



## CASE STUDY

# ButterflyMX Enables Boston Development Group's Commercial Tenants to Safely Manage Visitor Access

## Meet Boston Development Group

*Based in Massachusetts, Boston Development Group (BDG) is an innovative leader in real estate development and management.*



Since its founding more than 50 years ago, BDG has grown from a developer and builder of residential properties to a multi-faceted organization specializing in the acquisition, development, and management of residential and commercial real estate. Its experienced staff of industry professionals focus on land acquisition, design, construction, rehabilitation, and adaptive reuse of buildings. And through the Company's wholly-owned subsidiary, First General Realty Corporation, which handles the management, leasing, and sales of its properties, BDG has a unique perspective in understanding the full lifecycle of a property and its tenants — ensuring every build, restore, and manage decision not only adds value but also enriches the surrounding community.

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## The challenge

*Located in Boston's West End neighborhood, 205 Portland Street is a six-story mixed-use commercial building that overlooks the famed TD Garden.*

The building is home to six offices: two law firms, two technology companies, and two start-ups, which collectively employ more than 80 people. Originally constructed in 1920, Boston Development Company acquired the 43,000 square foot building in 2000 and has been continuously renovating it ever since. “We are constantly investing in the property to meet the demands of current and future tenants,” said Bill Norman, Property Manager at Boston Development Group. A few of the building's recent renovations include spacious, high-speed elevators, a palatial lobby with marble treatments, and a state-of-the-art ButterflyMX video intercom to help manage visitor access.

## Choosing a solution

*Boston Development Group chose ButterflyMX to ensure current and future tenants have the working environment they need to succeed.*

“When we purchased the property, each office suite had an old-school, buzzer entry system. Our tenants could not see whom they were buzzing into the building” explains Norman. “ButterflyMX’s video intercom allows our tenants to see and speak with whoever is trying to gain access to the property through an app on their smartphone or tablet — making them feel safer about who they are granting property access to.”

In addition to being able to see and speak with visitors, tenants can use the mobile app to open the door for themselves. They can also issue single-use virtual keys to occasional visitors such as interview candidates or multiple-use virtual keys to routine visitors such as cleaning people. For added safety and security, every time the ButterflyMX intercom unlocks the door it automatically captures a time- and date-stamped photo of the visitor that is stored 365 days.

**“ If you’re curious about ButterflyMX and how it can be used at your commercial building, I suggest getting an online demo.”**



**Bill Norman**  
Property Manager  
Boston Development  
Group



## The outcome

*The tenants of 205 Portland Street love knowing whom they are letting into the building.*

And in the event someone does not have a smartphone or doesn’t want to use the mobile app, they still receive a regular phone call and can let visitors in by pressing ‘9’. What’s more, Norman has found the web-based admin portal to not only be easy to use but also a timesaver. “Whenever a new employee needs access or an old employee needs to be removed, I simply log in to the ButterflyMX admin portal and make those changes with just a few clicks,” describes Norman. “And since the employees are using a mobile app on their smartphone, I no longer have to handout and manage keycards or fobs, which saves me a lot of time and hassle.”