

From Securing Buildings to **Protecting People**

Helping resellers deliver personal safety experiences that create recurring revenue and lasting customer relationships.



PERSONAL
SAFETY & SECURITY
MADE SIMPLE

For resellers ready to evolve beyond traditional security offerings.

The World Has Changed— So Have **Customer Expectations**

Four forces reshaping the security and services market



Traditional security was built around buildings and infrastructure. Today, customers are focused on **personal safety** and peace of mind.



Safety concerns are personal and daily



Threats are unpredictable and no longer location-bound



Customers want protection wherever life happens



One-time installs don't meet ongoing safety expectations

Resellers who continue to focus only on buildings risk becoming peripheral in a people-centric world.

The Risk Isn't Technology— It's **Relevance**

Traditional Security Engagement

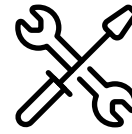


No Interaction



Next Need?
Another Provider

Modern Safety Engagement



Connected Experience



Ongoing Interaction



Expanded Services

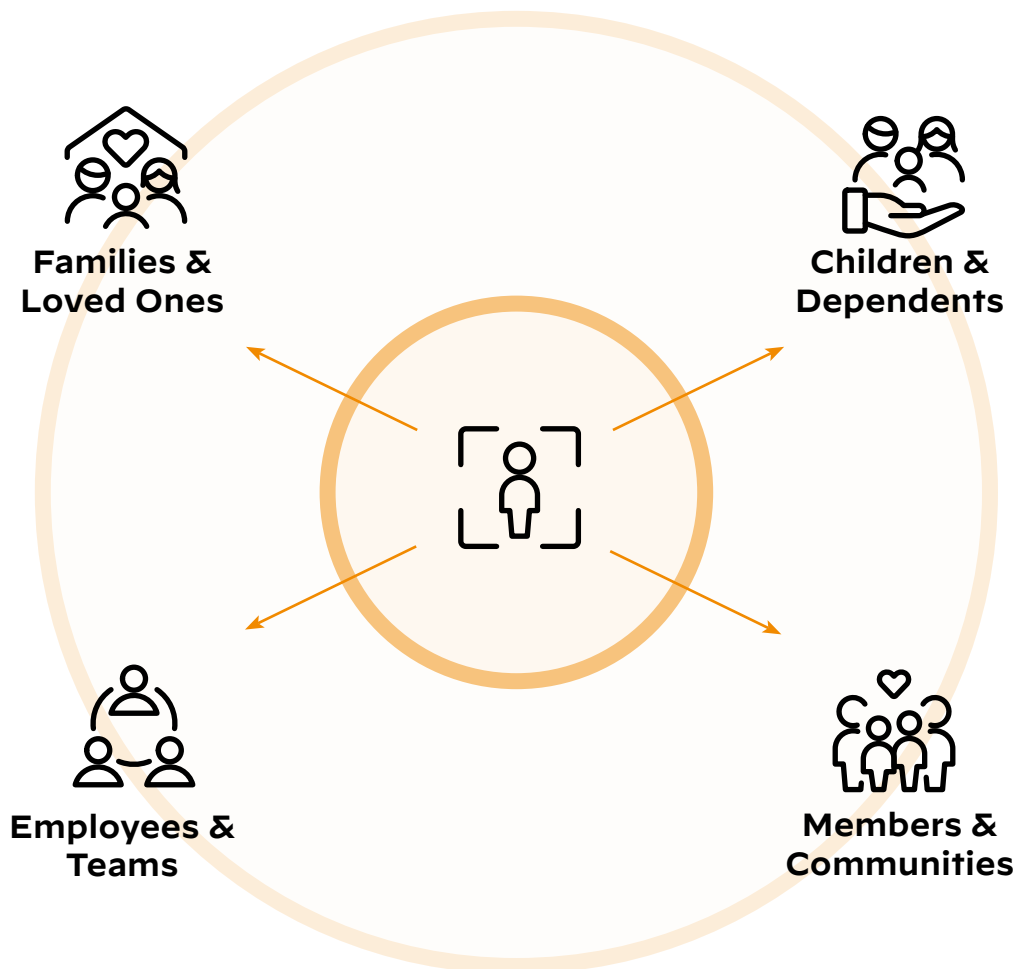
- Installers disappear after the install
- Engagement ends once the system is live
- Relevance fades as needs evolve
- Relationships are transactional and fragile

- Continuous engagement beyond install
- Safety follows the person, not the building
- Relationships grow over time
- Resellers stay present in daily life

If you're only present at installation, you're optional.
If you protect people, **you're essential.**

Personal Safety Is Shared

Safety is no longer an individual concern—it's collective.



A single connection enables engagement across an entire family or organization—creating stronger relationships and greater long-term value.

From Installers to Safety Partners

Ocufile Helps Resellers **Grow Beyond Installations**

Grow Beyond Installations



- Deliver safety as a service
- Increase customer value
- Expand accounts over time

Engage Daily



- Stay connected
- Provide peace of mind
- Become a trusted partner

Unified Experience



- Devices & Apps
- CORE Platform
- Personal & Shared Safety



Devices

Apps

Personal & Shared Safety

One Platform. One Experience. Endless Expansion.

A Practical Foundation for Delivering Personal Safety **Experiences**

We handle the complexity—so you can focus on:

- Serving your customers
- Strengthening trust
- Growing long-term value

Ocufile enables resellers to:



Extend safety beyond buildings

Deliver protection wherever life happens



Engage beyond the original buyer

Expand services to families, employees, teams, and communities



Deliver daily peace of mind

Stay present in your customers' lives



Own the customer relationship

Build relevance and trust through ongoing engagement



Create recurring revenue

Monetize safety as a service, not just security as a system



Scale without complexity

Leverage a proven, subscription-ready platform for growth



Resellers who protect people—not just places—**become essential.**

More Than Security— A Lasting Relationship

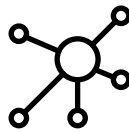
The result of delivering personal safety experiences:



Stronger emotional connection



Increased customer value



More touch points in daily life



Clear differentiation in the market



Lower churn, higher retention



Recurring revenue growth

Ocufile adapts to your business—not the other way around.

The future belongs to resellers who **build relationships, not just systems.**



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Protect People.

Deliver Peace of Mind.

A connected platform for resellers
ready to move beyond buildings.

Powered by OcuFii

Explore partnership opportunities
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