

# Accelerating business with Alula's sunset solution

Touchpad upgrade spurs customers to pay for radio replacement



APS  
Residential and Commercial Security  
Louisiana

**"We're still getting numerous calls daily from people who want to get in on this program. I wasn't expecting the response that I've gotten"**



## Overview:

APS is a locally-owned security integrator serving the greater New Orleans area. With both new installs and takeovers as customers, APS sought a standardized platform that provided the same excellent user experience across the client base. For a long time, APS primarily used Honeywell, but admits to feeling "a little bit lost the past couple years," according to APS' Spencer Smith. That's when APS discovered the BAT-Connect.

**"You guys fit the bill for us with the ability to easily bring an older system current."**

-APS Security Professional

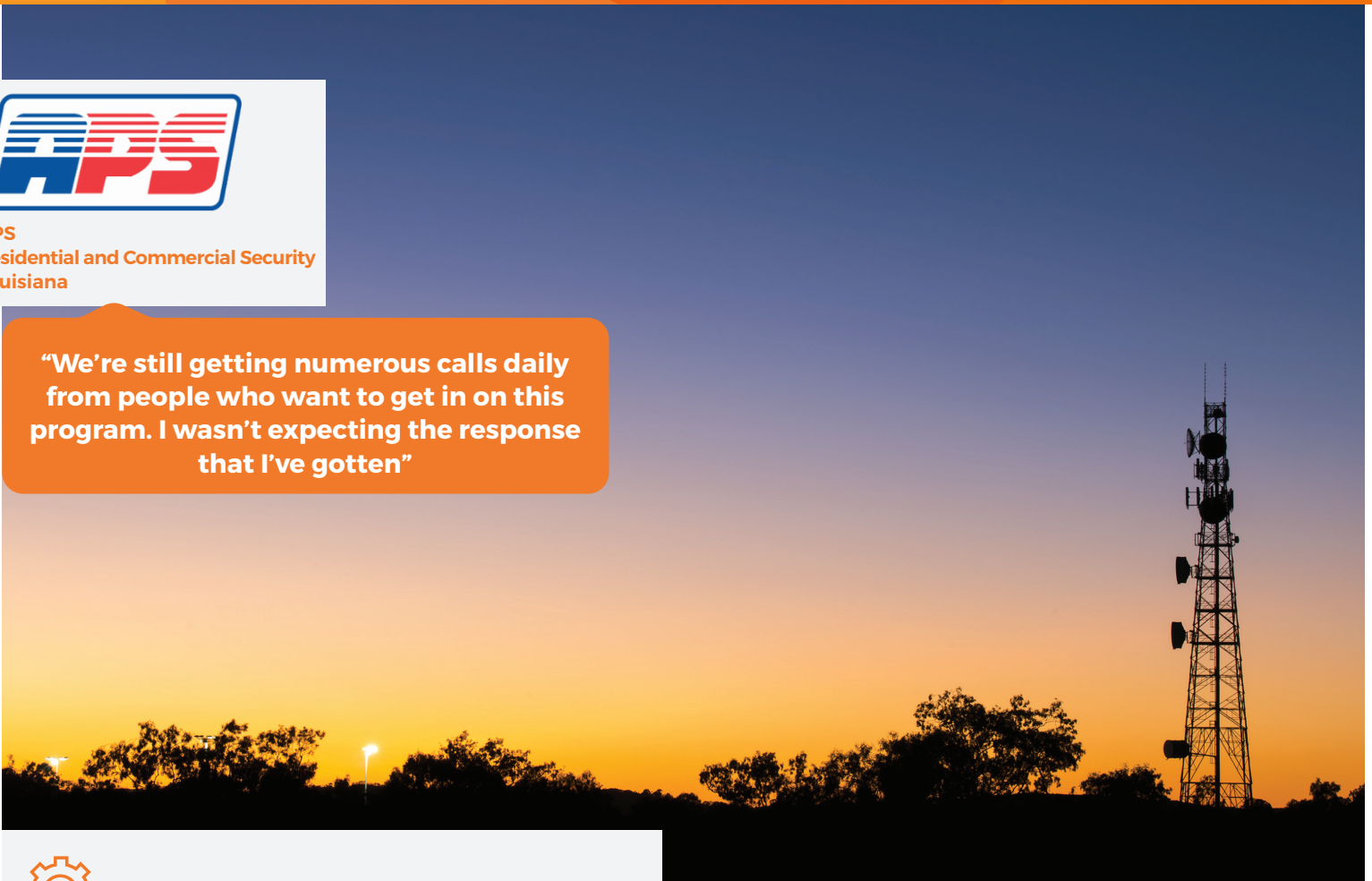


## Challenge:

Having served the greater New Orleans area for more than 30 years, APS has seen more than its fair share of cellular sunsets. All told, Smith estimated APS currently has about 5,000 cellular radios in the field that they will have to change out within the next several years.

**"We went through the 2G upgrade not too long ago, and here we go again. It's tough. We really don't have the time to build our business and keep going back to customers to upgrade cellular radios."**

-According to APS' Spencer Smith



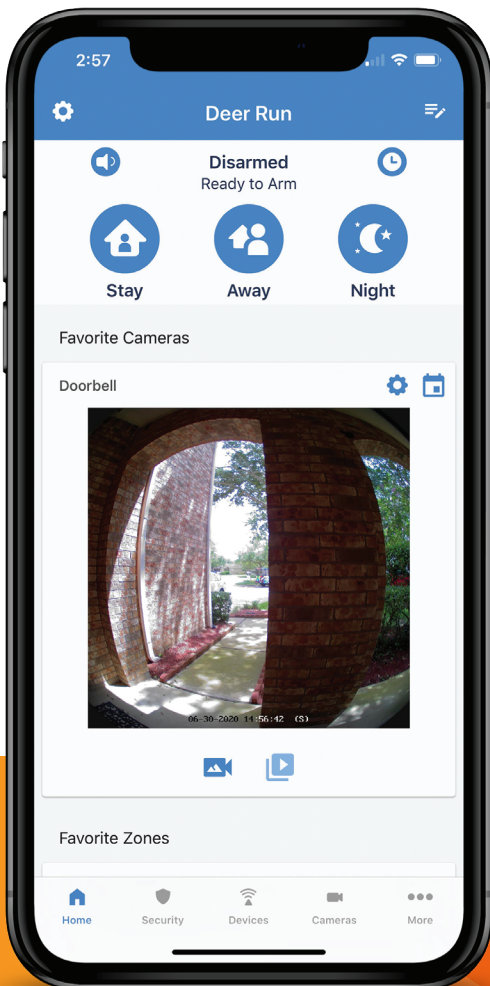


## Solution:

APS used the sleek new Slimline Touchpad as eye candy to sell customers on upgrading their systems. After sending out an email special offer highlighted by the Slimline Touchpad, “the response was incredible.” APS saw an immediate spike in customers requesting the Sunset upgrade. The overall account value increased, and the problem of the Cellular Sunset was solved through 5G and beyond.

“Bring that Slimline Touchpad with you. Once customers see it, they think it’s pretty doggone cool.”

-APS Security Professional



## Takeaway:

By offering a hot new interface like the Slimline Touchpad, APS was able to spur demand for Sunset replacements. Customers may not understand why cellular companies are shutting down 3G and CDMA networks, but they do want to have a slick interactive experience they can show off to their friends. With BAT-Connect and Alula’s industry-leading CAT-M1 technology, APS solved the Sunset problem once and for all instead of merely kicking the problem down the road till the inevitable 4G/LTE Sunset. Instead of losing money on account maintenance, they grew their accounts’ overall value with new RMR-generating services that the customers asked for.

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