



# Taking the Guess Work Out of Selling Security Entrances

A Solution Selling Guide from Alvarado and SDM Magazine



Imagine you have a customer that comes to you and says, "I think I want to explore a turnstile at my location." Do you know immediately what to suggest? Do you know how to research and implement these types of solutions? If your answer is "I'll have to get back to you on that," you may have just lost a sale.

Security integrators who have traditionally spent the bulk of their time and energy on electronic security solutions like electronic card access control, video surveillance, and integrated systems may in the past have only touched a security turnstile once every few years, if that.

But like so many security technologies, times are changing, and more and more end customers are looking to turnstiles to solve some of their biggest issues, from tailgating to visitor management and real-time occupancy totals.

For those not as familiar with the ins and outs of security entrances like turnstiles, recognizing what a turnstile is, when to recommend it and how it can benefit your business are the first steps to incorporating this key solution into your toolbox of offerings to customers.

As more and more security integrators are being asked by their customers to engage with turnstiles on a regular basis, this white paper is designed help you know where to start, how to understand the difference between the varying turnstiles out there and their typical applications, why you should do more security turnstile selling, but don't necessarily need to install it (unless you want to), and some of the first questions to ask your customer in order to bring the right type of information to your solutions provider.

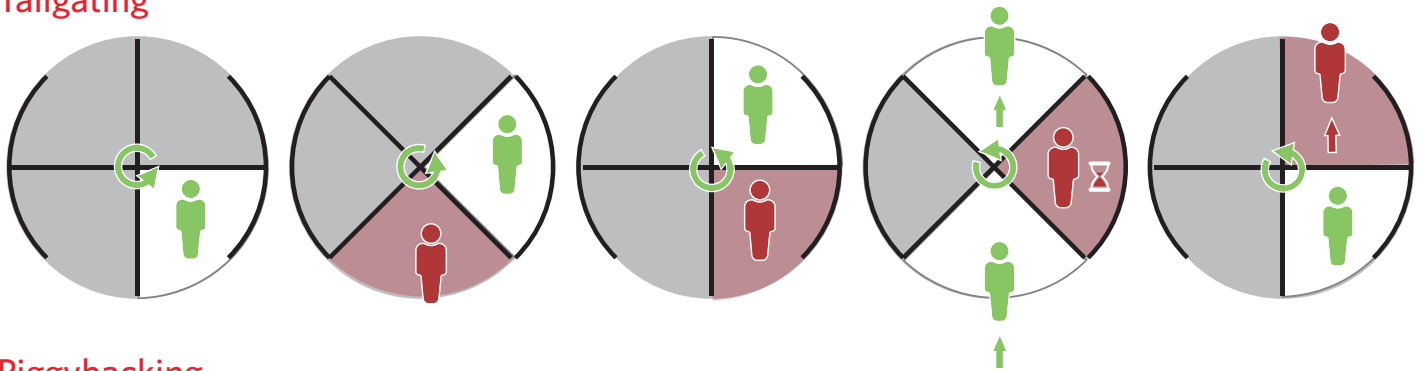
# What is a “Security Entrance?”

The term security entrance is another way of saying an entrance (other than a door) that is locked and requires a credential or other approved method of access control for employees and/or visitors. This can be achieved in several ways, from a physical or optical turnstile, to a security revolving door, to an “interlock” or “man trap” style entry. The key is to understand which one best fits the customer’s needs.

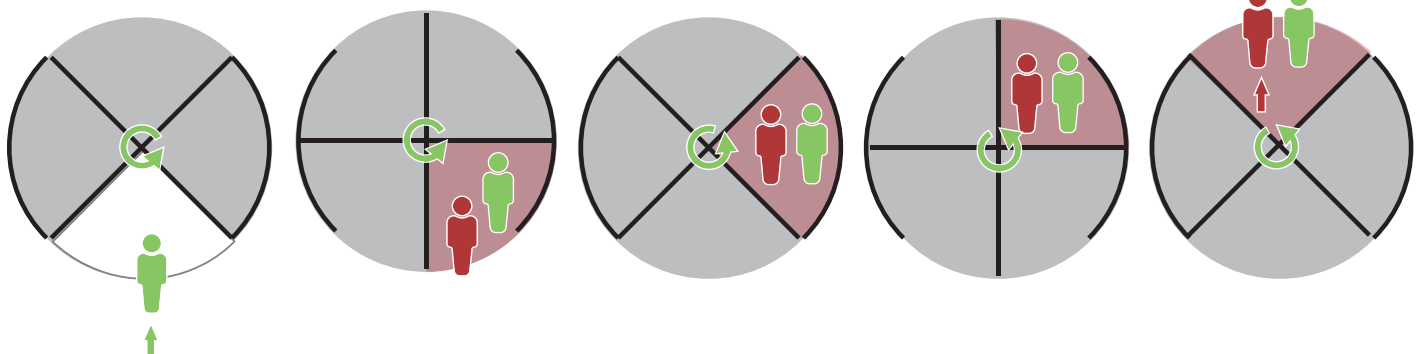
The most common types of security entrances on the market today include full-height security turnstiles; speed gates or optical turnstiles; waist-high or traditional tripod turnstiles; security revolving doors; and pedestrian gates, or swing gates.

Some of these solutions can work for multiple applications and may be used in the same type of environment. Others are more specialized or targeted at a specific type of need or aesthetic. Some can help detect tailgating — when an unauthorized individual follows behind an authorized one either in the next compartment of a turnstile or revolving door, or by walking behind them through an optical turnstile on the same card read; or piggybacking — an unauthorized individual sharing the same compartment in a full-height or waist-high turnstile, interlocking door or revolving door with an authorized individual to gain entry (see infographics below for a visual explanation of these two types of unauthorized entry sharing with an authorized person to gain entry). Some types of security entrances require a live person to passively monitor the lane for these scenarios while others can actually help to prevent unauthorized access electronically.

## Tailgating



## Piggybacking



## Below is a basic primer of each type of security entrance:

### Full-Height Turnstiles

#### For perimeter and interior access points

Full-height turnstiles are 7.5 feet high security devices designed to prevent unauthorized passage and typically have a more industrial look and feel. These turnstiles will appeal to a client that wants maximum security and is less concerned about aesthetics. Or they want that kind of rugged and intimidating aesthetic to signal to bad actors that this is a site that takes security seriously. These are the turnstiles commonly used at the fence line or perimeter of a gated facility. These security turnstiles prevent tailgating and can help prevent piggybacking, but don't actively prevent it. Therefore, this style often requires attendance by live person or real-time video monitoring to ensure no piggybacking occurs.



### Waist-High Turnstiles

#### For interior access points

This type of turnstile is a medium to low-security cost-effective physical barrier — often seen in subways and retail to provide both people counting and crowd control. These security turnstiles are more affordable than the full-height options and can be used both indoors and outdoors. They are still more on the ruggedized aesthetic spectrum and designed for high throughput and tougher environments. Like their full-height counterparts, they also typically use live monitoring to ensure no one jumps over them or attempts to piggyback.



### Optical Turnstiles

#### For interior access points

Sometimes form is as important as functionality and that is when you might see more applications for optical turnstiles. These often appeal more to those clients mindful of corporate culture and are commonly used in corporate lobbies, high-rise, and corporate campus entry points. This style of turnstile, in addition to facilitating a people count, will electronically alert to a tailgating attempt in real-time, although not prevent it. These solutions are usually tied into the facility's electronic access control system.



## Security Revolving Doors

### For unmanned interior access points

A security revolving door is an unmanned, preventative security solution commonly used on the interior of an entrance vestibule or on an external entrance under a canopy to protect them from the elements. They can also be used on the interior of the building. When combined with electronic access control, a security revolving door can be an ideal combination of security and aesthetics, not only detecting but preventing piggybacking and tailgating by physically backing out the offenders.



## Personal Interlocks

### For unmanned interior access points

These are also called a personal airlock or “man trap” and are another unmanned preventative security solution. Unlike the other security entrance choices, these offer slower throughput and are most commonly used for internal areas that are highly secured, such as a data room where you are going from shared space to secured space. Interlock solutions required a credential to open the first door, then the user enters and the device scans that area to confirm only one person entered. If that is true, then and only then will the second door open, frequently requiring a second credential, or dual authentication method to open the second door. The total time for this application is around 15-20 seconds so this solution wouldn’t be good in a busy lobby, for example.



All of these options have their most common uses, but there is no absolute right answer, as it depends on the needs of the customer. What’s more, they are often used in a layered approach, where you might use a full-height turnstile at a fence-line or parking area, and inside have a guard station where users would go through optical turnstiles. Then you might have an internal area where only some users are allowed and use a security solution there such as a security revolving door or even an interlocking door.

# Why Should You Sell Them?

Now that you have a better idea of what security entrances entail, what more can you do with them? It's one thing to be able to answer questions if it comes up from the customer, but the next step is to actually seek out applications and sell them to your customer. Why should you do that? Because if you aren't prepared to at least talk the basics and bring in experts when needed, you may be missing out on a prime opportunity to grow your business, grow your relationship with your customer, and differentiate your company from your competitors.

Integrators have always been really good at the smarts of these systems, making sure they are connected to access control, cameras, etc. However, as secure entry solutions become more commonly used and deployed you may be asked to do more and more of this type of solution.

Integration partners frequently seek training in not only installing but maintaining turnstiles, because they are increasingly recognizing the value of "what more can I provide the customer?"



# “Selling security entrances can be the gateway to more projects.”

Whether you choose to sub out the actual installation or rely on your solutions provider to find one for you, or if you decide to grow your own in-house expertise, getting knowledgeable about how to guide your customer through this process is a good idea.

One of the biggest benefits is there are fewer companies that are doing it, so it can be a great differentiator from your competition. There are also fewer turnstile manufacturers than camera or card reader providers, so it's also easier to partner with a single solutions expert who can help you through the process from proposal through installation.

By focusing on these niche applications and having an expert on your staff (or at your call) that can speak that turnstile language, you will be in a good position to really

help your customers solve some key pain points by implementing knowledge that other integrators may not have.

Selling security entrances can also be the gateway into more projects with that customer. Many times, turnstiles or security revolving doors are the first product customers interface with.

By providing the first piece of security equipment in the lobby you have a natural path to become the partner for the whole space. Think of it as a Trojan Horse into the building, but in a positive way for both you and the customer.



# Do You Need to Install Them?

One of the biggest unknowns many integrators new to security entrances face is on the installation end. With a solutions partner like Alvarado you can choose your level of comfort with the installation.

Some integrators want to keep everything in-house and be in control of the project from start to finish. Not only can you make more from a project this way, but there is value for the customer in having someone on your staff that can ensure the project will go smoothly.

On the flip side, other integrators recognize that the installation of security entrances is not their forte and their biggest value proposition on a project is to connect and integrate all these systems. For those integrators, having a dedicated subcontractor either that they have found, or that the solutions provider has helped them locate, is the best way to go.

They are able to tell their customer, "We have them under contract because this is their specialty and sole focus."

There are compelling cases for both approaches, but the important thing is to recognize both your capabilities and your limitations.

Do you want to handle the installation and make sure you are in control of that process? Is this something you can do? If you are going to only do this a handful of times a year is it worth it?

There is tremendous value in knowing how to do this and troubleshoot problems. But there is also value in saying, we have done this before and it went south so we would rather focus on what we do well and get our customer with an expert.

Know when to say yes and no. Be real with what your goals are. Yes you can make more money if you do it in-house but it might not be the best choice for your company or customer. And if that is the case, let your solutions provider help.





# Access the Exceptional

At Alvarado our goal is to be additive to the integrator's selling process, help re-enforce your relationship with the customer and show them that you have the backing of the experts.

We can help you completely qualify your needs and understand not just your expectations for success but also the client's, providing recommendations on solutions, drawing packages, training, and more. We are here to be the expert resource as the company whose whole purpose is to care about turnstiles and entry solutions.

Find the perfect solution today!

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