



CASE  
STUDY

## Allen, Morgan & Shields LLC: Bringing Cloud Video Surveillance to HOA Market

Allen, Morgan & Shields LLC (AM&S) is a business technology services company that was founded in 1994 and is headquartered in Houston, Texas.

As a long-standing Camcloud partner, AM&S provides cloud-based video surveillance to property managers, HOAs, and other commercial clients across the United States. With strong technical knowledge and an ability to adapt cloud surveillance technologies to meet their clients' needs, AM&S has made a name for themselves as a reliable turnkey security provider across the country.

### Camcloud as the perfect solution for HOAs

AM&S began installing cloud surveillance systems for property managers in 2018 when they started working with the Monroe Group, one of the fastest-growing affordable housing property management companies in the US. With a portfolio of 80+ multi-unit properties, the Monroe Group was looking for a scalable and reliable solution that didn't require them to install a full on-premise system in each of their office locations.

After some research, Faisal Farooqui, president of Allen, Morgan & Shields LLC, found that Camcloud was the ideal solution, a decision that has paid off many times over.

Since then, AM&S has grown their partnership with the Monroe Group to include 75+ camera deployments with plans for continued expansion. The combination of Camcloud and the Monroe Group has turned Allen, Morgan & Shields LLC into a national service provider.

This also opened the door for AM&S to offer cloud video surveillance to HOA communities as well. To date, the company has worked with a half dozen HOAs, including Idlewood, Meadow Ridge and French Village in Houston, Texas. These projects included the installation of cameras and license plate readers at the front and exit gates, as well as cameras mounted on homes within the community and in communal areas such as swimming pools and management offices—a deployment made possible thanks to Camcloud's cloud technology.



"I recommended Camcloud since all the other so-called cloud providers required on-premise hardware to function. For Monroe Group, it made no sense to replace a legacy CCTV system with an updated system that still requires on-premise equipment."

— Faisal Farooqui, President of Allen, Morgan & Shields LLC

"You won't find many people who are as excited about Camcloud as I am. It simply works!"

### Using the cloud to overcome camera deployment challenges

Of course, no camera deployment project is without its challenges. In AM&S's case, many of their clients had properties in remote locations, or with spotty internet coverage. Also, most communities do not have a central networking environment and server room to manage an on-premise system. Of course, even with these limitations, HOAs still require high quality cameras that can effectively capture the volume of car and foot traffic within their communities at all times of day.

This is where a cloud-based camera solution shines. By leveraging their own expertise and partnerships to ensure reliable internet and power coverage across HOA communities, AM&S was then able to use Camcloud to deploy high-quality cameras to all priority areas, regardless of what infrastructure was originally in place.

With Camcloud's hardware-free approach, Allen, Morgan Shields LLC can install cameras at multiple community locations all on different networks.

*"This is the key to Camcloud's value proposition for HOAs. I can go into a whole subdivision and install cameras across the neighborhood, all on different network services but my customers all interact with one service, Camcloud," says Farooqui. "The ability then to grant different access rights to the HOA board members or individual residents is very powerful."*

Without cloud connectivity, these communities would have had to rely on expensive closed circuit systems with on-premise DVRs or NVRs. And without Camcloud specifically, the HOAs would have still likely required a piece of hardware on-premise that can cost up to \$1000 per location, even if they went with a different cloud solution.

### Generating a reliable new revenue stream with Camcloud

Thanks to their long-standing partnership with Camcloud—and their entry into the HOA market—AM&S has been able to effectively unlock a reliable new revenue stream for their business.

They earn revenue through a combination of hardware sales, installation services, ongoing support and management, and the monthly recurring revenue associated with the Camcloud services.

Because of those reasons, and with multiple successful deployments, Farooqui remains a firm believer in the benefits and potential of cloud surveillance technology for HOAs and property managers.

### DEPLOYMENT SUMMARY SNAPSHOT:

Number of locations:	42
Types of cameras:	Amcrest and Hikvision
Number of cameras:	75+
Deployment Type:	Plug & play cameras, distributed at HOAs



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