

# sofia

Smartphone Based and Wire-free  
Access Control Systems

CONFIDENTIAL FOR PARTNERS & INTEGRATORS

[www.sofia-srl.it](http://www.sofia-srl.it)



**Customers want Smart  
Access Control Systems.**

**WE ARE HERE TO HELP YOU.**

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# Market Context

People are ever more willing to use their smartphone to carry over everyday activities.

Access control is still based on pre-smartphone technologies. Keys, RFID and wire-based access control systems are the past.



# Our Mission

Sofia addresses these market needs by developing, integrating and commercialising distributed infrastructures for modern, mobile based and cost effective control access systems.

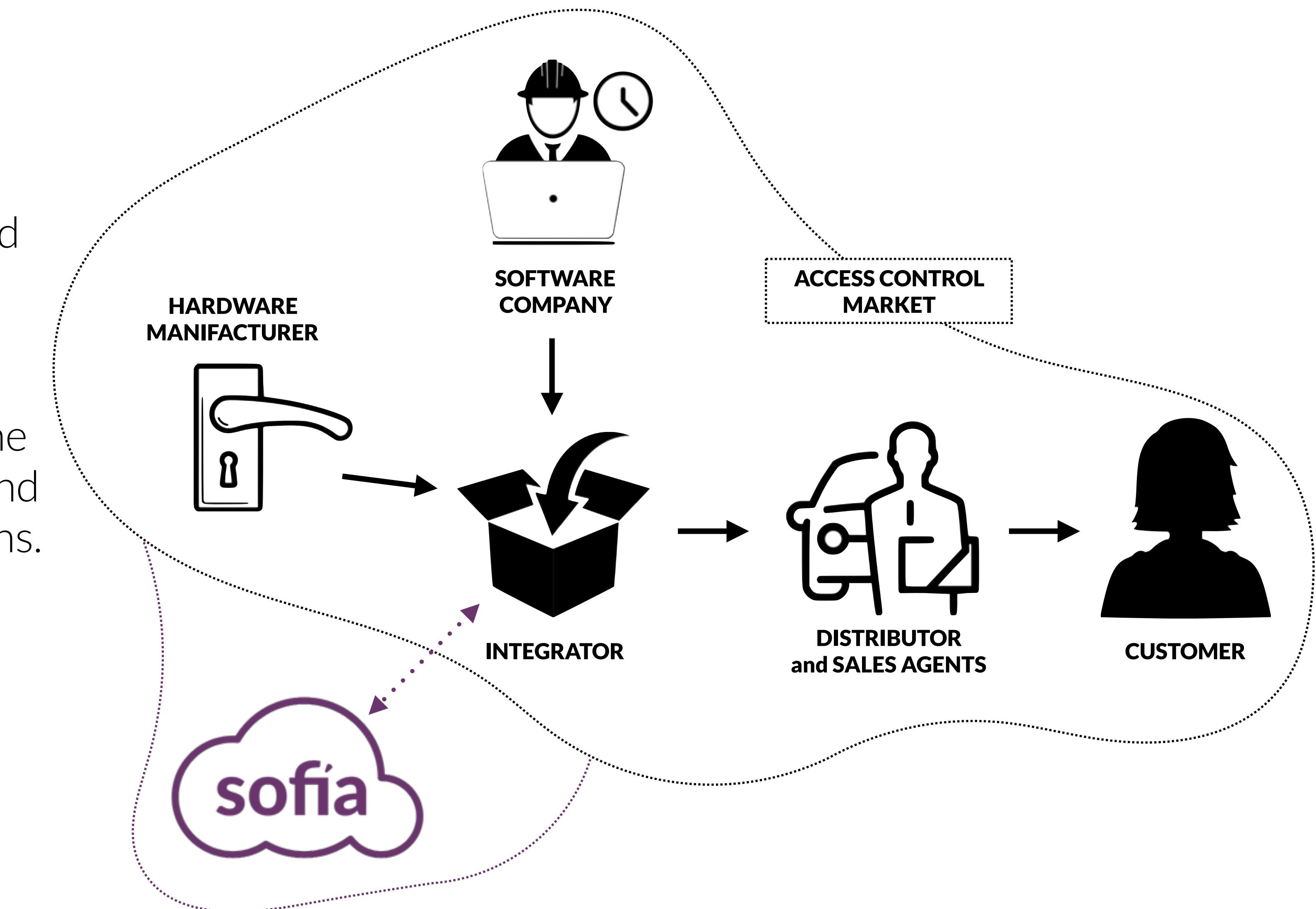
# Value Chain

We partner with hardware manufacturers, software houses, and system integrators.

We offer a robust, easy to integrate, secure control access systems for the benefit of cost-effectiveness, ROI, and time to market of developed solutions.

We reduce your risk connected to R&D of a customised solution, while keeping costs low.

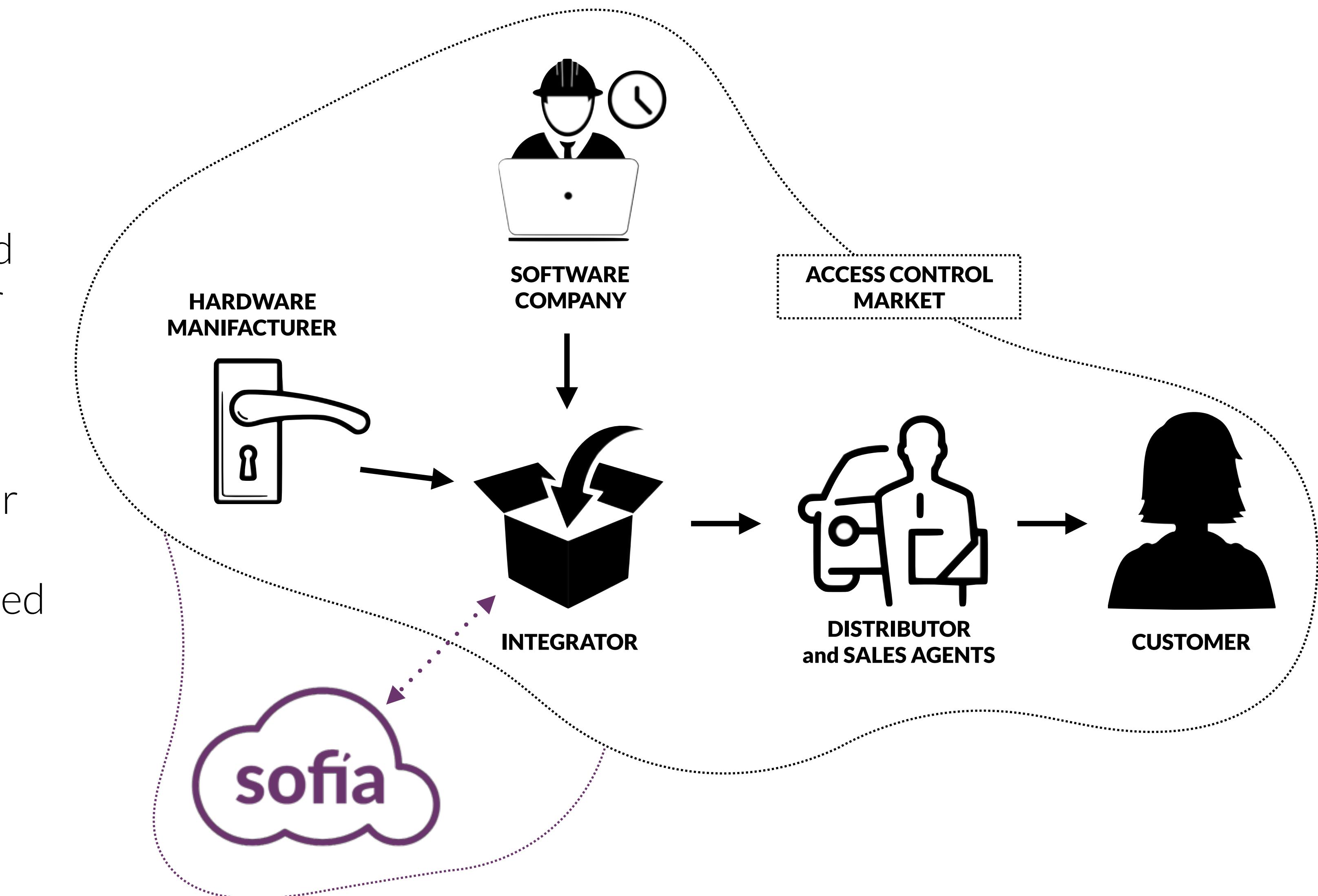
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# Value Chain

Indirectly, we offer distributors and sales reps an edge over competitor products lacking smart control systems.

Finally, we enable the end customer to offer a superior access control experience at a lower TCO compared to alternative solutions.



# Products

*Wire-Free Access Control Systems*



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## Sofia Jago

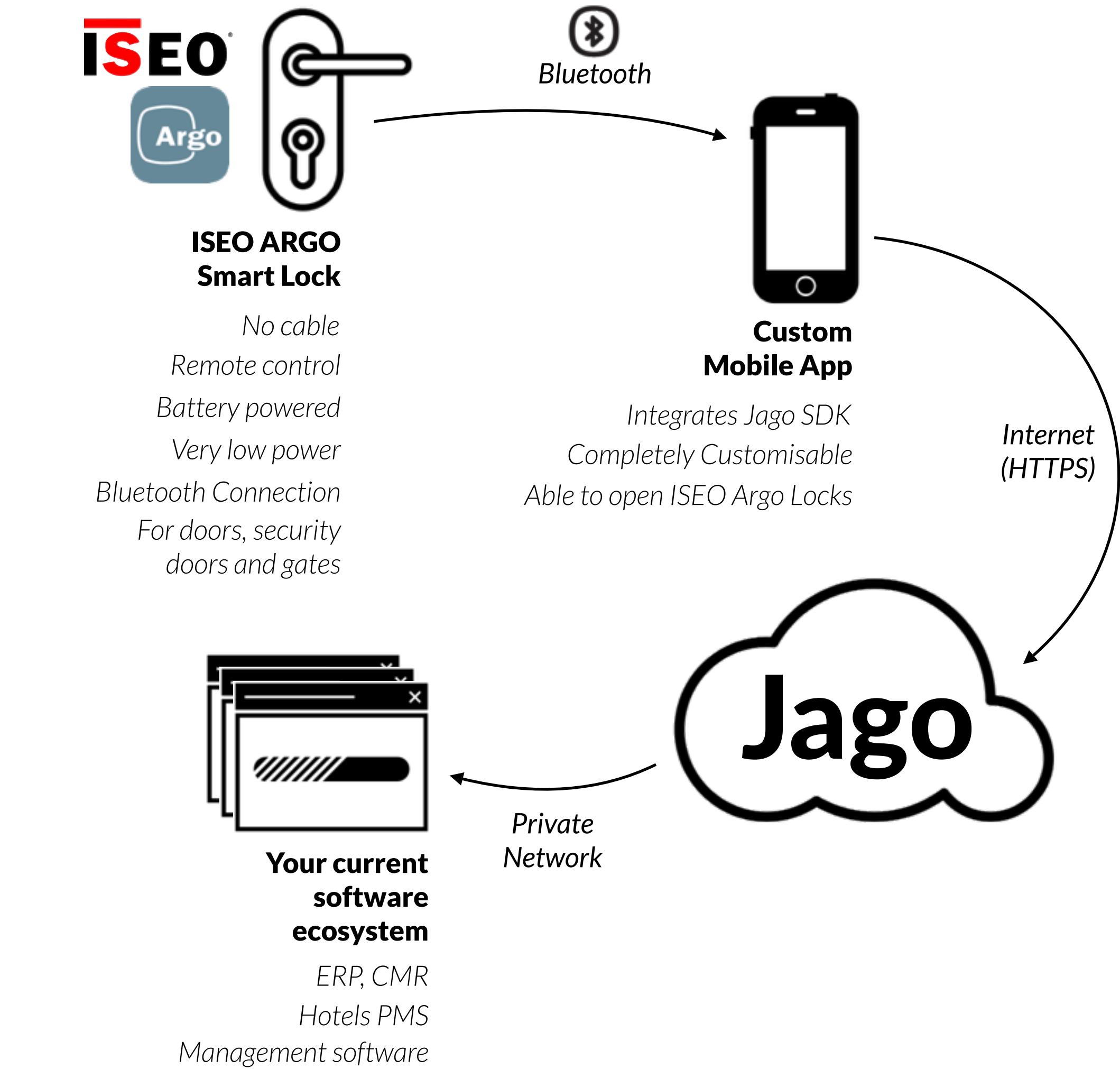
*Integrate wire-free access control  
within your existing solution.*

Jago is a technological platform composed of a remote Access Control System, smartphone applications and smart door locks. It is designed to facilitate the integration of access control within existing management software systems.

# General Overview

Jago lets you add the control access feature to your current software ecosystem.

Jago can be integrated into standard ERPs, CRMs, Hotel PMSs, third party management softwares, existing web platforms and cloud systems.



# Features

Jago has all the standard features of a common Access Control System.

As a plus, it has been designed to be seamlessly integrated into existing software.

Jago can be deployed without any wiring of the building or the doors.

## Jago main features are:

- Room guests management
- Remote Virtual Keys generation
- Remote access granting
- Access statistics
- Remotely read lock battery status
- Multiple buildings management
- Key revocation mechanism
- First lock setup





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# Sofia Otello

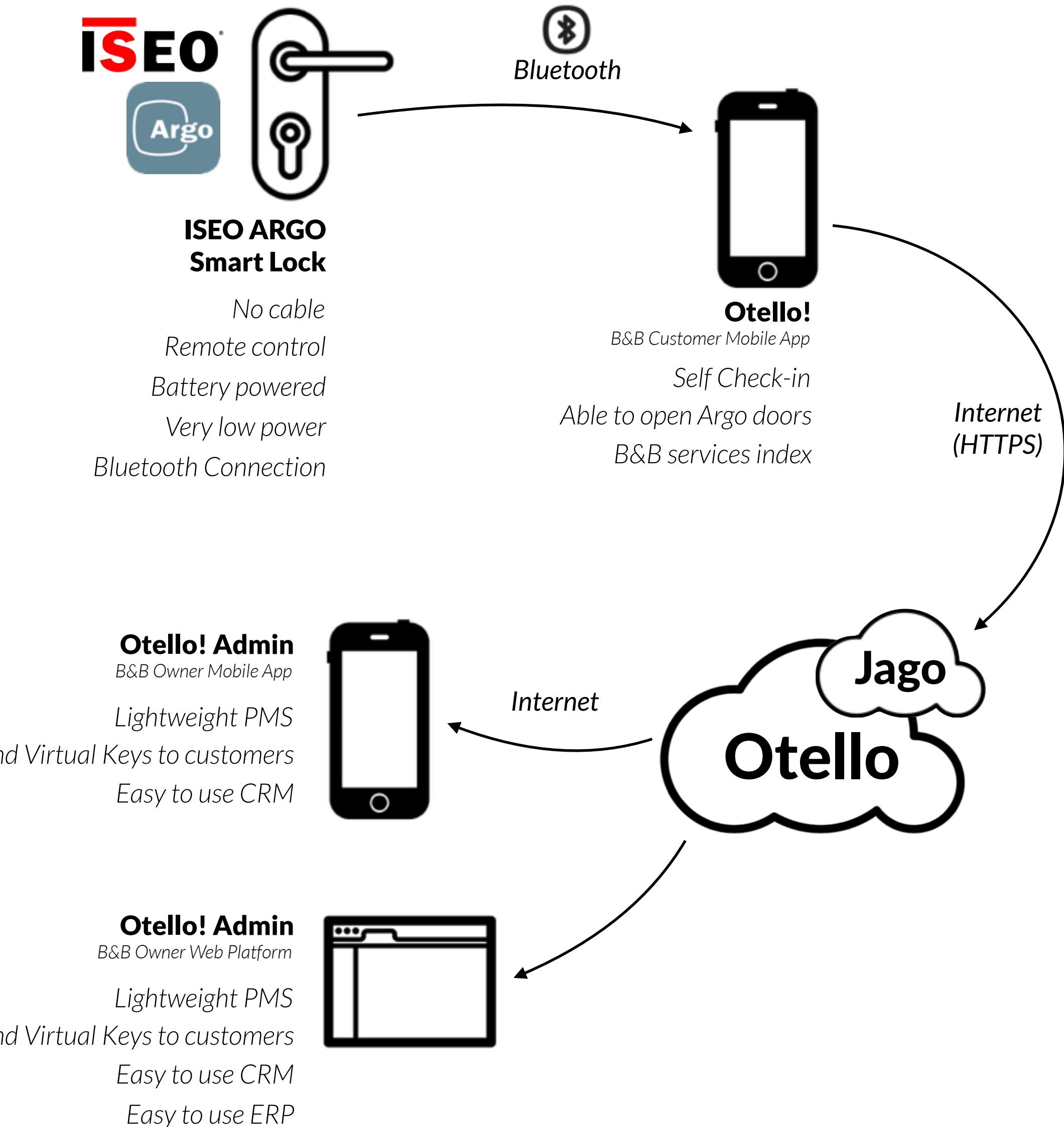
*Self check-in and check-out for  
Bed&Breakfast and small hotels.*

Otello is a mobile application for the easy management of Bed&Breakfast. Thought to be used in mobility, it integrates Jago providing the self check-in and check-out feature.

# General Overview

Otello is an innovative system that lets B&B and small hotels to provide a self-checkin and self-checkout features.

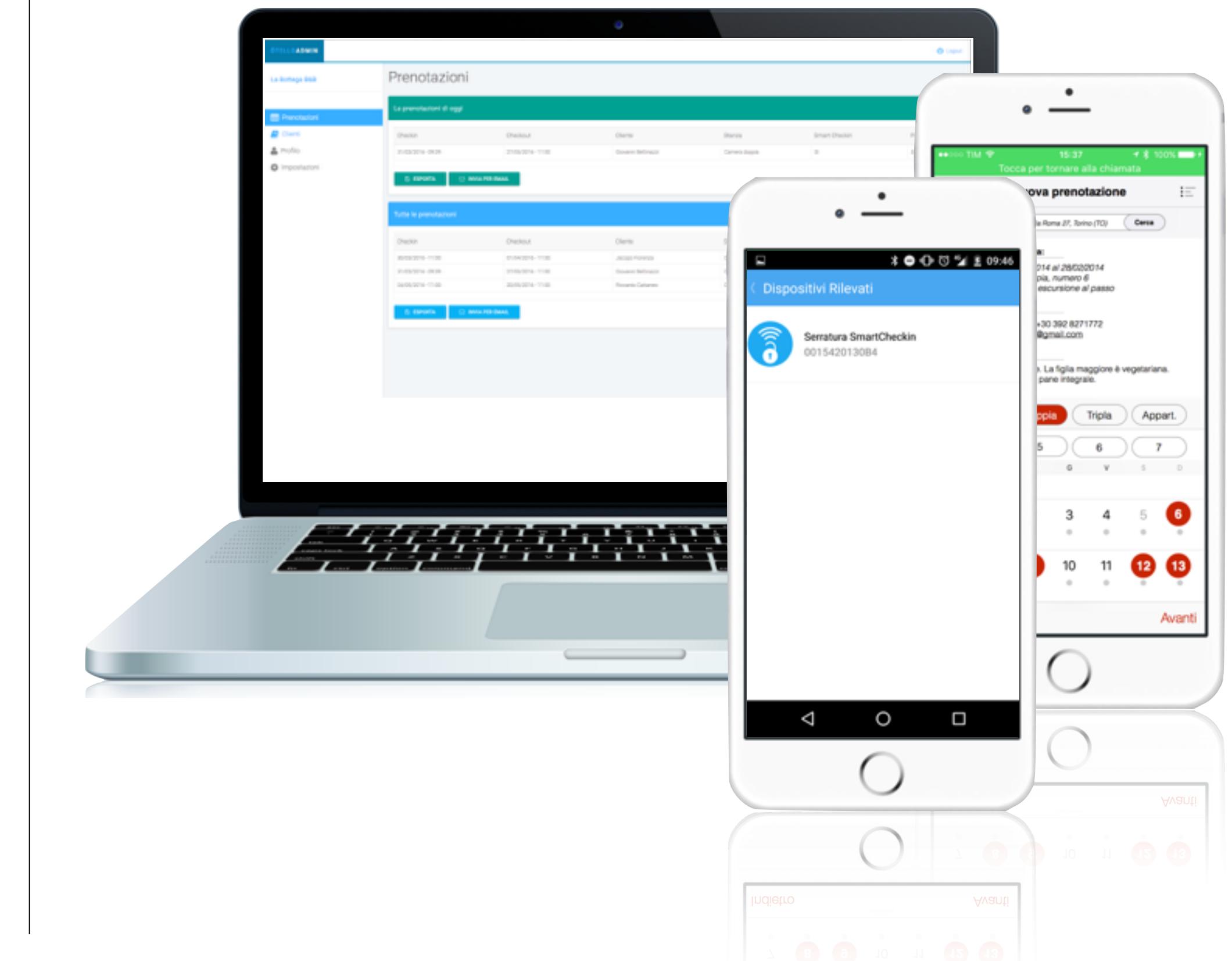
Their customer are enabled to skip the reception step and to enter the room directly with their smartphone.



# Product description

Using mobile apps, Otello allows B&B owners to automate part of their management process.

Virtual Keys save B&B's owners time and money.



# Technology

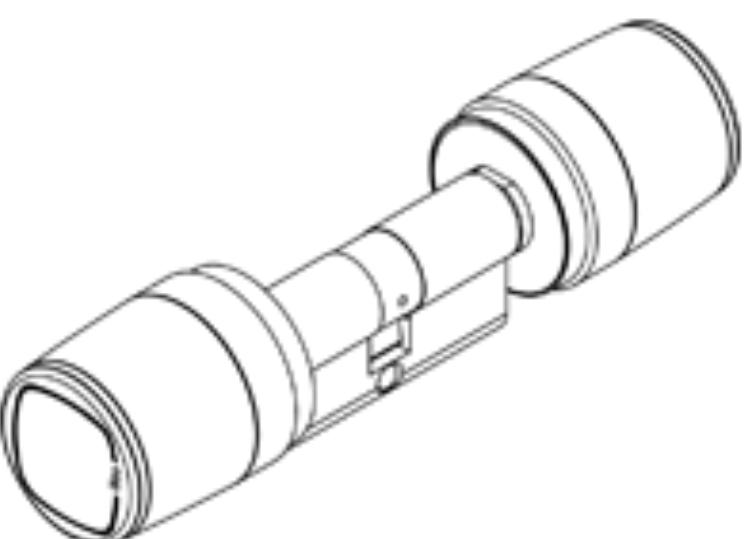
*A bird's eye view of our technology*

# ISEO Argo Smart Lock

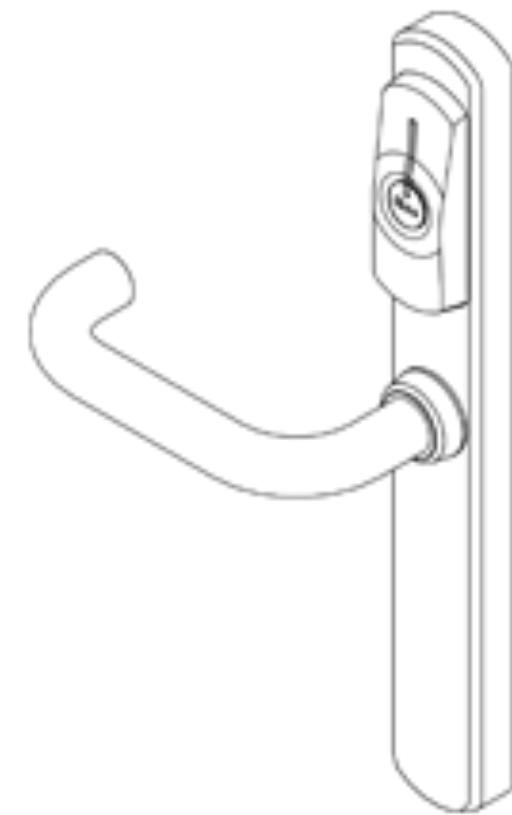
Our partner ISEO proposes Argo, a smart lock that enables the opening of any kind of door access using a common a smartphone. Physical keys or RFID cards, while compatible with Argo, are no longer required to open a door.

You can open all doors fitted with devices from the Smart series by ISEO, even from a distance, using your smartphone and the companion Apps.

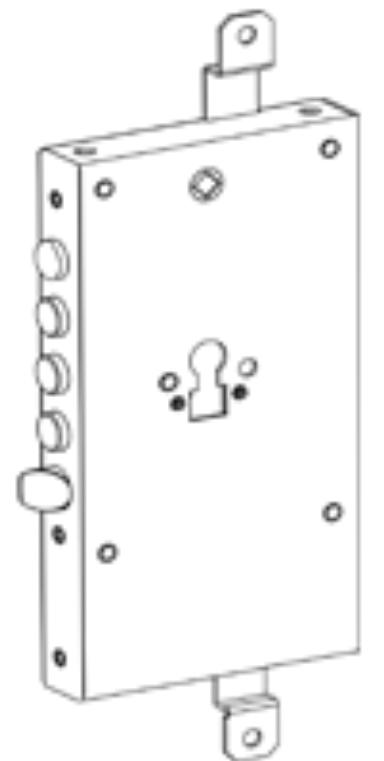
[http://www.iseo.com/iseo\\_holding/argo/index.html](http://www.iseo.com/iseo_holding/argo/index.html)



LIBRA SMART  
CYLINDER



ARIES SMART  
TRIM SET

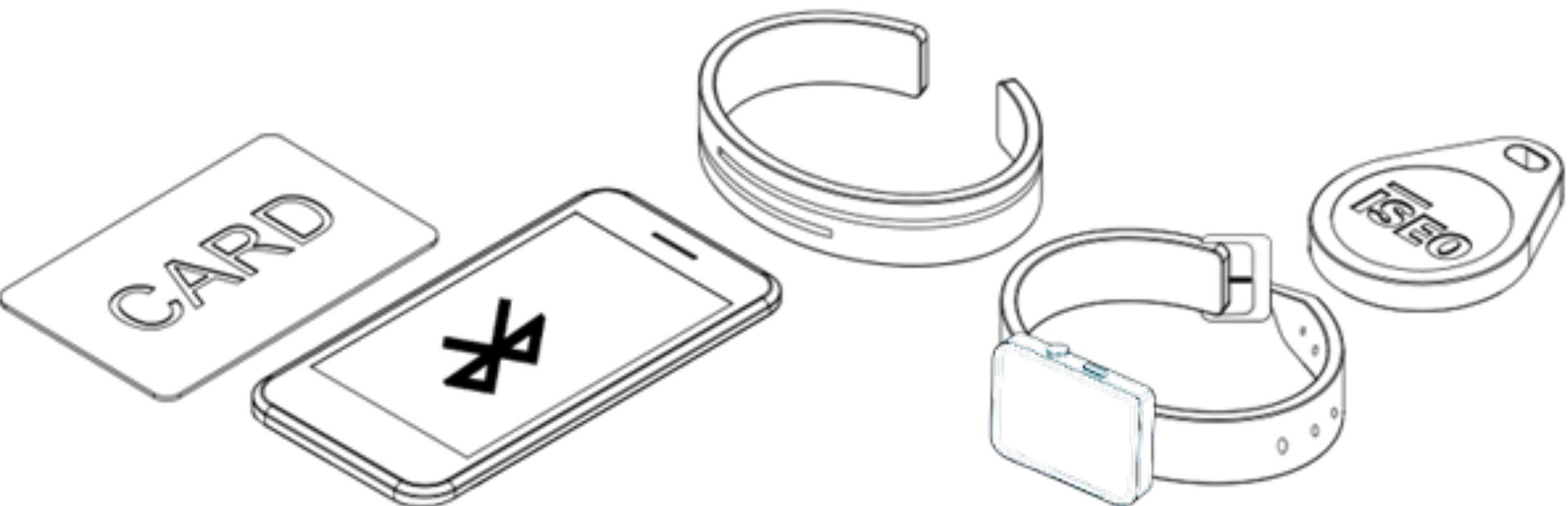


X1R  
SMART LOCK

# ISEO Argo Smart Lock

Let in whoever you want, wherever you want, even temporarily, with the Argo App, checking the times and dates of access. Argo records the last 1000 entries!

You can open doors with smartphones, smartwatches, cards and other accessories, thanks to the Argo App. Free to download and constantly updated with new features.



# Jago Cloud Platform

The Jago Platform is accessible as a web service over a HTTPS connection.

Using a simple standard RESTful interface, your existing software can be augmented to:

- create and delete guests
- create and assign virtual keys
- control access to physical doors
- etc..

The cloud platform can be also provided on a self-hosted infrastructure (on-premise)



# Jago SDK

As said, we love system integrators. The integration of our Jago Platform within your existing application/system is simplified by our JagoSDK.

Our SDK can be used within

- Microsoft Windows app
- Web apps
- iOS app
- Android app



# White Labels

We provide you white label software for software systems built around our technology.

Our white labels comprise back office management dashboards/panels, mobile apps projects, and companion apps that already integrate the JagoSDK and serve as cost-effective baselines to dramatically reduce your time to market.



# Use cases

*A couple of examples about  
how to use our products*

Sofia Jago augments existing hotels Property Management Systems (PMS) with the Self-Checkin and Self-Checkout service.

### The Self-Checkin case study

1. The hotel guest books a room
2. The reservation is inserted within the PMS
3. The PMS generates a VirtualKey using Sofia Jago
4. The VirtualKey is sent to the guest
5. The guest, using her smartphone, can enter the room directly, skipping over the hotel reception
6. The app remains installed on the smartphone even after the leave: untapped marketing opportunities arise.

## Hotelling and Accommodation

With a Self-Checkin service, the hotel can offer a better service to its customers while reducing the management direct cost.

AirB&B apartments are becoming the preferred accommodation choice. Sofia Otello and Sofia Jago can lead innovation in the management of such spaces.

### **Ease your AirB&B guest management**

1. Mary's is a frequent traveler and often put her house on AirB&B while she's out
2. While she's out, she can send a VirtualKey to a new host Over-The-Air using the Sofia Otello app.
3. The guest receive the VirtualKey on her smartphone and can enter Mary's house without any real key
4. After the guest stay is over, Mary's ask his housekeeper to clean the house and send to him another VirtualKey using the Otello app
5. The housekeeper can enter the house directly with her smartphone

## **Alternative Accommodation (AirB&B)**

Private owners of accommodation facilities can ease their management process thanks to Sofia Jago and Sofia Otello: self-checkin for their guests and remote access grant and revocation for the housekeeper is now possible.

The way we work changed a lot in the last years. Also our workplaces are following this huge transformation. Sofia Jago lies lets you innovate the way to manage your business places.

### No more badges to enter restricted areas

1. John's office has ISEO Argo and Sofia Jago; all the doors are now smart without any wired plant
2. John needs to enter in a new meeting
3. John opens the building management app on his smartphone
4. He sends a VirtualKey request to the building manager
5. The building manager, from his smartphone, authorises John to enter to room Over-The-Air

## Smart Working and Smart Office / 1

Smart workings means more productivity having more comfort at the same time. Your collaborators can manage their working spaces using their smartphone.

Co-working spaces are becoming the preferred way young companies starts their business thanks to the possibility to scale costs with respect to the current space needs.

### **Virtual Key required to benefit from specific services**

1. John's coworking space offers a cafeteria as a value added services to its premium customers
2. The doors of John's coworking feature ISEO Argo smart door locks
3. As a premium user, John can access the cafeteria, while others are required to pay the premium fee to enter it, all from the same coworking's app.

## **“As-a-service” Co-working spaces**

Thanks to Sofia Jago, co-working can change the way they rent their spaces introducing a new as-a-service business model. Different subscriptions let you to enter different areas of the building, increasing the owner revenues.

Products delivery and logistic is becoming an essential tile in our everyday life. We buy interesting stuff on Amazon and similar services, waiting their delivery at our place.

### **Virtual Key required to simplify the delivery process**

1. Andy bought a new iPhone on [amazon.com](http://amazon.com) as a present for her fiancé birthday
2. He has to receive the phone in 24h, otherwise he will be late for birthday party but unfortunately nobody can receive the delivery during the daytime (work time!)
3. Thanks to Sofia, the delivery company that integrates Jago in its processes, can do a in-home-delivery Andy's iPhone, entering the apartment and leaving the product on Andy's table.

# **Smart Products Delivery**

Thanks to Sofia Jago, the delivery business can be revolutionised, providing to customers an innovative *in-home-delivery* service. Value added service with reduced shipping costs.

Elder people need supportive health care provided in the home. Health Care has to be provided by professionals that needs to enter the home.

### **Virtual Key required to simplify the home keys management**

1. Auntie has a disease and needs home care assistance every day. Her sons cannot be present every medication since they have to be at work
2. Auntie' sons device to ask to MedicalCare Inc. to provide the needed assistance to their mother
3. MedicalCare integrates Jago: this fact lets Auntie's sons to let MedicalCar professional to enter the home only during the medication time without the need to provide the physical home-key to their employees.

## **Smart in-home Health Care**

Thanks to Sofia Jago, the in-home services like medical care can be simplified: dedicated health care professionals can enter the home without having the physical home keys, increasing the security of your domestic environment.

# Offer and Pricing

*A short description of our pricing model*

# Business Model



# Pricing Model for integrators

We have two pricing models with respect to your customer access control usage habits:

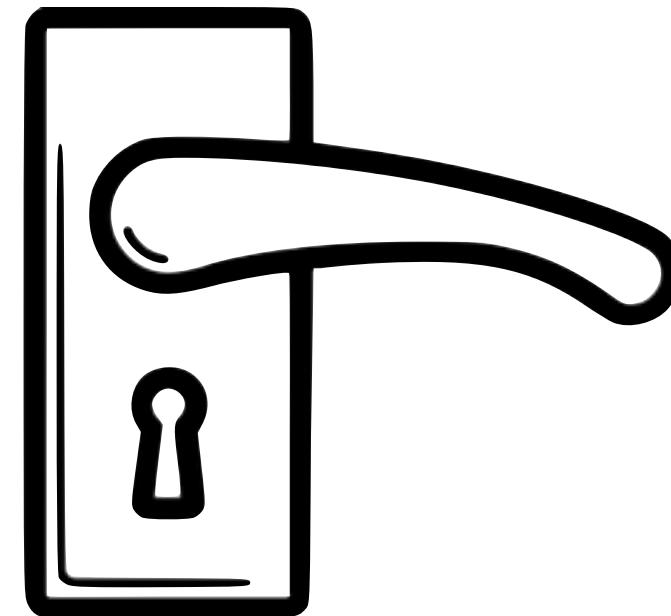


**Frequent  
Accesses**



**Rare or  
Discontinuous  
Accesses**

# Price Drivers: Locks or Virtual Keys



**Frequent Accesses**

*Flat Rate*

Cheap yearly subscription  
Pay for each smart door lock installed



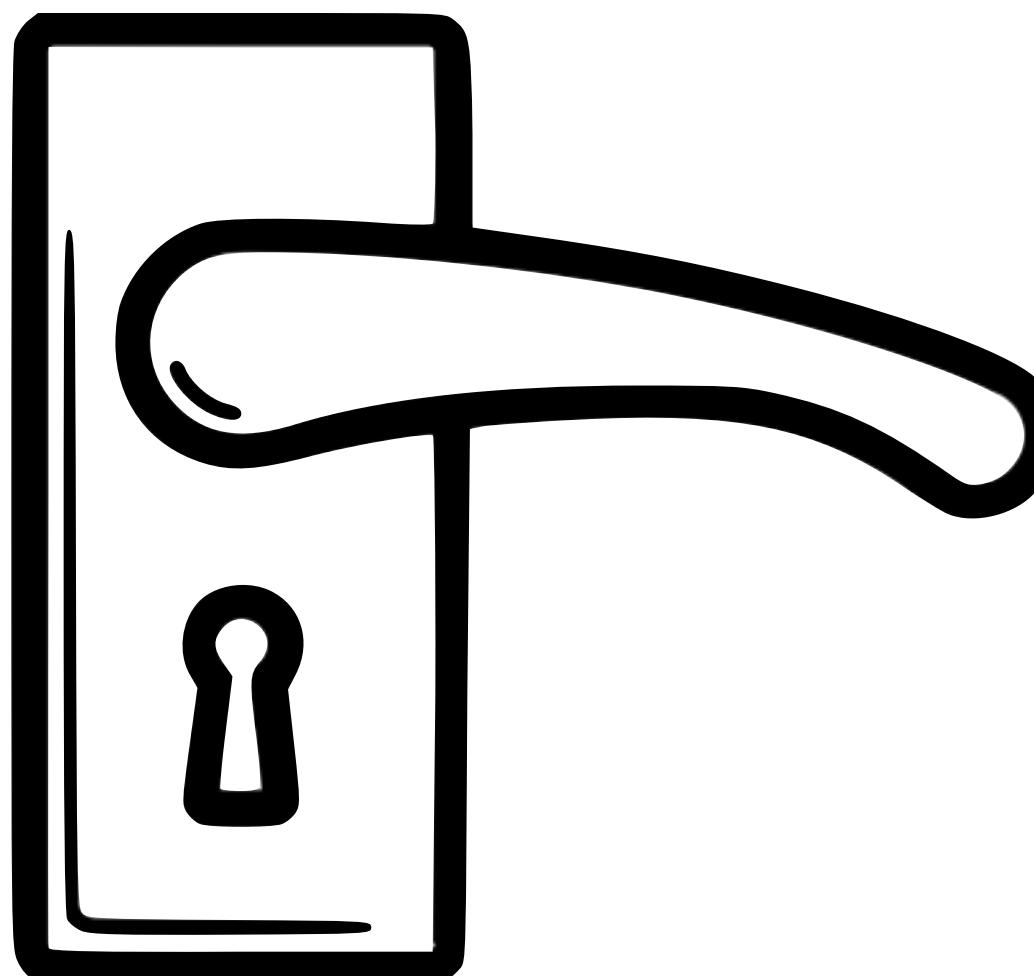
**Rare or Discontinuous  
Accesses**

*Pay-as-you-go*

Flexible virtual-keys based billing  
Pay for a bundle of generated virtual keys

# *Flat price for Integrators*

For hotels with an high occupancy rate, we propose a cheap flat subscription rate.  
**You keep your end customer; you keep your markup.**



| Size                         | € per Year per Smart-Lock |
|------------------------------|---------------------------|
| Small Hotel (<30 rooms)      | 30                        |
| Medium Hotels (31<rooms<100) | 24                        |
| Big Hotels (101<rooms<1000)  | 18                        |
| Large Hotels (>1000 rooms)   | 12                        |

# **Pay-as-you-go Price for Integrators**

Consume one virtual key per stay of each guest. The bundle can be renewed on demand. The bundles area shared among all smart locks installed in the hotel.

**You keep your end customer; you keep your markup.**



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| Number of VirtualKeys* | €     |
|------------------------|-------|
| 100                    | 99    |
| 1000                   | 799   |
| 3000                   | 2.300 |
| 5000                   | 3.600 |
| 10000                  | 6.900 |

\*VirtualKeys expires after two years

# About us

*Contacts and Company Profile*

# About us

Sofia SRL is a subsidiary of Bottega52 SRL, a company operating since 2014 in the ***Internet Of Things*** market. Turnover in 2016 will be ~  $\frac{1}{2}$  M€.

Sofia SRL is currently funded by TIM (Telecom Italia Group).

Main customers:

- Pampers/Fater Group (750M€ /year)
- Italmondo SPA (30M€ /year)
- Eltech K-Laser SRL (> 6 M€ /year)
- LoveTheSign SPA (~ 1 M€ /year)

Sofia SRL aims at innovating the Access Control Systems market, leveraging the access to high profile partners and the in-house technological competences.



# Contacts info

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