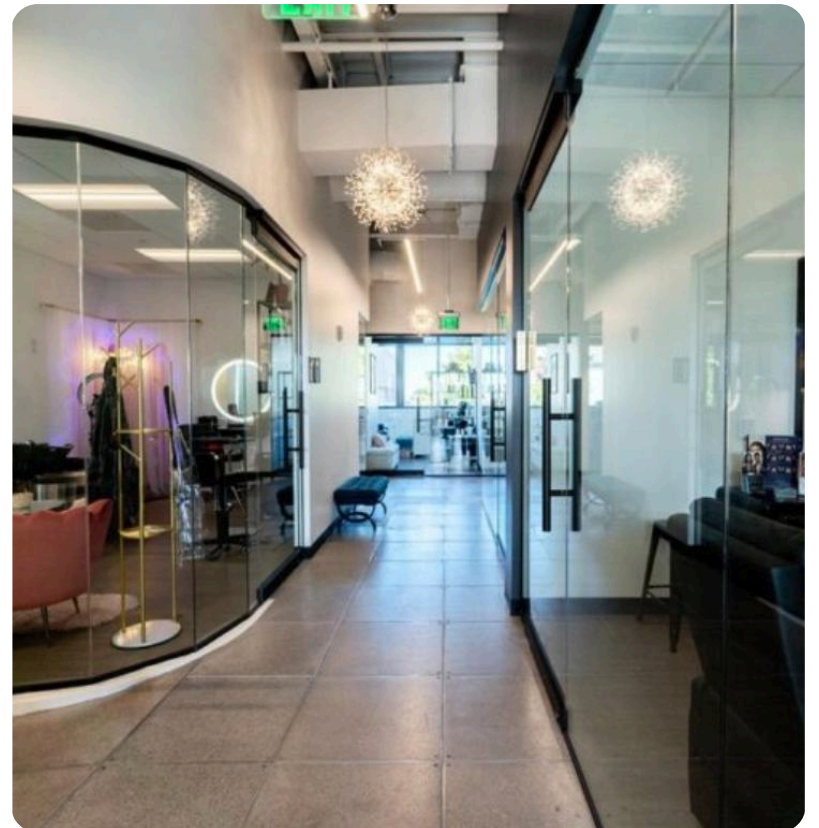


How Swiftlane Helped Image Studios Create a Safer, Smarter Access Experience for Their Image Pros

Property Overview

Image Studios is a high-end salon suite concept, where independent beauty entrepreneurs called Image Pros, run their own businesses inside private studios. Each suite is operated by a stylist or beauty professional who manages their own business, clients and schedule.

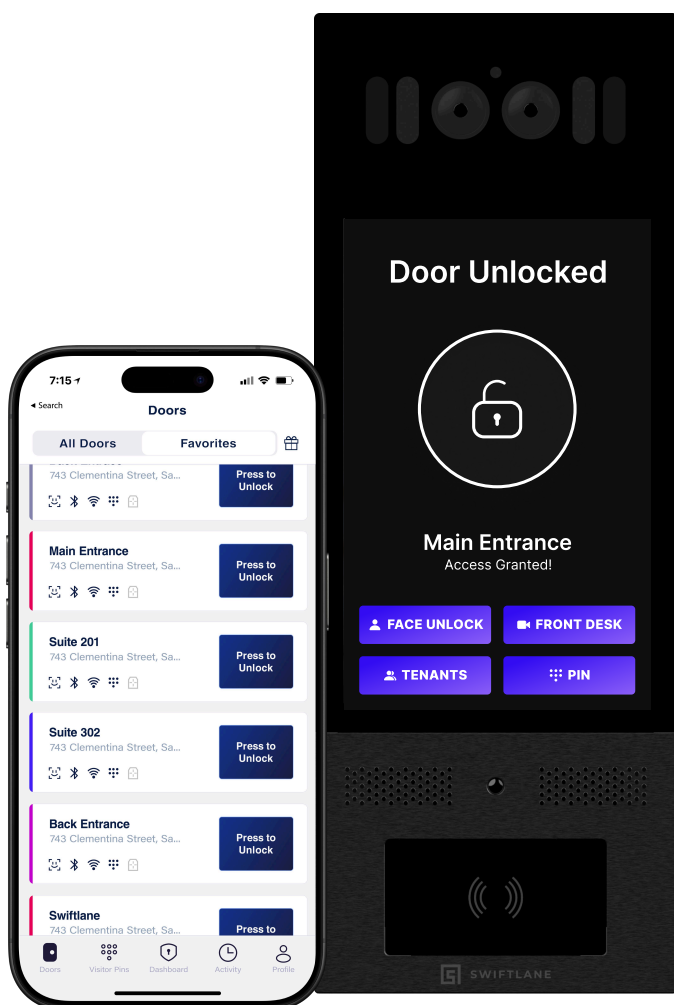
At Karen Wells' Image Studios in California, the front door stays locked 24/7 for safety. At the same time, stylists still need a simple, reliable way to let their clients in and manage visitor access throughout the day. There's no front desk or staff at the door, so the access control system has to do it all.



Selecting the Right System

When Karen opened her salon suites, she was starting from a blank slate. The space was new construction, which meant she could choose the right system from the beginning. Access control was one of the biggest decisions.

She wasn't a tech person and wanted something that wouldn't be complicated to manage. Her low-voltage contractor introduced her to Swiftlane, and it immediately felt like the right fit.



"Our vendor recommended Swiftlane for our front door, and I was pleasantly surprised by how intuitive it was, Karen said. From day one, it's done exactly what we needed it to do."

- Karen Wells, Owner of Image Studios, Alameda

Why Swiftlane

Salon suites are different from apartments or offices. Each tenant runs their own business, but they all share one front door. That means dozens of people and their clients come and go every day. For that kind of building setup, the system needs to be flexible, secure and easy to manage. Swiftlane checked all those boxes.

"The software is very intuitive, Karen said. It's simple enough for me to use and explain, and the tenants love it. They like being able to issue a PIN, see who used it, or get a picture of someone buzzing in. It's very secure but easy to manage."

The convenience of being able to buzz in a client or issue a temporary PIN without leaving a chair has been a big win for the stylists.

Implementation

Swiftlane was installed during construction and has been running smoothly ever since. Karen manages the entire system herself without needing IT help or a management company and it's become one of the tools she relies on the most day to day.

"It's been 100% flawless, im so confident in telling new tenants how to use it. They get an email, follow the steps, and it just works. When I'm showing a space to a new stylist, I'll even issue them a one-time PIN so they can come back later with a friend. It's a great way to show how simple it is and they love that they can do the same thing for their clients."

The simple setup Swiftlane offers makes onboarding new Image Pros fast and effortless. Tenants can be added, set up and managing their own access in minutes.

Safer Access, More Peace of Mind

Safety is a huge priority for both Karen and her tenants. With Swiftlane, everyone has visibility into who's entering the building and when, right from their phones.

"People really appreciate that they can see a picture of who came in, Karen said, it helps them feel secure, especially since we don't have front desk staff."

If something doesn't look right, it's easy to pull up who came in and when with Swiftlane. For a building without front desk staff, that extra visibility makes a big difference day to day.

The Swiftlane Difference

Swiftlane has become part of the daily rhythm at Image Studios. Karen uses it almost every day, and the Image Pros rely on it to manage client flow and keep their businesses running smoothly.

"I use it almost every day. It's intuitive, it's secure, and it gives everyone peace of mind. It checks all the boxes and gives us the security we need."

By removing the need for keys, communal codes or front desk staff, Swiftlane helped Image Studios maintain a professional, secure and effortless experience for both tenants and their clients. It's become a vital system that does exactly what it should and it just works.