancy” is required to occupy a building and that means access and egress must be functional.

As a reaction from ISC West 2015, American Direct introduced our “total security solution” thinking. We recommend as an industry (in security and safety) that we enforce the need to embrace a Furious Forward Future Focus (4F).

This fancy bit of alliteration is a simple way to remember that the existing channels have serious lapses, gaps, and shortcomings for the “as-built” community. Further, there is a desperate need to change construction techniques and delivery methods for new construction and

renovation for the products and services we provide. For the most secure and safe delivery, for future building occupants, there should be a mandate that requires a single-source access solution, using a centralized sub-contractor or security partner. That partner should be capable of providing every aspect of the security solution, mechanical, electronic and platform implementation. While project materials typically make up about 40% to 50% of a project's cost, “80% of project costs are driven by the extended supply chain,” explains Stephen Mulva, director of the Construction Industry Institute at the University of Texas at Austin.

By mid-year 2021, many sources

have indicated GDP growth of 5+% which means there will be a robust economic expansion that should last at minimum until the mid-term elections in 2022. The return to pre-COVID-19 levels of economic expansion will bode well for the construction industry, but the increase will be accompanied by increasing global security concerns that must meet head-on the growth and change. Therefore, the “construction put in place” will need to adapt to the extensive changes in technology for building management. Future buildings are living technology eco-systems, and there is complexity at each and every door opening.

The leadership of commercial integration businesses and contract

hardware businesses are on a collision course and the “door guys” are taking market share consistently by being willing to offer a total suite of products and services. If you are not seeing the “what is happening now,” the door industry is disrupting the integration space by willingly providing offerings and value not related to wall readers and service deployment. The future “go-to-market” channel structures are being defined NOW because door hardware manufacturers are making the most substantial innovations in locking and electronics and they are looking for more paths to the market for their goods.

In response to these perspectives, American Direct has three primary commitments to accelerate organic growth in 2021 and 2022.

### **1. Turn-key installation and systems implementation:**

For many, the commercial integration business is based around technology and physical security services. There are people who say that CI picks up where the enterprise contract business leaves off. In the door industry, there is a strong migration towards a “turn-key,” furnish and installation requirement. This has created sub-contracting businesses within distribution businesses and the future will be built around the “lifetime value of the installation” via extended warranty, service agreements, and perhaps “fire door testing.” The up-to-date thinking includes the CI business in this service offering. We might argue that the “enterprise contract” work is the platform for taking advantage of the new channel environment.

### **2. Redefine and Reimagine Revenue Recognition:**

In 2020, American Direct has aggressively realigned the entire revenue generation team to review project work for technology first and then determine the strategy of the value-add product and service to be provided. Total Security Solutions means every estimator or salesperson must evaluate with the sales leadership how to approach EVERY job. This


makes the contract / project work more about relationships than who is the low bidder, improving gross margins.

Additionally, the project revenue — mechanical and electronic — will drive an inside selling effort for “recurring monthly revenue” monthly and annually. The table stakes in the new normal require any distribution company that does not have an e-commerce order-taking capability post-pandemic to post a sign suggesting we’re a DINOSAUR.

### **3. Expansion of the CI business nationwide:**

The company has American Direct Fulfillment Centers (ADFCs) located strategically in regions across the United States. The challenge especially in 2020 was to use those

ADFCs to provide service to the enterprise contract work, by cross-docking, split-shipping, etc. This year the end user, sales order and after-market business was hampered significantly by the COVID-19 virus. Rather than rationalize this infrastructure, we are going to double-down on the regional service model and expand the integration business to four additional locations in 2021. With an expected emergence of the total security offering, we think an integration business in excess of \$20M in revenue will be a 2022 reality.

We’ve outlined our vision for a centralized offering and will make every effort an investment to bring this to reality for all the supply chain participants. 



**WHY CHOOSE US?**

**CUSTOM COLORS**

**SIDELITES TRANSOMS**

**20, 18, 16 GAUGE**

**MADE IN THE USA**

**CONTACT DUNBARTON TODAY FOR A CUSTOM QUOTE!**

**DUNBARTON CORPORATION**  
Your Complete Opening Solution

1101 TECHNOLOGY DRIVE | DOTHAN, ALABAMA 36303  
800.633.7553 | 334.794.9184 FAX  
WWW.DUNBARTON.COM | SALES@DUNBARTON.COM



# COMPLETE CONTROL AT EVERY DOOR.

Seamless Software Integration

Innovative Hardware

Free Demo for Your Access Control Needs

Redmond148 | Redmond, Washington  
To view more of our projects visit [www.accessnsite.com/projects](http://www.accessnsite.com/projects)

## Openings made easy.

ASSA ABLOY Openings Studio® revolutionizes the way you create and visualize 3D doors, frames and hardware in your building projects. Our Building Information Modeling (BIM) software tools offer complete door opening information to help architects, contractors and building owners design, construct and maintain products in their buildings.



### Project Coordination

Need help with Division 8 and 28 specifications on your next project? Openings Studio™ gives you access to the data and visualizations you need, so you get what you want - how you want it.



### Door Families

Whether all you need is a simple door family, or something more detailed for renderings, we have thousands of easy to customize options. Our families take your model to the next level.



### Punch Lists & Inspections

Punch lists are an exciting final step in the construction process - until you get to doors. Our team can help complete the punch list for you, and conduct the first fire door inspection at the same time!



### Smart-Tagging

After installation, quick scan frame-applied labels and access part numbers, product guides and catalog information associated with each opening for hardware verification and facility management - all with your phone or tablet.



**Openings Studio™**

Contact us for a free quote or demo today!  
Visit [www.openingsmadeeasy.com](http://www.openingsmadeeasy.com) or e-mail  
[openings.madeeasy@assaabloy.com](mailto:openings.madeeasy@assaabloy.com) for more.

**ASSA ABLOY**

Experience a safer  
and more open world