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ONITY EAC USER GROUP GIVES EDUCATION CLIENTS 'DIRECT VOICE' IN SHAPING CAMPUS INVESTMENTS

Education customers help shape future products and services for Onity

The sixth annual Onity EAC User Group Conference took place at Disney World in Orlando, Fla., this past October, providing a personal level of customer service.

In addition to peer-to-peer networking, the EAC, which is held every year in the fall, offers a platform for Onity's Education customers and other invited attendees to share insight that influences the development of Onity's products and services.

Onity, one of the world's leading providers of electronic locking solutions, is part of UTC Fire & Security, a unit of United Technologies Corp. (NYSE:UTX) "The EAC gives everyone such a great opportunity to have a direct voice into the development of products that we've invested in so heavily and determine how useful the product is going to be for us in the future," says Doug Gerbitz, OneCard project lead at Madison Area Technical College in Madison, Wis., and a five-year EAC attendee.

"The event essentially allows for a two-way conversation between a client and a strategic business partner," Gerbitz says. "That type of relationship is incredibly rare – and it is the high standard by which I measure all vendors. Why choose a vendor that gives you upgrades you don't need and solutions to problems you don't have? A cutting-edge partner, like Onity, listens to and acts upon actual customer feedback to address specific needs and provide enhancements a client has actually requested."

Gerbitz was joined by almost 50 higher-education representatives last year to discuss issues and ideas from the following areas: housing; one card; facilities; campus safety and security; information technology; administration; and lock shops.

While the EAC has become an annual tradition for many attendees, it can also benefit first-time participants and new Onity customers through product training sessions and valuable networking opportunities.

Hubert Staten, residence life coordinator at Texas State Technical College at Marshall and a first-time attendee of the 2007 EAC Conference, says he was eager to learn about Onity's overall operations while simultaneously making connections and building relationships with other users.

"I didn't know anything about Onity until I was introduced to them a couple of years ago, so I couldn't wait to experience the training sessions and see how everything worked," he says.

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A few past EAC attendees

EAC user group

The optional training sessions were new to EAC 2007 and were offered at no cost to attendees. Topics for the well-attended training sessions were prioritized based on EAC participant feedback. One training session covered Onity's latest advancement in the electronic locking system, Integra 5.

The second session offered component-level repair training, which taught participants how to assemble and disassemble a lock, along with basic maintenance techniques. The optional training sessions will be offered again at EAC 2008.

A long-standing traditional EAC program is the more personal user group break-out session to facilitate one-on-one interaction among attendees.

"The break-out sessions are a critical part of the EAC each year because you're joined by so many others from various universities of all sizes, as well as different departments and facilities," says John Beckwith, director of Campus Business Services at Loyola Marymount University and an EAC participant since its inception.

"The EAC gives you a chance to get together with people who are doing what you're doing and to share personal experiences with others who use Onity products on their campuses," he says.

The first EAC started as a small group of Onity Integra electronic locking system users who converged for a one-day meeting to share feedback, suggestions and product ideas with Onity management. Today, the EAC has evolved into a three-day event with a larger blend of Onity clients and potential users.

"With the surge in popularity of Web-based surveys and companies' growing blanket approaches to gauging client satisfaction, the EAC makes business personal again, which we sincerely believe is key to delivering ultimate customer service," says Frank Dyer, Onity director of product marketing.

The seventh annual EAC is scheduled for Oct. 5-7 in San Antonio, Texas. For more information about Onity and the EAC, visit www.onity.com or contact Bill Oliver at (678) 512-8055 or bill.oliver@onity.com.

About the Colleges & Universities

For more information about the colleges and universities in this case study, visit their Web sites: Madison Area Technical College, www.matcmadison.edu; Texas State Technical College at Marshall, www.marshall.tstc.edu; and Loyola Marymount University, www.lmu.edu.



Doug Gerbitz, Madison Area Technical College, Individual Five-Year Award



Northeastern University, Institution Five-Year Award

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ABOUT ONITY, INC.

Onity (formerly TESA Entry Systems, Inc.), a leading global provider of electronic locking solutions, is part of UTC Fire & Security, a unit of United Technologies Corp. Onity offers innovative technological solutions and services for the Hospitality, Corporate, Education, Government and Marine markets. The company's ever-expanding family of facility management solutions includes electronic locks, in-room safes, and Senercomm[®] energy-management systems. Headquartered in Duluth, Georgia, Onity has R&D and manufacturing operations in Spain, Mexico, China, and the U.S., as well as an extensive sales and service network that span more than 115 countries around the globe. For information about Onity's electronic solutions please visit www.onity.com.

ABOUT UTC FIRE & SECURITY

Onity is part of UTC Fire & Security, which provides fire safety and security solutions to more than one million customers around the world. Headquartered in Connecticut, UTC Fire & Security is a business unit of United Technologies Corp., which provides high technology products and services to the building and aerospace industries worldwide. More information can be found at www.utcfireandsecurity.com.