



Frequently Asked Questions

Your Guide to All Things Blue Eye

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Industry Background

What is remote monitoring?

Remote monitoring refers to the practice of overseeing surveillance cameras and security systems from a distant location, often through the use of networked IP cameras. This technology allows for real-time observation and management of security footage without the need for physical presence on-site.

How has remote monitoring evolved over time?

Remote monitoring has advanced significantly from manned patrols to centralized stations with multiple live camera feeds. The evolution of technology, particularly with AI-driven advancements, has led to proactive alert systems and “talk-down” speaker technology, enhancing the efficacy of remote monitoring for crime deterrence and resolution.

What are the benefits of remote monitoring for property owners and businesses?

Remote monitoring provides a cost-effective solution for enhancing security outcomes. It reduces the need for physical patrols, improves response times to incidents, and offers proactive crime deterrence through real-time alerts and intervention.

What is the difference between proactive and passive remote monitoring?

Passive remote monitoring involves reviewing recorded footage after an incident occurs, while proactive monitoring uses AI algorithms to analyze live feeds. Proactive monitoring enables immediate response to potential threats, including issuing verbal warnings or notifying law enforcement to prevent criminal activities.

Why choose proactive monitoring over passive monitoring?

Proactive monitoring is more effective at preventing crimes in progress by enabling real-time intervention. This approach minimizes damages and increases the likelihood of catching perpetrators in the act, offering superior security compared to reviewing recorded footage after an incident.

What opportunities does remote monitoring present for resellers in the security industry?

Remote monitoring presents sellers with an opportunity to expand their service portfolio and capitalize on the growing demand for proactive security solutions. It enables sellers to offer value-added services to existing customers and tap into a sizable market that values real-time security monitoring.



Industry Background

How can remote monitoring enhance existing security solutions?

Remote monitoring can seamlessly integrate with existing surveillance systems, turning static cameras into real-time security tools. This integration adds a layer of proactive protection without requiring significant hardware investment, making it an attractive option for businesses seeking to bolster their security measures.

What is the current size and growth trajectory of the remote monitoring industry?

The North American remote video monitoring industry was sized at approximately \$4 billion, as of 2023. Excitingly, it is estimated that the industry is only 10% penetrated in terms of its potential. Raymond James expects the industry to grow to more than \$40 billion in annual revenue in the coming years.

Which industries show the highest growth potential for remote monitoring?

Industries such as multi-family housing, manufacturing, transportation and logistics, cannabis, and self-storage are identified as having the highest growth potential within the remote monitoring sector.

What factors are driving the rapid growth of remote monitoring?

Remote monitoring offers a superior price-cost ratio compared to manned guarding, leveraging technology for enhanced effectiveness. It significantly reduces false alarms, optimizing security operations and reducing waste. Continued advancements in data transmission, computing power, camera quality, and analytics will further propel industry growth.

Why is remote monitoring still considered a novel concept in many industries?

Despite its effectiveness and cost benefits, remote monitoring remains relatively unknown among property owners and business managers. Awareness of this service is gradually increasing as technology evolves and its advantages become more widely recognized.

How can remote monitoring benefit businesses compared to traditional security methods?

Remote monitoring offers cost-effective security solutions with real-time threat detection and intervention capabilities, minimizing risks and operational disruptions associated with conventional security approaches.



Industry Background

How can I leverage the growth of remote monitoring as a business opportunity?

The rapid growth of the remote monitoring industry presents significant business opportunities for resellers to capitalize on emerging security needs across various sectors. By offering our innovative solution, businesses can meet evolving security demands and generate steady revenue streams

What are the key advantages of transitioning from traditional security to remote monitoring?

Transitioning to remote monitoring enables businesses to reduce costs associated with manned guarding, enhance security effectiveness with real-time alerts and interventions, and streamline operations through advanced technology integration.

How can I stay informed about remote monitoring trends and developments?

To stay informed about remote monitoring trends, advancements, and market dynamics, sellers can refer to industry reports, participate in training programs, and engage directly with solution providers like Blue Eye for insights and updates.

What industries are most likely to benefit from adopting remote monitoring solutions?

Industries with complex security needs, such as multi-family housing, manufacturing facilities, logistics centers, cannabis businesses, and self-storage facilities, stand to benefit the most from the adoption of remote monitoring solutions.

How can I educate customers about the benefits of remote monitoring?

Educating customers about remote monitoring involves highlighting its cost-effectiveness, real-time threat detection capabilities, and potential for reducing false alarms. By emphasizing these advantages, sellers can demonstrate the value of adopting modern security solutions.



Our Solution

Who is Blue Eye and what sets you apart from competitors?

Blue Eye is a leading remote monitoring company with nearly 200 team members headquartered in Salt Lake City with over a decade of industry experience. We differentiate ourselves by offering highly flexible, tailored monitoring solutions that integrate seamlessly with all major camera brands, eliminating the need for costly hardware replacements.

How does Blue Eye go to market?

Blue Eye sells through a trusted network of resellers.

Resellers onboard the Blue Eye solution for a myriad of reasons, including our industry leading revenue share, the fact that we allow sellers to fully maintain direct customer relationships, our comprehensive onboarding / training process and our dedicated account management resources.

You say you are the industry's "most flexible provider", but what does that actually mean?

At Blue Eye, we understand that every site is unique. We empower our customers to set their own monitoring terms, including camera placement, monitoring hours, and more. We provide recommendations but ultimately enable customers to manage security on their terms.

What is Blue Eye's approach to hardware integration and installation?

We seamlessly integrate with existing camera systems without requiring rip-and-replace of hardware, reducing start-up costs and disruptions. Our agile approach ensures a smooth installation process with minimal impact on business operations.

While we integrate with nearly every major camera brand, we always confirm camera makes and models are compatible prior to signing a contract.

How does Blue Eye ensure reliability and peace of mind for customers?

Blue Eye prioritizes quality and conscientious service, delivering peace of mind through effective, reliable monitoring. We focus on doing things the right way, maintaining high standards of security and customer satisfaction.



Our Solution

What pain points does the Blue Eye solution address for customers?

Many customers we work with face similar problems. This typically includes the following:

- A site is facing frequent security threats and lack any sort of deterrence factor
- Manned guards are too costly (one full-time guard can cost upwards of \$50,000 annually, or \$4,100+ per month)
- Key stakeholders lack any sort of data on relevant security threats or general site activity
- Key stakeholders find themselves worrying after hours or on weekends about the wellbeing of their property

How quickly can Blue Eye deploy its monitoring solutions?

Unlike competitors with lengthy installation timelines, Blue Eye can rapidly deploy solutions, often within a week, assuming existing video security systems are in place. This agility allows for prompt implementation in response to urgent security needs.

What is the Blue Eye value proposition for end-customers?

Blue Eye delivers proactive crime deterrence, holistic security solutions, customization, innovative technology, and peace of mind. We offer real-time response, an intelligent platform compatible with all camera brands, site-specific protocols, advanced analytics, and a partner-friendly revenue share model.

Which industries does Blue Eye serve, and how does it tailor solutions for different sectors?

Blue Eye serves diverse industries including multi-family housing, manufacturing, biotech, transportation, retail, education, and cannabis. Each industry receives tailored solutions addressing unique security needs and pain points.

How can prospective clients learn more about Blue Eye's success stories and industry expertise?

Clients can request high-impact case studies and leverage Blue Eye's industry-specific expertise to understand tailored solutions for their security needs. Blue Eye welcomes inquiries and aims to demonstrate the effectiveness of its solutions through real-world examples.



Sales Process and Resources

How long does the Blue Eye sales cycle typically last?

The Blue Eye sales cycle is short, often taking only around two weeks from the initial meeting to a signed agreement, provided the prospect is engaged and has an existing video surveillance system in place.

What are the recommended steps for engaging with a prospective customer?

Begin with a 30 to 45-minute introductory meeting to discuss the Blue Eye solution, qualify the prospect, and plan next steps. Blue Eye sales support is always available to join an initial consultation to help communicate the solution's value. Next, it's highly recommended that you, or your subcontracted installer, conduct an on-site visit to assess current camera placement and discuss monitoring needs.

We have a Pre-Installation Site Audit checklist document to assist you in your on-site visit. Please reach out to request a copy of this document.

What happens after the initial meeting and site visit?

Following the initial meeting and site assessment, the next step is to prepare and present a proposal outlining one-time installation fees and ongoing monthly monitoring costs. An order form will capture essential details such as monitoring hours and escalation protocols.

How does the proposal process work?

The proposal will detail upfront installation costs and monthly monitoring fees, customized to the customer's needs. Once the customer accepts the proposal and completes the order form, Blue Eye initiates the onboarding process, making implementation seamless.

What sales and marketing resources does Blue Eye provide?

Blue Eye equips resellers with a comprehensive pitch deck, sell sheet, videos, and case studies, all of which is available in the Partner Portal. These resources support effective communication of the Blue Eye value proposition to customers.

Is there additional support Blue Eye can offer to advance a large opportunity?

Absolutely! For larger opportunities, Blue Eye can assist in creating custom materials to support your pursuit. We simply ask that you please provide ample notice prior to needing the materials. If we're unable to meet your requested needs, we will work to communicate that to you as soon as possible.

How does Blue Eye's revenue share program work?

Blue Eye charges a reseller a fixed monthly price. In turn, the reseller will bill their clients directly, retaining any amount sold above Blue Eye's pricing, creating a profitable revenue share. Blue Eye provides resellers with suggested retail pricing, which we've determined to be highly competitive based on extensive market pricing exercises.

What are the upfront costs associated with Blue Eye's monitoring solutions?

For fixed monitoring, upfront costs include the SmartHub server, talk-down speakers, and calibration fees. These costs can be passed through to the end-customer or marked up at the discretion of the reseller.

Can a reseller set their pricing above Blue Eye's suggested MSRP or retail prices?

Yes, resellers have the flexibility to set pricing above Blue Eye's suggested retail prices, allowing them to maximize profit margins based on market demand and competition.

How does Blue Eye support resellers in maximizing profitability?

Blue Eye's revenue share model ensures resellers can generate significant profit over the lifetime of contracts. By leveraging Blue Eye's resources and flexible pricing structure, resellers can capitalize on sales opportunities effectively.

For resellers seeking deal-specific pricing guidance, we are always available to provide our recommendations.



Contract Documentation

What is the purpose of the Order Form in the Blue Eye onboarding process?

The Order Form is a critical document that captures essential details about the customer's monitoring needs and terms of service. It specifies monitoring hours, escalation protocols, contact information, and contract terms. This form guides the onboarding process and ensures accurate service delivery.

Why is it important for the customer to complete the Order Form accurately and thoroughly?

Completing the Order Form accurately is crucial because it provides Blue Eye with the necessary information to effectively service the customer. It outlines protocols for handling escalations, specifies monitoring schedules, and details contract terms and fees.

Thoroughly completed form = happy end-customer

What is the Dealer Services Contract, and why is it significant?

The Dealer Services Contract is the formal agreement between the reseller and Blue Eye. It outlines the terms of representation and the obligations of both parties in the business relationship. This contract governs how the reseller represents Blue Eye to their customers.

What happens after signing and executing the Dealer Services Contract and Order Form?

Once these documents are completed and submitted, the onboarding process with Blue Eye commences. The next steps typically involve confirming logistical details for service installation and addressing any remaining onboarding needs.



Finalizing the Contract

What are the key site-related attributes that need to be confirmed before finalizing a contract with Blue Eye?

Before executing the final contract, it's essential to confirm:

- The property is fully constructed
- The site has existing internet with adequate speed
- The end-customer's expectation regarding additional camera installations, if applicable
- Compatibility of the camera brand with Blue Eye's solution

Why is confirming these site-related attributes important before proceeding with the contract?

Confirming these attributes upfront ensures a smooth implementation process. Failure to validate these details may result in delays in service initiation, affecting both the reseller and the end-customer.

What steps are involved in finalizing the contract with the end-customer?

Finalizing the contract includes negotiating key terms such as contract length and price per camera. The Reseller to Client contract template provided by Blue Eye will be customized with agreed-upon terms and a completed Response Protocol detailing service level agreements.

What is the Response Protocol, and why is it important in the contract?

The Response Protocol section of the contract outlines how Blue Eye will respond to security incidents on-site. It's crucial for setting expectations regarding escalation procedures and response times in case of suspicious activities.

This will function as a "living document" that we can work collectively to refine over time as we understand how the property responds to our service.

How do you initiate the contract once terms are agreed upon?

After adding key terms and completing the Response Protocol, obtain signatures from both parties to formally execute the contract. Send a copy of the signed contract to Blue Eye to initiate the onboarding process.

What happens after the contract is executed?

Once the contract is signed, invoice the end-customer for the down payment on remote video monitoring equipment. Confirm receipt of the down payment with the client and notify Blue Eye to assign an implementation technician to the project.



Implementation (Pre-Installation)

How is communication managed during the implementation process?

An assigned Blue Eye implementation technician will become the primary point of contact between the reseller, the end-customer, and Blue Eye. They facilitate communication and provide prompt responses to any questions or issues that arise during implementation.

What role does the implementation technician play in the project?

The implementation technician oversees day-to-day communication and ensures all parties are connected via email for ongoing updates throughout the implementation process. They coordinate the setup and integration of equipment to ensure a successful installation.

What should be done before proceeding to the equipment shipment and installation phase?

Before moving forward, it's important to ensure that all contractual and logistical aspects are in place, including confirming site readiness, obtaining the down payment, and assigning an implementation technician.

What are the next steps after finalizing the contract and initiating equipment setup?

After contract execution, the next phase involves coordinating equipment shipment, planning installation logistics, and ensuring a seamless integration process. Communication with the assigned implementation technician is key to achieving a successful deployment.

What happens after the site set-up down payment is made to Blue Eye?

After receiving the down payment, Blue Eye will ship the equipment within 72 hours. They handle all logistics, including packaging, labeling, and tracking of the shipment.

Upon request, we can accommodate faster shipments, as well as expedited shipping.

How does Blue Eye coordinate the shipment of equipment?

Blue Eye will ship the equipment to a delivery address specified by the reseller. The equipment can be sent directly to the reseller, a third-party installer designated by the reseller, or directly to the end-user at the site, depending on the arrangement discussed with the end-customer.



Implementation (Pre-Installation)

When does the reseller need to provide shipping address information to Blue Eye?

It's important to provide the shipping address as soon as possible to ensure timely delivery of the equipment.

What is involved in planning for the day of installation?

Planning for installation involves conducting a site survey to assess the installation environment and any specific requirements. This survey is crucial to developing an installation plan based on the site's unique characteristics.

Why is conducting a site survey critical before installation?

Every site is different, and a site survey helps identify nuances that may affect the installation process. It allows the installer to plan equipment placement and address any wiring considerations.

To assist in this process, we've created an excellent Pre-Installation Site Audit document for the installer to leverage to ensure all key considerations are addressed. Please contact us for a copy of this document.

Who conducts the site survey, and what is the purpose?

The installer conducts the site survey to assess the physical environment and gather information needed to develop an installation plan.

What does the installation plan entail?

The installation plan includes details on equipment placement and wiring considerations based on the findings from the site survey.

How is the installation date scheduled?

The installation date is scheduled in coordination with the end-customer and Blue Eye to minimize disruption at the site. Communication among all parties will help ensure a smooth installation process. When in doubt, feel free to over communicate with us - that's what we're here for!



Implementation (Pre-Installation)

What hardware is required for the installation of Blue Eye remote video monitoring?

The hardware required includes the Blue Eye server, IP speakers, a 1 by 8 port unmanaged PoE switch, appropriate Cat5 or Cat6 Ethernet cables, and a power strip or surge protector if needed. Additional equipment like PoE converters or access points may be necessary depending on the project scope.

Who provided what hardware for the installation?

The Blue Eye server and IP speakers will be sent by Blue Eye once the equipment deposit is received. All other equipment, except for the server and speakers, must be provided by the installer.

What tools are needed to conduct the installation?

Tools required for the installation include a ladder, drill with drill bits, screwdriver kit, cable toner for testing cables, RJ45 crimper for cable installation, and a laptop for on-site testing.

Who is responsible for ensuring all necessary hardware and tools are ready for installation day?

The installer is responsible for confirming they have all the necessary hardware and tools packed and ready for installation day.



Implementation (Installation)

What are the key steps involved in the installation process of Blue Eye remote video monitoring?

The installation process is broken down into four key steps:

- **Step 1:** Connect the Blue Eye server to the client's preferred port and assist the Project Manager with NVR/camera integration.
- **Step 2:** Run and mount the IP speakers, ensuring proper cable runs and labeling for troubleshooting.
- **Step 3:** Notify the Project Manager once speakers are installed for integration into the monitoring platform and testing.
- **Step 4:** Take a final picture of the network equipment, focusing on the Blue Eye server, and ensure the client's management team knows its physical location for future reference.

How should installers handle specific tasks during the installation process?

Installers should assist the Project Manager with identifying NVR/camera network settings, activate internal microphones in speakers if needed, and ensure proper integration and testing of all installed components.

What should be done if the NVR or cameras require a reset during installation?

If the NVR or cameras require a reset due to unknown login credentials, please be sure to share the new credentials with your assigned Blue Eye Project Manager so that they can facilitate integration with the Blue Eye server.

How should IP speaker installations be handled for optimal performance?

Ensure speaker cable runs are under 250 feet unless a PoE injector is used, activate hidden internal microphones if applicable, and label all speaker cables for easy troubleshooting.

What should be done after completing the installation steps?

After completing installation steps, notify your assigned Blue Eye Project Manager for integration and testing, and provide necessary information to the client's management team for future maintenance or troubleshooting.

Who should be contacted in case of questions or issues during the installation process?

Installers should reach out to Blue Eye's Project Manager or support team for any questions or issues encountered during the installation process.



Implementation (Post-Installation)

What occurs after the installation of Blue Eye remote video monitoring is complete?

After installation, our Implementation Tech will schedule a call to discuss property pain points, emergency contacts, and finalize protocols for the site to ensure everything is set up correctly and meets your needs.

Why is the post-installation call crucial?

The post-installation call ensures that all important details are clarified and protocols are finalized to optimize the monitoring service and address any property-specific concerns.

What happens after the post-installation call?

Following the call, you will receive an onboarding email summarizing key details discussed and introducing your Customer Success Team, who will provide ongoing support during the onboarding phase and beyond.

How does account billing work for Blue Eye remote video monitoring services?

We generate invoices for initial setup fees, ongoing monitoring services, and any additional charges for your customer. As the reseller, you invoice your clients directly, while we send invoices to you based on our agreed-upon billing schedule.

Who is responsible for managing payments and addressing outstanding balances?

We monitor payments and follow up on any outstanding balances or late payments, ensuring smooth financial transactions between you, your clients, and Blue Eye.

What is the purpose of the 30-day calibration period post-installation?

During the 30-day calibration period, we closely monitor the system's performance to ensure optimal functionality. Any issues or adjustments needed to enhance system effectiveness are promptly addressed during this period.

What support is available after the installation and during the 30-day calibration period?

Your Customer Success Team remains available to provide ongoing support and assistance, addressing any questions or concerns you may have during and after the onboarding phase.



Implementation (Post-Installation)

How can I reach out for assistance or clarification during post-installation and beyond?

At this point in the process, you will have an assigned Customer Success resource who is there to assist you at any time. Feel free to contact them with any questions or concerns. Our team is here to guide you through each step of the process and provide the support you need for a successful monitoring experience.

What can I expect from Blue Eye after the installation is completed?

Regular engagement from our Customer Success team. We will continue to optimize the system's performance and reach out to address issues as needed.

How does Blue Eye leverage dashboards and reporting for transparency and data insights?

Blue Eye utilizes dashboards and reporting to provide transparent access to key performance indicators (KPIs) for both resellers and end customers. These KPIs offer insights into site activity, traffic patterns, false alerts, and solution effectiveness over time.

What types of data are tracked and shared through Blue Eye's dashboards and reports?

Blue Eye tracks various data points, including traffic composition, areas with high false alerts, and outcomes of suspicious activities. These insights help identify areas for improvement and demonstrate the effectiveness of the remote monitoring solution.

How does Blue Eye use data to demonstrate value and accountability?

By analyzing data in real-time, Blue Eye can demonstrate the value of its solution by showing the impact on deterring unwanted activity and reducing security risks. If outcomes are not meeting expectations, Blue Eye actively seeks feedback to make necessary adjustments for improvement.

How can resellers and customers request reports and access data from Blue Eye?

Resellers and customers can request reports and access data through Blue Eye's dashboard platform. The data is presented in a user-friendly format with non-technical descriptions, allowing for easy interpretation and actionable insights.

Is Blue Eye continuously improving its dashboard and reporting capabilities?

Yes, Blue Eye invests in enhancing its dashboard and reporting features by adding new data points and improving user experience. Feedback from partners and customers is welcomed to refine data presentation and deliver more impactful insights.

What is the frequency of data updates on Blue Eye's dashboards?

Blue Eye's dashboards provide real-time data updates, ensuring that resellers and customers have access to the most current information about site activities and security outcomes.



Still have unanswered questions?
Please reach out to sales@goblueeye.com
and we'll get back to you ASAP.