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Storage Talks by Storelocal PART I

APIs in the Storage Industry: an Introduction

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What is an API?

So what exactly is an API you ask? API stands for Application Programming Interface. In its most basic sense, an API is software that allows you to safely push and pull data. For instance, let's say you want to share information from your facilities' management software with an online directory, APIs allow you to share this data in a way that protects the data, the sender, and the receiver. You can think of an API as a bridge between two cities, such as the bridge between Oakland and San Francisco. If the bridge is the API, then the cities are distinct applications, websites, data sets, or operating systems. Our digital world could not function without the use of APIs to communicate amongst interdependent software applications. Without APIs, storage facilities would not appear on Google Maps, facility Yelp reviews would not appear on other websites, and Google Map's traffic conditions would not appear on our smartphones! Let's use online rentals as a trending self storage example. Rent online features allow consumers to rent a space 24/7. Online rentals conduct a security background check, produce a signed rental agreement and send gate codes directly to the tenant. Each of these features require APIs between storage directories and websites, property management systems, and other self storage vendors.

Why should you care about APIs?

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Webinar

Embracing Automated Self Storage Technology

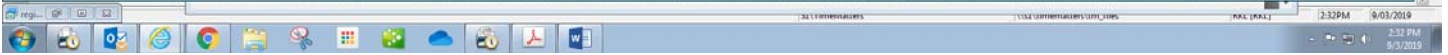
We invite you to join our webinar with featured panelists Lance Watkins, Kevin Kerr, Travis Morrow, and Bruce Heverly.



Bruce Heverly | CMO


tenant™ renting reimagined.

This live webinar addresses the concept of 'smart' self-storage using Storelocal's GDS-powered Tenant™ technology suite. The GDS (global distribution system) empowers future renters to buy when and where they



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Bruce Heverly | CMO

tenant™ renting reimagined.

This live webinar addresses the concept of 'smart' self-storage using Storelocal's GDS-powered Tenant™ technology suite. The GDS (global distribution system) empowers future renters to buy when and where they want via social, search and application, and facilitates a seamless online experience. Both Lance and Travis have implemented the full range of Tenant™ technology and services at their newest facilities. Hear first-hand how Storelocal's Tenant™ will allow you to:

- Deploy smart automation technology
- Enable unattended move-ins for your customers
- Make more money
- Increase your enterprise value

Join us as we explore the role automation plays in our industry, including how simple it is to transform the way customers interact with your company.

