

# you already run a 24/7 monitoring center. now it watches **the whole site**, not just intrusion.

Every alarm, camera and access control you install already gives you a recurring monitoring relationship. With AstreaIoT, that same center watches water, energy, climate and access —everything happening on site— and adds your client a service that's **hard to cancel**.

**WE DON'T JUST MEASURE** We tell your client **what to address and when** —a leak, a door left open after hours, a panel overheating— over WhatsApp. You run your center; we provide the platform and the recipes.

• the same platform already operating in shops, offices and plants across mexico

## WHAT YOU GAIN

### 01 • NEW SERVICE

#### something more to sell

IoT sensing as an **add-on service for every account** you already monitor — without a second sales team.

### 02 • RECURRING

#### you already have the model

You already charge a 24/7 monitoring subscription; this adds layers to the **same monthly bill**.

### 03 • STICKIER

#### accounts that don't leave

Each extra sensor **ties the account tighter** to your center — leaving costs more.

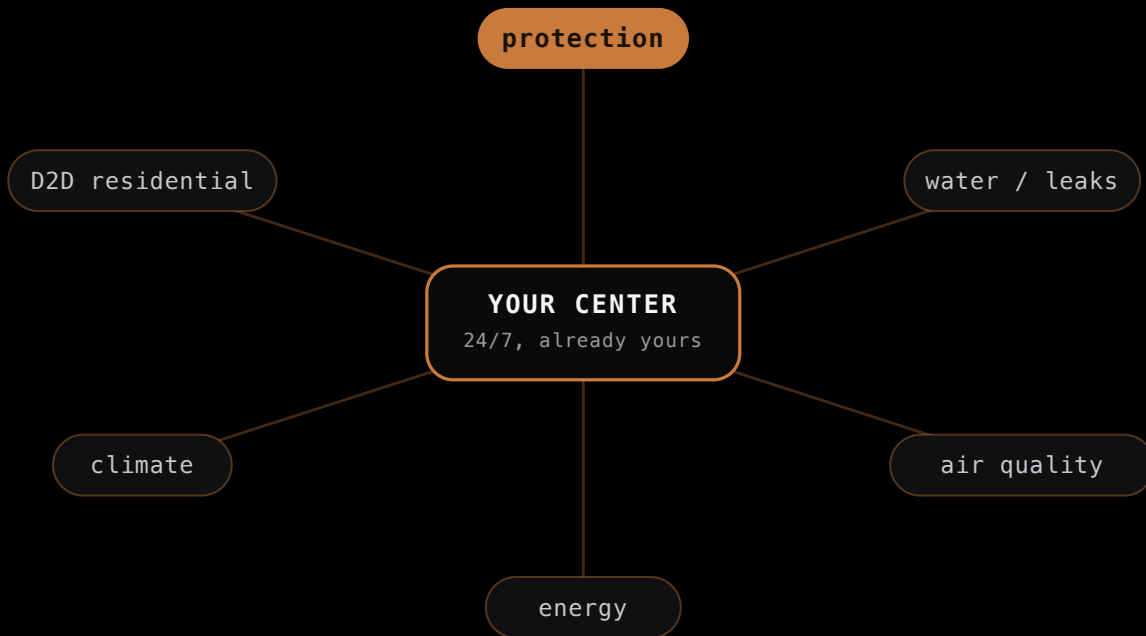
### 04 • NO NEW TEAM

#### you install, we operate

The platform, the recommendation engine and the **meters** are on us.

# you start with protection. you extend to **the whole site.**

IoT sensing mounts on the same accounts you already watch 24/7. Protection is your core —what you already do—; from there, the same client opens every adjacent layer.



● **protection** – your core (what you already do)

○ **expansion** – the layer you add to the account

## YOUR CORE: PROTECTION

Critical doors · perimeter intrusion · after-hours presence · panic button — they mount on what you already install. The same center, now **with context**: not just "it opened", but "the cold-room door opened at 3am".

**ACCESS · COMPLIANCE** And the access and condition evidence feeds your **client's compliance** — who entered, when, under what conditions. We don't certify or audit: we generate the proof, in your client's name.

• ONE ACCOUNT, MANY LAYERS

# every account you already watch is one more layer you can **sell**.

Example: an office or shop. The same principle in a warehouse, plant or home — sensing mounts on the account your center already watches. **You add only the layers that apply.** The color says whether it's your core or an expansion:

● **core** – protection (what you already do) ● **expansion** – the new layer you add



- |  |  |
|--|--|
| <b>1</b> rooftop · equipment access<br>restricted access to machine room and antennas                | <b>2</b> perimeter intrusion<br>the perimeter you already cover, now in the same panel |
| <b>3</b> after-hours presence<br>movement when there shouldn't be any                                | <b>4</b> water leak<br>alert in minutes, before the damage                             |
| <b>5</b> air quality · CO <sub>2</sub><br>site conditions and comfort                                | <b>6</b> panel energy<br>consumption and overheating                                   |
| <b>7</b> server room<br>restricted access + rack temperature   | <b>8</b> panic button<br>to your center, instantly                                     |
| <b>9</b> main entrance · dock ★<br>ground-floor access control — who enters and when, on your center |  |

## ★ IT ALL MOUNTS ON YOUR CENTER

You already have the account, the center and the monitoring relationship. IoT sensing adds layers — water, air, energy— to the same bill. **One account, several subscriptions you charge** — and an account harder to let go.

# security is the hook. monitoring stays.

The smart-home security stack you install in one visit — and the client who wants 24/7 monitoring moves it to your center + platform. **The color says how you charge:**

● **turnkey** — local, one-time ● **recurring** — monitoring on your center + platform



**1 water tank · cistern ★**  
water level — alert to your center before they run dry

**3 gas detection**  
a detector you install, with optional shutoff

**5 air quality**  
home conditions, to the app

**7 doors and windows**  
the security contacts you install

**2 water leak**  
kitchen and baths — 24/7 alert, before the floor is ruined

**4 climate by room**  
comfort the client controls locally

**6 presence + scenes**  
presence lighting and away mode, local

**8 home energy**  
consumption to the app

## ★ HOOK THEM WITH SECURITY, BILL THE MONITORING

You hand over the **cameras, contacts and scenes in one visit** (one-time); the **24/7 monitoring — intrusion, water, gas**— on your center + platform is the subscription that keeps billing. One home, a single gateway.

## TWO WAYS TO OFFER IT

WITH YOUR CENTER + PLATFORM ·  
RECURRING

### monitoring as a service

Protection and every adjacent layer on your 24/7 center. The client pays the monthly subscription —the one you already charge— with **more value on top**. This is where the recurrence and the data that recommends what to address live.

→ monthly rev-share on your subscription

LOCAL · NO MONITORING · ONE-TIME

### turnkey installation

For those who just want the equipment: alarm, cameras and contacts that run **locally, with no center or subscription**. One-time sale and install — you charge for hardware and labor.

→ hardware margin + installation

Hook them with the install; move up to monitoring when the client asks. Local is the simple path; if they later want a 24/7 center + IoT layers, you move them to your platform — and it turns recurring.

## THE MODEL · THE LADDER

ENTRY

### authorized

Base margin, standard support.  
You start with a pilot account.

SCALE

### certified

Higher margin, priority SLA,  
certified recipes.

STRATEGIC

### premier

Premium margin, dedicated  
support, possible regional  
exclusivity.

### you run your center (L1), we're L2.

You install the low-voltage and serve your client; we provide the platform, the homologated sensors and the recommendation engine.

### co-brand: "powered by AstreaIoT".

Your brand and your center up front; white-label reports as a premium option.

## your next account, with the whole site under control.

Let's design the **first pilot** together with one of your accounts — every layer you add is **new income on a bill you already charge**, with no acquisition cost. You see the extra recurrence and the stickiness before scaling.

**getting started is easy:** no inventory, no joining fee · we train you · start with one pilot account

[contacto@astreatechnologies.com](mailto:contacto@astreatechnologies.com)   [astreaiot.com](http://astreaiot.com)   Monterrey, MX