THE CLIENT

Kalberer Company is a third generation family business in commercial property management. Headquartered in Portland, Oregon with assets in both Vancouver, Washington and Portland, Britney Kalberer is the Vice President and Corporate Secretary for Kalberer and has been with the company for 17 years.

THE CHALLENGE

Having survived the tenancy challenges of the pandemic, Britney was frustrated to discover a full 10% of her tenants were exiting downtown for the suburbs. The problem? Security.
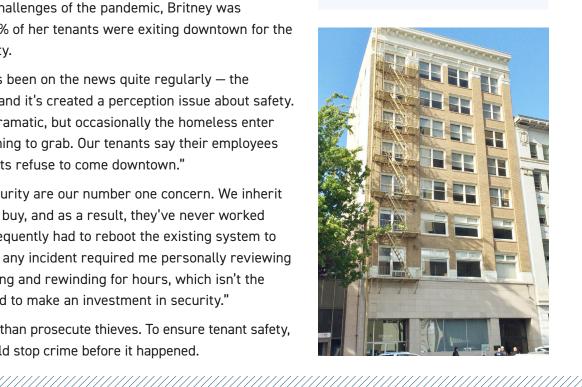
Britney explains, "Portland has been on the news quite regularly — the protests, the homelessness — and it's created a perception issue about safety. We haven't had anything too dramatic, but occasionally the homeless enter the building looking for something to grab. Our tenants say their employees do not feel safe, and their clients refuse to come downtown."

She continues, "Safety and security are our number one concern. We inherit security with each building we buy, and as a result, they've never worked as a cohesive solution — we frequently had to reboot the existing system to even get the app working. And any incident required me personally reviewing hours of footage, fast-forwarding and rewinding for hours, which isn't the best use of my time. We needed to make an investment in security."

But Britney wanted to do more than prosecute thieves. To ensure tenant safety, she wanted a solution that would stop crime before it happened.

> ❞ *Our cameras are working soooo much better! I love the search function too — very user friendly right out of the box.*
>
> *~ Britney Kalberer, VP Kalberer Company*

THE SOLUTION

Business associate Jen Free called Britney to say hello and ended up describing Cloudastructure's Smart Surveillance. The cloud-based AI surveillance platform sounded like everything Britney had ever hoped for and more including:

THE SYSTEM OFFERS

- A live view that enabled her to view every property in real time
- Rapid search capabilities and analytics
- Customizable alerts for specific incidents or anomalies
- Remote Guarding software to enable direct communication with unauthorized people in buildings or on the grounds.

Britney explains, "The Remote Guarding capabilities really sold us on it. We can intervene as events are happening."

THE RESULT

Britney is effusive. "First of all, I don't know how, but with your Cloud Video Recorder (CVR) it's just one simple login, password, it's all unified. I even showed our security guy — he still handles our access control — and even he was impressed."

"We've already used the system for so many different and surprising things. At our Title and Trust building downtown, we got word someone had entered the building that shouldn't be there. From a laptop we were able to track the guy down in the basement and have him escorted out of the building. Another time, some subcontractors brought their kids to a demolition site and they ran into our solid glass entry system and cracked the glass. If you're in commercial real estate management, construction alone is a great reason to have cloud surveillance."

But the best is yet to come, as the company is still waiting on some back-ordered cameras. Britney explains, "We're excited for the new cameras we're adding to the parking lots — parking is expensive in Portland and when one unauthorized car takes one of our spaces, it sets off a chain reaction of tenants parking in each other's spots. I can't wait to just see that unauthorized driver climb out and I just go on the mic and say 'You're gonna get towed.'"

She concludes, "We've made a solid investment to vastly upgrade security and while it's an ongoing process, as we're still waiting on some cameras, Cloudastructure has even created material for us to show our tenants, which was the reason we started this project in the first place. We have meaningful tool in Cloudastructure, and it's a marketing tool too. We can leverage security as an asset. Even our board said 'Money well spent.'"

Fast Facts

- 1 million sq. ft. of real estate
- 60 businesses/tenants
- 10% departing due to safety issues
- Installation: 2 days
- Training: 45 minutes
- **240** Average time per incident watching surveillance before Cloudastructure: 4 hours
- **10** Average time per incident watching surveillance after Cloudastructure: less than 10 minutes

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