

# case study | Pinnacle Vista Private School



Pinnacle Vista Private School in Scottsdale, Arizona was a start up daycare and preschool facility in 2001. They had a pre-opening enrollment of 67 children, but had the facility to accommodate over 125. The owner of the school, Michelle Amaral, had already contracted with Live-Site to integrate video cameras into her security and alarm system, based solely on the security and liability reduction benefits. But after consulting with her Live-Site project manager about the remote access options, she decided to offer parents remote access subscriptions as part of the tuition. As part of a marketing effort aimed at increasing enrollment, she started advertising the fact that parents could monitor their children at school while they are at work.

What happened over the next 90 days surprised Michelle and her entire staff. The number of infants enrolled at the school doubled and the total enrollment went from 67 to 109 in just three months. As it turned out, there were no other daycare facilities in the area offering remote access to parents, and it became the trademark of the school.

Pinnacle Vista Private School now has 3 locations in Arizona, each with enrollment at full capacity of 125 kids, and they have plans to add 2 additional facilities in the next year. According to founder and owner Michelle Amaral, "Without Live-Site, our business would definitely not be where it is today. Besides helping to attract new families to the school, we have used the cameras several times to confirm exactly what happened in a classroom when an incident has been reported. And now that I have to juggle time between 3 locations, having the remote access for staff and facility management has proven invaluable".



4600 Campus Drive, Suite 207  
Newport Beach, CA 92660  
Phone:(800) 981-8110  
Fax:(800) 981-8112  
[www.livesitevideo.com](http://www.livesitevideo.com)

see what you've been missing.