cloudastructure

THE CLIENT

American Landmark Apartments is one of the fastest-growing multifamily owner-operators in the United States and ranks No. 33 on the National Multifamily Housing Council list of the top apartment owners in the country with approximately 34,000 apartment units in its portfolio. Morgan Kottowitz is American Landmark's Community Manager at Shelby at Northside, a multifamily midrise in Fort Worth with 300 units.

She's worked in property management for 15 years.

THE CHALLENGE

When it comes to security, property managers face serious challenges: squatters, theft, tenant disputes, lease violations, the list goes on. While American Landmark had a pricey DVR and VMS to handle these challenges, surveillance footage could only be accessed on one dedicated computer in the office. Community managers like Morgan found it over-complicated, slow, confining, and outmoded.

Morgan explains, "Issues here seem to come in waves — nothing, then suddenly a rash of car break-ins, trash, vandalism. Quite a few issues occur after hours. If there is an incident, we have a courtesy officer to resolve conflict, but I always have to wait until the next day to review the surveillance footage to truly resolve the situation. The DVR system records everything, so searches are slow. It's difficult to navigate, too. I'm game to resolve after hours situations on the spot if I can access the footage at home. It's more time efficient."

> *The install was easy. They had it up and running the same day. And everyone from Cloudastructure was super nice. Five stars on the whole thing.*
>
> ~ Morgan Kottowitz, Community Manager

THE SOLUTION

American Landmark's regional management team found an intriguing new solution in Cloudastructure's cloud-based A.I. surveillance system.

THE SYSTEM OFFERS

- A unified view of all locations for management
- A tiered permissions-based system so community managers can view live and forensic footage of their individual property
- Rapid searches for people, objects, and vehicles
- Cloud-based A.I. analytics to solve whodunnits
- All from a laptop or mobile phone
- The system also offers contract-free, month-to-month pricing and eliminates the need for pricey proprietary cameras.

American Landmark decided to do a pilot at several of their locations, to see if this system could resolve some of the challenges community managers like Morgan were experiencing. One property they selected was Shelby at Northside.

THE RESULT

Morgan states, "The install was easy. They had it up and running the same day. And everyone from Cloudastructure was super nice. Five stars on the whole thing. Laura trained us in 45 minutes. The difference is massive — it's like what we have at home with Ring. And the Cloudastructure system is easy and intuitive to use. I can search so much faster too, because it only stores the motion-based footage."

Did she already need to use it to resolve issues? Morgan responded, "Several times. Someone was complaining about after hours use of the pool — I was able to open the platform on my laptop at home, see who was there, exactly what time it was, that they weren't violating policy, and resolve the situation right away. Another time a truck got vandalized. I was able to review the time frame, as well as all activity before and after. I liked how I could jump back and forth between the cameras. It's all a relief, I love it."

What about the cameras still on the DVR? Morgan sniffs. "I haven't touched that thing since we installed Cloudastructure. I won't unless I have to. I've worked at a lot of property management companies. I'd recommend Cloudastructure to any of them.

Fast Facts

- **Multi-Family Midrise with 300 Units**
- **2 Parking Garages**
- **Multiple Communal Areas**
- **10 Cameras**
- **1 Day Install**
- **45 Minute Training Session**

Advanced. Powerful. Affordable.

Learn more at **www.cloudastructure.com**