

# ***Play it SAFE™ ...Plan to Profit from Security!***

## **Guaranteed Lower Risks + New Revenues = Return On Investment**

Navigance's *SAFE System solution* offers much more than mere video surveillance and secure access. In many cases the security aspect is almost a secondary benefit to the protection provided to your business from unnecessary insurance claims or deductibles, improved safety and increased productivity. We guarantee to demonstrate how to lower your risk profile, and ultimately reduce your cost of doing business!

### **WHAT YOU'VE BEEN TELLING US ...**

Today, security is more frequently becoming a feature your customers require, however your struggle is; finding the best value in a system solution, who maintains it, and finally, how to afford it... The good news is, by investing in a new system some operators are reporting up to 50k in savings by avoiding claims and deductible cost. Also, we discovered a new trend from an operator who is generating 3k per month in revenue from transient security fees. So can a *SAFE Security Solution* actually become a profit center? The answer is clearly, Yes ...

Offsetting these costs is not only smart business, but the idea of sharing a new system cost with tenants adds even more value while saving them the worry and initial cost. Another concept worth exploring is the idea of re-selling the constant monthly services such as weather, flight tracking and wireless internet to tenants. With all delivered via the Internet now, these services might be offered as a value add and reduce everyone's cost. (*Note: A recent report showed lowering overhead by 5% is the same as a 30% increase in sales.*) And finally, video archives can, in one incident, save as much as the cost of an entire system. The fact that employees tend to follow safety procedures more closely when video surveillance is in place is an added bonus.

### **IS A LEASE /PURCHASE The ANSWER?**

Navigance has teamed with national leasing firms to offer very competitive, bank rate lease/\$1 purchase programs and especially attractive to customers with a CAPEX budget dilemma or for those who want to preserve their local credit line.

Not only can the lease program cover your *SAFE system*, but you might want to consider the option of a lease Line Of Credit for other equipment purchases like GSE, crew cars or an IT network upgrade.

### **NOW LET'S LOOK AT SOME NUMBERS ...**

The 3 step *SAFEPlan ROI Estimator* is an easy to use tool as shown in the example on the following page, and shows automatically calculated monthly system cost, savings/revenues and cash flow with the resulting Return on Investment. This valuable resource created by Navigance is now available by request. Think creatively; including commercial and corporate hangar tenants is a win/win situation as they will appreciate the benefits, including the option of remote camera views of their aircraft and controlled access. Should the Shared Internet Services section not appeal to you, zero those values. If you'd prefer a temporary fuel flow fee rather than other fees, use it and zero the rest. This simple tool also estimates the cost of leasing plus takes the guess work out of investing in security!

With years of GA experience, our Team developed this tool to help you determine bottom line impact of a SAFE System investment.

Steps 1 & 2 estimate monthly cost and TenantShare revenues from customers benefiting from remote camera viewing and optional Shared Internet Services, while Step 3 adds Savings/Revenue summary offsetting direct costs.

*Simply replace the green numbers in the 3 Steps below with your figures to calculate monthly cost, savings and RO*

<b>STEP 1 Proposed Cos</b>	
Enter SAFE System & LOC Cost	<b>\$200,000</b>
60-mo Lease OR Amortization	\$4,152
Customer Care & Virtual IT Support	\$167
Maintenance Service Program	\$833
<b>Monthly</b>	<b>\$5,152</b>
<b>Annually</b>	<b>\$61,820</b>

<b>STEP 2 TenantShare™ Program Options</b>				
Enter Tenant # and Fee:	# Tenants	SAFE System	Monthly	Yearly
Tie Downs		\$5	\$0	\$0
T Hangar		10	0	0
Corporate Hangar	21	150	3,150	37,800
Commercial	4	150	600	7,200
Transient Security Fees	50	15	750	9,000
<b>Shared Internet Services</b>				
Aviation Weather Service			0	0
Flight Tracking Service			0	0
WiFi Wireless Internet			0	0

*Let us show you how to calculate your ROI, and pay for your SAFE System!*

<b>STEP 3 Savings</b>	
Enter Total Annual Savings	\$50,000
Annual Net Savings	\$50,000
Net Monthly	\$4,167

<b>Annual RETURN ON INVESTMENT</b>	
Annual Net Savings	\$50,000
Annual Investment	\$75,000
<b>Annual RETURN ON INVESTMENT</b>	<b>66.67%</b>