

Unlocking Value: The New Standard in Storage Access

Technology-Driven Efficiency and Profitability for Operators and Investors



The Growing Self-Storage Market and Its Profitable Rise

The self-storage industry is experiencing rapid growth, driven by urbanisation, shrinking living spaces, and the increasing demand for flexible storage solutions. With the global market projected to grow at 3.65% annually from 2025 to 2030, and the European market even outpacing this with a 5.4% CAGR*, Self-storages are becoming one of the most resilient and profitable segments in real estate. The European market, in particular, is thriving, with the UK, France, Germany, and Spain accounting for 68% of all facilities. This surge in demand is reflected in the growing investor confidence, with transaction volumes in 2024 expected to reach EUR 875 million – three times higher than in 2023, showing just how strong the market is*.

As cities become more crowded and property prices rise, self-storage is increasingly seen as a practical solution for both individuals and businesses. The rise of e-commerce and small businesses has boosted the need for affordable and flexible storage, particularly for managing inventory. Changing lifestyles – like more frequent moves, remote work, and greater mobility – have made self-storage more of a necessity than a luxury.

Digital technology is a key driver behind the current market shift. Digital access systems, automation, and management tools are improving security, streamlining operations, and giving customers an unprecedented user experience. As the market continues to grow, modernising and adopting these technologies is becoming key for operators who want to stay competitive.



EXECUTIVE SUMMARY

- The **self-storage market is growing** globally – Europe is growing faster at 5.4% CAGR with a transaction volume of € 875M in 2024.
- **Digital access technology** (keyless entry, remote management) **enhances security** while **increasing operational efficiency**.
- Data analytics optimises pricing, space utilisation, and resource allocation – enabling a better **customer experience**.
- Operators adopting digital solutions gain a competitive edge and higher rental rates while **increasing real estate and business value**.

Investing in Self-Storage as a Smart Move

The market shift in demand, combined with the latest technological developments within the industry, makes self-storage one of the most resilient and profitable areas of real estate today. Operators who adopt modern technologies are better positioned for success, giving investors even more reason to get involved. The sector has moved from being low-tech and manual to being more automated and profitable. Digital solutions have matured over time, overcame initial usability difficulties and are ready for failsafe, large-scale deployment. With growing urbanisation, rising housing costs, and changing customer needs, demand is steady, offering investors long-term, stable returns.

Reduced overhead costs can be achieved through advanced security systems and remote monitoring, enabling self-storage facilities to operate unmanned. Additionally, operational processes are streamlined with automated booking systems, online payment solutions, and real-time inventory management. The integration of smart technology, like keyless access control, further enhances the customer experience, allowing them to access their storage units via smartphone apps.

Meanwhile, data analytics enables businesses to optimise space usage and pricing strategies. This combination of automation and technology is revolutionising the industry, driving greater efficiency, higher profitability, and a more customer-friendly experience. Many investors see self-storage as the most profitable real estate market now.



Upgrading Existing Assets for More Value

Alongside digitalisation, operators can significantly enhance the value of their assets by modernising existing facilities. Upgrading from basic (Asset C) to premium (Asset A) standards*—with smart security systems, automated access controls, and digital management platforms—helps operators command higher rental rates, attract more customers, and boost property values. With the right partner, this transition can be carried out seamlessly, ensuring that operations continue without disruption.

Our customers report that tech-driven facilities are able to financially outperform traditional ones by about 30%. By embracing profitable opportunities early, investors can position themselves for sustained growth and long-term success in the evolving self-storage market.



*Source: [Janover](#)

Digital Transformation

Digital transformation is one of the key factors driving success in self-storage. For operators, adopting digital solutions is no longer optional. Those who modernise their operations see success earlier and are able to differentiate themselves from the competition to ensure they are meeting the demands of today's and tomorrow's customers.

There are different strategies to approach digitalisation – for example fully digital and unmanned from the start, or incremental upgrades of existing facilities – each operator must figure out what suits their needs best.

The Industry Is Going Fully Digital

Technology is also changing the way self-storage businesses operate, making them more efficient and improving the customer experience. Key digital advancements include:

- **Online Booking & Customer Management:** Self-service platforms simplify reservations, payments, and communication, reducing the need for manual paperwork and bookkeeping.
- **Automated Security & Monitoring:** Surveillance systems, motion sensors, and 24/7 monitoring improve safety and response times while reducing operational costs.
- **Smart Access Control:** Digital locks and mobile apps replace traditional keys, allowing tenants to access their units remotely, securely and conveniently.

Security Matters More than Ever

The industry has noticed a steep increase in security-related customer requests, showing the need for operators to emphasise the safety of their customers' belongings in times with rising break-in numbers.

Operators' Perspective

Security Breaches Harm Businesses

For operators, security breaches can be costly – not just in terms of property damage but also in lost revenue, damaged reputations, and lost customer trust. One security failure can result in lower occupancy rates, higher liability, and the risk of losing important customers. Traditional methods, like physical keys or PINs, pose the threat of being lost or observed, compromising safety. In today's competitive market, adopting modern digital security solutions is essential to protect the business efficiently and stay ahead.

Tenants' Perspective

Safety is Non-Negotiable

For tenants, security is a must. Weak surveillance, poor lighting, and unsecured access points not only put their belongings at risk but also make them feel unsafe. When choosing a self-storage facility, tenants are more likely to choose those with better security features. Facilities that offer smart security solutions like digital access, 24/7 surveillance, and real-time alerts give tenants the peace of mind they expect. These modern features are key to building trust and keeping tenants loyal.

By adopting digital security systems, operators can improve both safety and customer satisfaction. Features like digital access, 24/7 monitoring, and real-time alerts offer better protection while simplifying operations and reducing costs. As tenants continue to expect these modern features, facilities that integrate them will be in a better position to attract and retain customers, ensuring long-term success in a competitive market.



Competitive Advantage

Share access instantly—no keys or NFC cards needed. Tenants can grant or revoke access by simply selecting an email address.



Adaptability

Smart access allows for faster adjustments to changing customer demands.



Long-Term Profitability

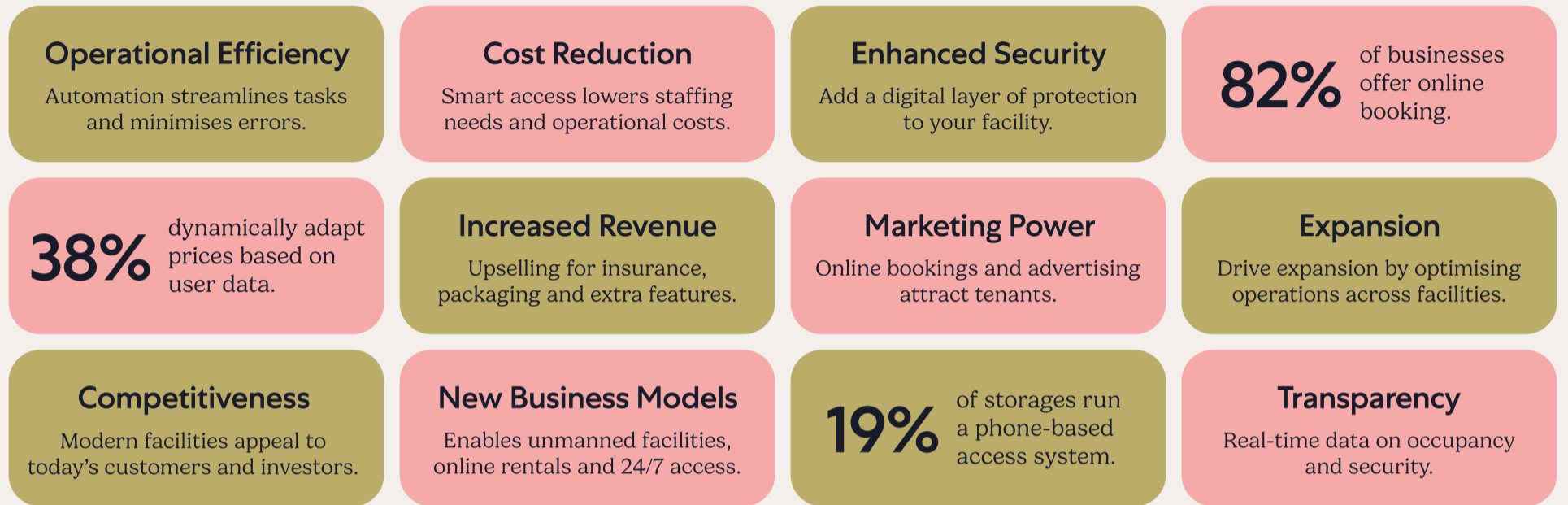
Embracing digital solutions today will drive future business growth and sustainability.

Why Operators Are Adapting Digital Solutions

Operators are adopting digital technology for various reasons, each tailored to their specific needs. Some focus on improving customer service, while others aim to operate unmanned facilities. Overall, operators benefit from enhanced security, increased efficiency, and the ability to offer innovative services.



OPERATORS



DIGITALISATION

Facts & Figures

Why Tenants Demand Digital Technology



CUSTOMERS

Today's customers increasingly expect digital services, even if they don't explicitly ask for them. A modern, digital-friendly experience – with features such as online booking – optimises the chances of being preferred over competitors without these offerings.



How It Works

To implement smart access technology, doors and gates are equipped with hardware that allows for electronic lock openings. Smartphones must securely interact with hardware through advanced encryption protocols, multi-factor authentication and GDPR data compliance. This creates a digital security layer that can work hand in hand with a CCTV system, with the added benefit of real-time action and data-driven monitoring.

Furthermore, removing physical locks means lost or stolen keys won't be an issue any more. Smart access solutions also reduce the need for on-site staff, simplify facility management, and streamline digital communication with customers. These solutions are particularly advantageous for businesses managing multiple locations, helping them maintain high customer satisfaction while keeping costs low.

Optimising Efficiency Across Locations

Smart access not only simplifies daily operations but also allows centralised control, enabling you to manage multiple facilities seamlessly. As an operator, you can standardise processes, reduce inefficiencies, and scale efficiently. Automated access and security systems make unmanned facilities a viable option while still giving you the flexibility to operate a mix of manned and unmanned locations as your business grows. This adaptability ensures both operational efficiency and the ability to adjust staffing levels based on location needs, providing a future-proof solution that enhances the customer experience.

SMART ACCESS Benefits



CUSTOMERS

Access Sharing

Share access instantly—no keys or NFC cards needed. Tenants can grant or revoke access by simply selecting an email address.

Activity Logs

Tenants need real-time visibility into their unit activity. Every access request is logged and displayed in the app for full transparency.

Alarms & Alerts

Discreet alarm triggers can alert authorities without drawing attention, helping to prevent theft and enhance security.

Push Notifications

Keep tenants informed about maintenance, access changes, and other updates while unlocking new marketing opportunities.

Invisible Occupancy

Without locks visible from the outside, identifying targets for break-ins becomes difficult.



OPERATORS

Presence Detection

Detect unusual activity early to improve security and optimise staffing levels for both day and night shifts.

Remote Monitoring

Track facility usage—who visits, when, and how they move – then use this data to streamline operations and unlock revenue through up- and cross-selling.

Emergency Opening

Digital systems allow instant, damage-free access management during emergencies, ensuring compliance with health and safety regulations.

Remote Overlocking

Instantly revoke access for overdue accounts and restore it once payment criteria are met, reducing manual admin work.

CCTV Integration

Digital access systems can be easily combined with video surveillance for enhanced security monitoring.

ROI from Smart Access Solutions

We surveyed our self-storage clients to understand how Sensorberg's Smart Access Solutions are driving real value. The feedback has been both insightful and encouraging, revealing that adopting digital solutions leads to significant improvements in operational efficiency, customer satisfaction, and security.

Amortisation in the First 12 Months



Self-storage facilities that implemented Sensorberg's Smart Access Solutions achieved amortisation within the first 12 months. This return comes from cost reductions and more efficient operations, directly improving business performance.

<1 Year

Operational Cost Reductions and Efficiency Gains



Automation reduced operational costs by up to 25%, thanks to a decrease in manual processes and improved efficiency. The switch to automated access management has reduced staffing requirements by 30%, helping businesses save on labour costs while enhancing service quality.

30%

Enhanced Customer Experience



With easier, seamless access and stronger security, clients saw a 25% increase in tenant satisfaction, leading to higher occupancy and longer retention rates.

25%

Improved Security and Reduced Risk



Thanks to invisible unit occupancy and extensive security monitoring, our customers witnessed a decrease in security incidents by up to 30% – security is a key decision factor for self-storage customers.

28%

Reduced Disruptions and Downtime



Automated access lowered disruptions caused by lockouts, lost keys, and unauthorised access, resulting in around 30% reduction in operational downtime and ensuring smoother operations.

31%

Scalable and Cost-Effective Expansion



Clients reported being able to open up to 5 additional locations without significantly increasing operational costs or on-site staffing. The ability to manage multiple locations remotely has made scaling easier and more cost-effective.

+5

The results show that Sensorberg's Smart Access Solutions offer clear, long-term financial benefits. By improving operational efficiency, reducing security risks, and enhancing the tenant experience, businesses can achieve significant cost savings, better returns, and scalable growth. Investing in smart solutions today brings measurable value for the future.

Why Sensorberg Stands Out

Sensorberg's Smart Access Solution stands out in the industry due to its strong focus on both security and ease of use. The system operates via the internet, Bluetooth, or NFC, ensuring continued operations even if the building goes offline. The software has a clean, intuitive interface that can be easily customised to fit your company's branding, providing a smooth experience for both staff and customers. It integrates with leading European self-storage software platforms, making it simple to incorporate into existing setups. Moreover, it can integrate with CCTV systems and security companies' systems for a flexible setup.

But we don't just focus on self-storage – over the past few years, we've expanded our expertise to digitise all types of commercial buildings, including offices, coworking spaces, and more. This broad experience allows us to offer adaptable and reliable solutions to meet the unique needs of various industries.



SEAMLESS INSTALLATION

Easily integrates with existing infrastructure, ensuring a smooth transition without disruptions.



EASE OF RETROFITTING

Upgrade your system without the need for a complete overhaul, minimising downtime and costs.



USER-FRIENDLY INTERFACE

Designed for simplicity, providing an intuitive experience for both customers and operators.



CUSTOMISABLE SOLUTIONS

Tailored to fit your needs – whether for self-storage, coworking spaces, or offices.



OFFLINE CAPABILITY

Ensures continued access control even during internet downtimes, providing failsafe reliability.



THIRD-PARTY INTEGRATION

Seamlessly connects with external systems and applications to enhance your operations.

SENSORBERG

Your Starting Point with Digital Access Control

We understand that adopting digital access may seem like a big step, but with our expertise and support, you are never alone in this journey. We are here to guide you through every aspect, from the initial setup to ongoing assistance, ensuring a smooth transition to smarter, more efficient operations.

If you have any questions or need guidance, don't hesitate to reach out. We are happy to provide all the answers and support you need to make this transition as seamless as possible.

[Learn more](#)

[Contact Us](#)



+49 30 54 45 28 900
storage@sensorberg.com
www.sensorberg.com

Chausseestraße 86
10115 Berlin
Germany