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The Alarm.com Platform Helps Service Providers Lower Attrition

Business Intelligence Offers Insights into Account Health and Customer Engagement

TYSONS, Va., April 05, 2017 (GLOBE NEWSWIRE) -- Alarm.com (Nasdaq:ALRM), the leading platform for the intelligently connected property, announced enhancements to its enterprise-grade analytics solution that helps service providers increase the lifetime value of their customer accounts and improve workforce productivity. Business Intelligence analyzes the health and performance of customer accounts to generate specific, actionable insights for reducing attrition through enhanced quality of service and increased customer engagement with the system.

The Alarm.com platform continually analyzes billions of historical and real-time data points to identify Best Practices for increasing account retention and lifetime customer value. Business Intelligence reports monitor the implementation of Best Practices and identify trouble conditions that can lead to account cancellation.

With Alarm.com's Growth and Productivity Services, service providers can efficiently integrate Best Practices across their business operations. For example, Customer Connections, Alarm.com's lifecycle marketing program, allows service providers to prompt their customers to re-engage with their system through targeted email campaigns, and offers in-app upsell opportunities to highly engaged customers. MobileTech, Alarm.com's installation app, can quickly verify whether a system is properly configured and identify potential issues while the technician is on-site. Maintaining engaged customers and reducing the likelihood of trouble conditions enhances the overall quality of service, extends account lifetimes and reduces support costs.

"The long-term promise of IoT lies in how the data generated by these devices can benefit both the service provider and their customers," said Jeff Bedell, Alarm.com's Chief Strategy and Innovation Officer. "Other smart home providers look to monetize customer data through advertising, but Alarm.com and our service provider partners are incentivized to continually enhance the consumer experience. We leverage data to develop highly engaging subscriber solutions as well as sophisticated services like Business Intelligence that allow our service provider partners to deliver a best in class experience to their customers."

With newly launched Technician Scorecards, Alarm.com's service provider partners can measure key performance indicators such as account installation quality and account configuration. Managers can track trends over time and identify opportunities for improvement and training and also highlight areas of strength across their organization.

Consumers benefit from highly engaging and intelligent smart home and business features and efficient, proactive customer support. They can be confident that their system will be installed accurately and perform reliably, and, if trouble conditions arise, they will be rapidly resolved.

Key service provider benefits of Business Intelligence include:

- | Understand key drivers of account attrition and implement Best Practices for creating and maintaining accounts that are optimally configured for lower attrition.
- | Proactively address trouble conditions to ensure the highest overall system quality and reliability.
- | Drive customer engagement with key smart home security features, while also identifying disengaged customers who may be at risk of terminating.
- | Build team skills through Alarm.com Academy training opportunities, designed to enhance customer service and reduce support costs through improved installation quality and sales effectiveness.

Business Intelligence and Alarm.com's Growth and Productivity Services are complimentary services available exclusively to Alarm.com's Dealer Partners. For more information, or to sign up for any of the new services, please contact an Alarm.com Account Executive. Prospective partners should contact sales@alarm.com for more information.

About Alarm.com

Alarm.com is the leading platform solution for the connected home and business. Millions of people depend on Alarm.com's technology to monitor and control their property from anywhere. Centered on security and remote monitoring, our platform addresses a wide range of market needs and enables application-based control for a growing variety of Internet of Things (IoT) devices. Our security, video monitoring, intelligent automation and energy management solutions are available through our network of thousands of professional service providers in North America and around the globe. Alarm.com's common stock is traded on the Nasdaq under the ticker symbol ALRM. For more information, please visit www.alarm.com.

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