



# Webinar Insights for ADI Supplier Partners

## Setting Up Touchless Access Control Systems

Webinar Date: 2/17/21

2/23/21

# Replay Promotion Links

---

## Thank you for participating in our recent webinar

To share the replays, use the links provided below. ADI will host replays to webinars ongoing, so you can continue to promote your presentation this way.

- Share posts from ADI's [LinkedIn page](#) or [Facebook page](#)
- Make your own post
  - I was recently a presenter in a panel discussion with **ADI Global Distribution** to discuss Setting Up Touchless Access Control Systems. Watch the replay learn about implementing effective touchless systems, the range of no-touch products in the market, and which verticals benefit most from these solutions. #ADIGlobalwebinar <https://bit.ly/2ZrYoEz>
  - Be sure to tag us with [@ADIGlobalDistribution](#) for LinkedIn or [@ADIGlobal](#)
- You can also share the same content via email, using this link: <https://bit.ly/3qxJ1q1>



ASSA ABLOY

CAMDEN  
DOOR CONTROLS

dormakaba

**ADI**  
a resideo company

# Webinar Overview

---

604

Registrants

+ 69.7% YTD

246

Attendees

+ 61.8% YTD

106

New Leads

+ 165% YTD

41%

Attendance  
Rate\*

- 5% YTD

55%

On24  
Benchmark\*\*

*Excludes ADI employees and suppliers.*

*\*The percentage of registrants who became attendees.*

*\*\*The average attendance rate for all webinars, according to the 2020 On24 Benchmarks report.*

# On24 Console with In-Webinar Action Metrics

**3.9**  
Avg. On24  
Engagement  
Score\*\*

**50**  
Avg Minutes  
Viewed

The screenshot shows the On24 webinar console interface. At the top, it displays the ADI logo and the webinar title "Webinars Setting Up Touchless Access Control Systems". The main content area is divided into several sections: a "Presentation" slide titled "Did you know...?" listing touchless solutions (Biometric, Thermal, Wave-to-open, Mobile access, Door automation, Mid-range UHF); a "Resources" list with links to brochures and catalogs; a "Video" window showing a speaker, David Price; a "Speakers" list on the right with profiles for Eddie Sims, Benjamin Williams, and David Price; and a bottom navigation bar with icons for Ask a Question, Shop These Brands, and Take Action. The "Shop These Brands" section lists "Shop ASSA ABLOY US", "ADI Shop Camden US", "ADI Shop Dormakaba US", and "All Touchless Access Control Products US". The "Take Action" section features a call to action: "Building Resilient UPS Systems to Protect Mission Critical Applications" with a "Register for next" button.

**699**  
Related  
Resource  
Clicks

**33**  
Shop Brand  
Clicks

**11**  
Register for  
Next  
Webinar

\* Out of 60 minutes. On24 benchmark was 56 min avg. attended minutes in 2020.

\*\* On24's 10-point scale measuring webinar viewing minutes, questions submitted, polls answered, surveys complete and more. On24 Benchmark is 4.32

# In-Webinar Actions

18

ADI Website  
Visits

- 5% YTD

50

Avg. Time  
Attended\*

No change

11

Register for Next  
Webinar

- 8% YTD

699

Related Resource  
Clicks

+ 820% YTD

33

Shop Brand  
Clicks

+ 6.5% YTD

3.9

Avg. On24  
Engagement Score\*\*

- 10% YTD

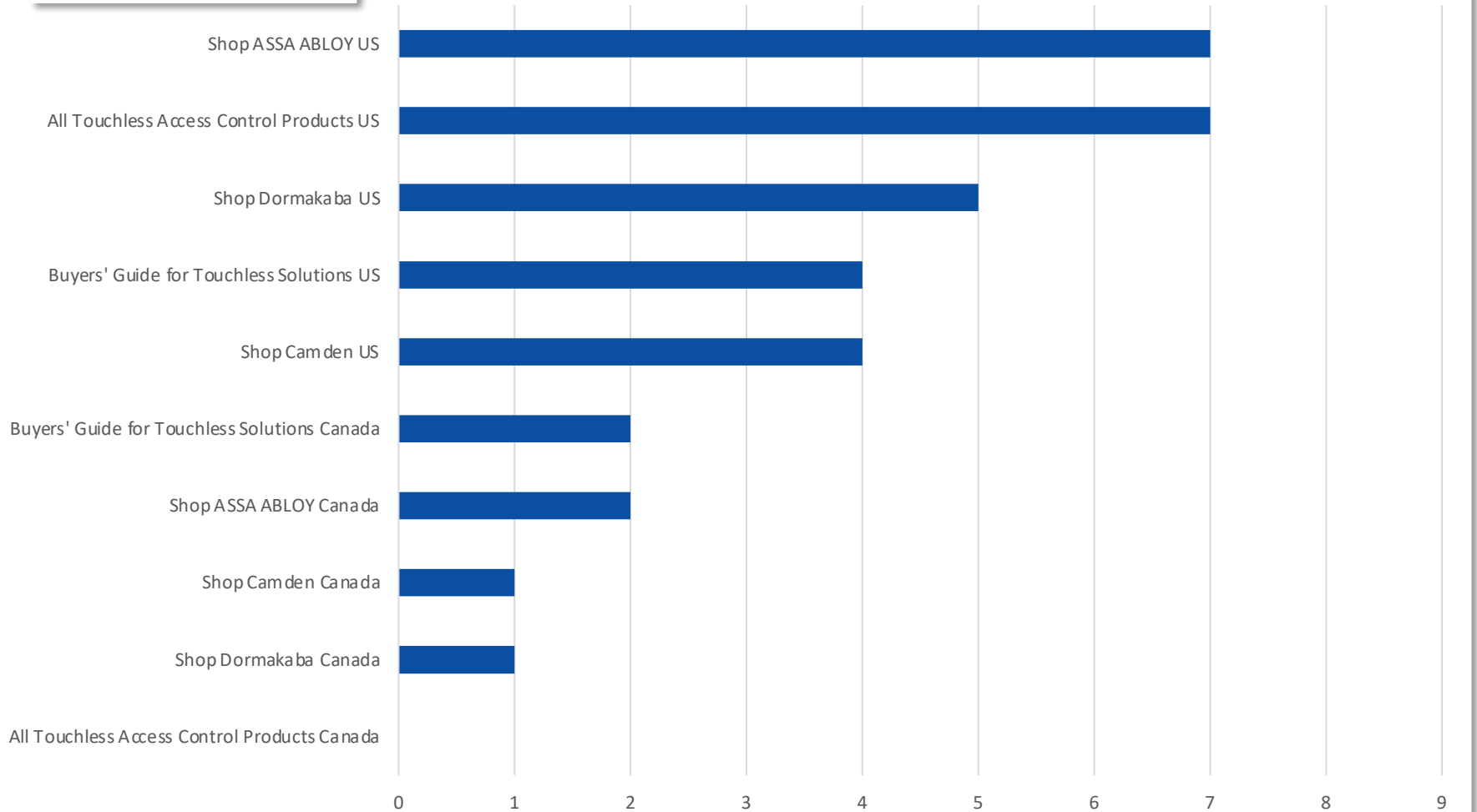
*Excludes ADI employees.*

*\* Out of 60 minutes. On24 benchmark was 56 avg attended minutes in 2020.*

*\*\* On24's 10-point scale measuring webinar viewing minutes, questions submitted, polls answered, surveys complete and more. On24 Benchmark is 4.32*

# In-Webinar Action Breakdown

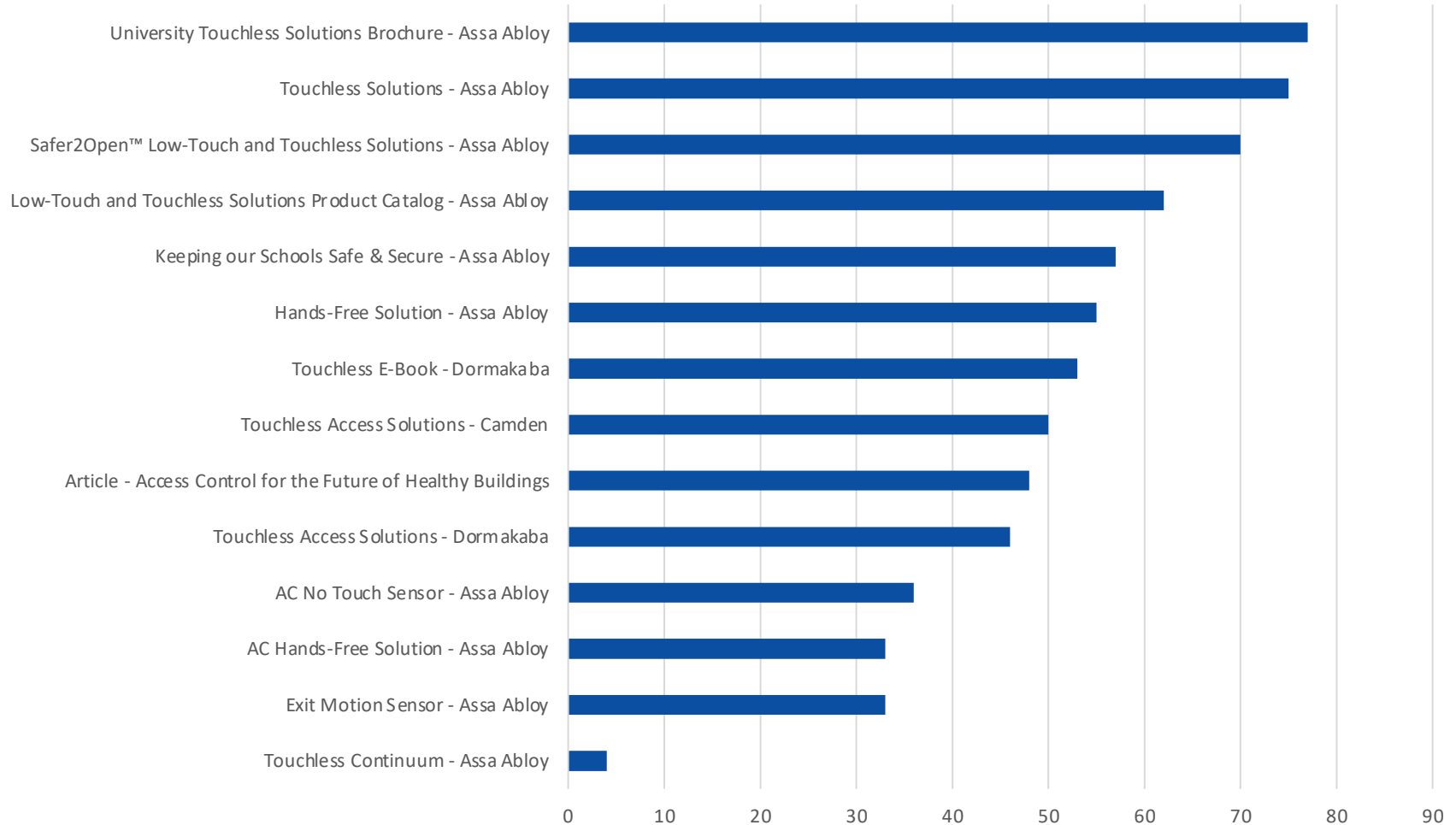
## Shop Now Unique Clicks



*Excludes ADI employees.*

# In-Webinar Action Breakdown

## Related Resources Unique Downloads

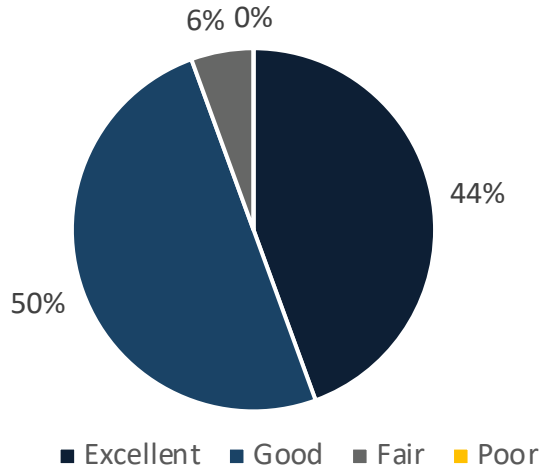


*Excludes ADI employees.*

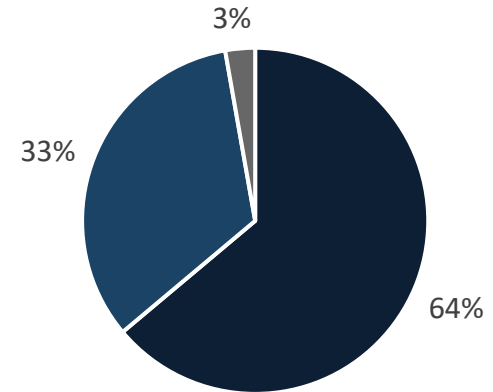
# Survey Responses

- 34 total survey participants, **+161%** response YTD
- 14% response rate, **+55%** response YTD
- 94% rated the webinar good or excellent

How would you rate this session overall?

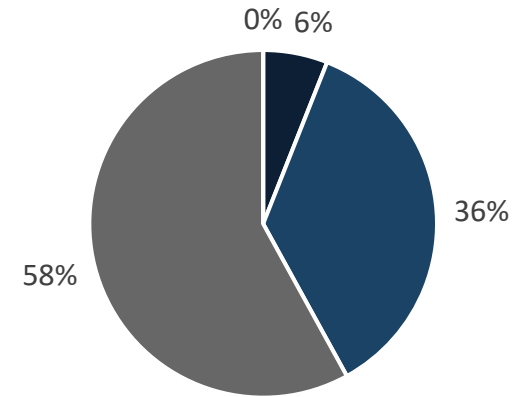


How helpful was this information?



■ Very helpful ■ Somewhat helpful ■ Not Helpful

How much of the information presented today was new to you?



■ All ■ Most ■ Some ■ None

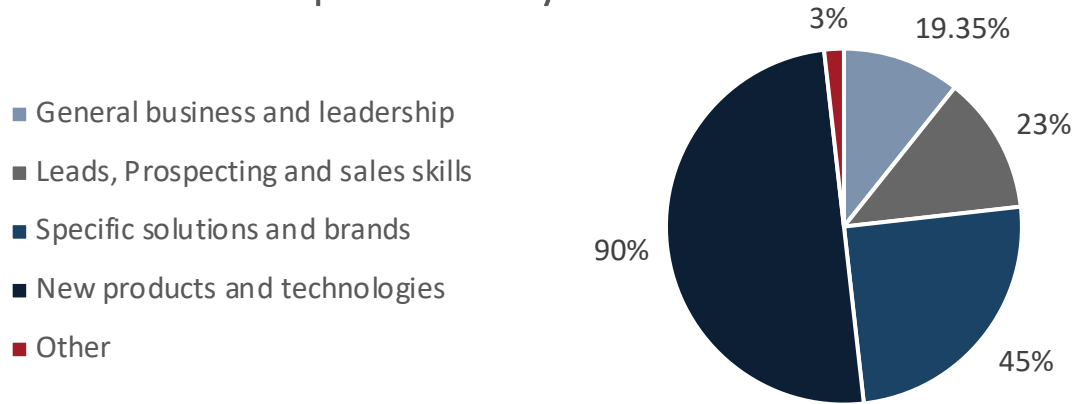
“ *These (webinars) are FANTASTIC.  
Don't change anything ...* ”

\*Required survey questions.  
Excludes ADI employees.



# Survey Responses

What topics would you like to learn more about?



Please elaborate on the topic(s) above.

Digging into specific solutions like you did here is great, and this would also be new tech so more of this.

How to better run and build our business is a high priority.

Always nice to know what is new and trending.

Analytics

Any time new products come out It's nice to see them and their application

Looking at products and equipment coming down the pike.

Marketing to the right Client

Mass Notification Systems

mobile credentials

specific vertical market solutions

utilizing cameras in conjunction with access control

# Survey Responses

---

Now that you've learned about this topic, what challenges would you like to learn more about?

Camera lens selection for day/night IP cameras

Cameras in relation to access control

Getting sales department on-line

Id need to know all the parts needed for this as well as selling ideas. Like where would my customer want to use this?

Network systems interface and configuration basics for security systems. Everything is network based and this basic knowledge would be very helpful.

Not quite as easy as just changing the switch, but doable .

This is somewhat out of our area of work however knowing this helps when talking with customers about there future needs.

Training/Certification from professional organizations and investigation into required codes.

camera analytics

case studies... industry specific solutions

wireless & BTLE integration solutions

# Survey Responses

---

What was your biggest takeaway?

The growth percentage projection for touchless technology

Just the realization that this is the future, Covid and whatever is next to come is not going away.

Touchless/semi-touchless options are abundant

automatic door opener standards

enormous sales opportunity ahead

Future growth

future potential

to always be open to the new products.

identifying the customer's needs and concerns to customize the touchless system and to what extent it needs to be contactless.

the amount of opportunities there are that can be addressed with touchless solutions

Expanding aspect to access system

I always comes down to what the customer wants and what it costs.

Industry will grow more than the quoted stat.

Information on codes, certification & training.

The Market is primed

# Questions Asked

---

The following questions were typed into the Q&A by attendees and answered over the air. View the replay\* for replies.

Whom can I contact for Hotel Lock installation certifications?

recently installed the touchless Noton 700 wave sensor. Is there a sensitivity

If the existing switch only has two wires to the ADO, how do you switch over to touchless that requires power ?

Do the automatic doors have sensors to prevent the door closing on a person? Much like a safety loop on a vehicle gate.

Is there an ADA Operator that does not need 120Vac at the door - where we can power it from our Lock power supply 24Vdc?

Question for David or Ben. Have you done anything with integrating facial recognition analytics from a security camera into door access system?

(AirWires) What name Brand has taken the lead in R&D of touchless systems?

(AirWires)How much Does touch free rely on wireless network strength and availability?

90% of my business is touchless integration with BTLE and phone apps.

(AirWires) Where can we gain training and partnership information?

How do I find the standards you touched on. ie. Adams, ASCI, etc.

\* See slide #2.