



North Bethesda Market Controls Access with Brivo Cloud-based Management

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Advanced access control for 900+ users in upscale shopping, dining, and residential complex

Bethesda, MD, June 20, 2012 – Brivo Systems LLC, leader in cloud applications for security management, today announced that the North Bethesda Market, located in North Bethesda, Maryland just outside Washington, DC, has installed Brivo ACS WebService® throughout the unique, mixed-use retail and residential complex. **ResponseTECH Inc.** is the integrator in charge of the project.

North Bethesda Market's centerpiece is the Market itself. With world-class shops and restaurants including Whole Foods Market, LA Fitness, Arhaus, Brio, and Seasons 52, this retail cluster is reminiscent of traditional urban marketplaces and town centers, including apartments above some of the shops. The mixed-use development offers 411 residential apartments in all, in addition to 200,000 square feet of retail space. North Bethesda Market is managed by The JBG Companies. Since 1960, JBG has been an active investor, owner, and developer in the Washington metropolitan area's real estate market.

North Bethesda Market's ACS WebService solution was installed as the new construction progressed from 2010 through 2011. At present, more than 75 doors are managed by the scalable Brivo system, including all entry points for the apartments, the elevators, throughout the parking garage, and at strategic locations in the retail shops and restaurants.

Summer Jridi is the General Manager for North Bethesda Market, and the main administrator of the Brivo system. "Brivo is beneficial because it's a web-based system, we don't need to be here on-site, and we can manage our property from anywhere, anytime. It's very user friendly, I've trained several people to work on the system, and we've really had no challenges so far."

The Brivo system features the ability to create and manage multiple user groups, each with different access privileges. North Bethesda Market manages approximately 900 users, divided into upwards of 15 separate groups, each with different day, time, and access point privileges. For example, apartment residents only have access to certain doors, consistent with where they live. Management is also able to control and document the use of amenities with the Brivo access control system.

In terms of reports, Jridi and her team use the system to provide a comprehensive look at what is happening at the complex when they log in each day. Should the need arise, management takes comfort in the fact that they have the tools to provide information to local law enforcement on who has used specific doors and when.

"I think the system is great," said Jridi. "Training is easy and we can customize it to our needs—it really makes a difference in improving the management of this very busy, diverse property."

Since construction was completed, North Bethesda Market has added at least five additional doors under management, and the system has the ability to add more should the need arise. "The scalability and flexibility is certainly there, and the overall ease of use is just great," concluded Jridi.

About Brivo Systems

Brivo Systems LLC is a SaaS-based security management systems provider for organizations that need to protect and remotely monitor buildings and perimeter entry points. When introduced in 2001, Brivo's Web-hosted physical access control system was a unique solution—after a decade of evolution and innovation, it still is. Brivo's groundbreaking physical access control and video solutions empower organizations by giving administrators real-time device control, including immediate visibility of security events and video in local or remote facilities—anytime, anywhere.

The company's innovative, secure, and open architecture-based products and services enable businesses to protect people and assets, comply with regulations, and improve business operational efficiency. These scalable systems—whether standalone or appliance-based or cloud-based—offer a solution for every type of business. Brivo's security management products are a market-proven fit for commercial office buildings, warehouses, retail stores, manufacturing plants, and sensitive areas, such as server rooms or R&D labs, where real-time control and accountability of entry are important.