

How StorageMart Powers the World's Largest Private Self-Storage Portfolio with Storable Edge



Key Results at a Glance

- ▶ **Faster onboarding** for new store managers, reducing time to independent operation
- ▶ **International integration** across U.S., Canada, and the United Kingdom
- ▶ **370+ locations** managed on a single, scalable platform
- ▶ **Multi-country operations** with unified technology supporting different currencies, languages, and regulations
- ▶ **Enhanced operational flexibility** through hybrid staffing models and data-driven decision making

THE CHALLENGE

Growing Beyond Legacy Systems

As a third-generation family business with over 60 years in self-storage, [StorageMart](#) faced a critical challenge. The company was experiencing rapid growth, expanding from around 100 stores to over 300 locations across multiple countries. Their legacy technology couldn't keep pace.

The core problems were clear:

- ▶ **No international solution existed.**
As StorageMart expanded into Canada and the United Kingdom, they discovered that no property management system could handle multi-country operations with different currencies, regulations, and languages.
- ▶ **Onboarding was too slow.**
New hires required extensive training before they could manage stores independently, creating bottlenecks as the company expanded.

- ▶ **Limited customization.** For a company managing everything from 400-unit facilities in the Midwest to Manhattan Mini Storage locations with 7,000 units and eight full-time team members, a one-size-fits-all approach simply didn't work. StorageMart needed a platform that could evolve with their business, not dictate how they operated.

“At the time, there really was no product that could do operations in multiple countries. We needed to pick something that we knew could, frankly, even deliver on the basics.”

Adam Burnam

▶ VICE PRESIDENT, STORAGEMART

THE SOLUTION

Partnering with Storable Edge for Enterprise Scale

StorageMart chose [Storable Edge](#) because they saw a platform built for the future. While evaluating solutions, they weren't just looking for a system that could handle their current needs. They needed technology that could scale and evolve alongside their ambitious growth plans.

The implementation focused on three critical areas:

1. International Operations Foundation

Storable's vision for Edge always included true international capabilities. Working with StorageMart, one of the world's largest operators, validated and refined this roadmap.

The platform now seamlessly handles multiple currencies, local regulations (including French-first requirements in French Canada), and different market conventions (weekly vs. monthly pricing displays, varying customer expectations). StorageMart's real-world needs across Canada and the UK helped ensure Edge could deliver for enterprise operators with global ambitions.

2. Intuitive User Experience

The platform needed to work for store managers with varying levels of technical expertise. "We have locations with eight full-time team members and 7,000 units, which is very different than a facility with 400 units in the Midwest," Adam notes. Edge serves as the core point of sale across all these scenarios.

3. Enterprise Customization Through APIs

Rather than waiting for feature requests, StorageMart gained the ability to innovate at their own pace. The platform provides access to their own data, allowing them to create custom reports and integrate with other systems.



THE RESULTS

Operating at Global Scale

As the world's largest privately owned self storage operator, StorageMart uses its partnership with Storable to strengthen operational excellence across a growing international portfolio

► **Faster Team Onboarding:** "A fun surprise that we noticed when we launched Edge was really just a new hire's time to acclimate to the product being an improvement," Adam shares. "Switching to Edge has helped us get those new hires onboarded quicker."

"We don't want to wait for this next feature that we're kind of begging for. We want to be able to go out and find something that maybe even in an industry like hotel or airline is becoming really successful and then have a tool that we can partner with to bring that to market together."

Adam Burnam

► VICE PRESIDENT, STORAGEMART



The metric that matters: how long before a new hire can run a store independently. Edge's intuitive interface has meaningfully reduced that timeline, critical for a company that's continuously expanding.

► **True International Operations:** StorageMart successfully operates across three countries with one unified platform. Before acquiring Manhattan Mini Storage, Toronto was StorageMart's biggest market by revenue, followed by Kansas City. The ability to manage this geographic diversity on one system has been transformational.

The platform accommodates everything from local language requirements to different customer expectations. "When we went into England for the first time, some of the initial feedback we got is that 'StorageMart' sounds very American," Adam explains. "Is the way that our written English different than the dialect that's over there? Sometimes the answer is yes. But that's why you need to have access to your data so you can actually track and measure success."

► **Data-Driven Operational Decisions:** Access to their own data has enabled StorageMart to make smarter decisions about staffing and operations. "When you have access to your data, you can look at a store in Iowa and say, 'Nobody shows up on Wednesday morning. We just don't need to be open,'" Adam notes.

This capability has allowed StorageMart to optimize their approach to remote management, reducing their ratio of FTEs per location while maintaining service quality. "It's not as much of a binary as it may seem. You don't necessarily have to be all-in remote or all-in traditionally staffed. You can find the benefits of automation by just pruning and making existing legacy stores more efficient."

► **Flexibility Across Portfolio Diversity:** The platform works equally well for Manhattan Mini Storage's high-density urban locations and smaller Midwest facilities. "We use it as the core point of sale," Adam explains. "We have a separate website for Manhattan Mini Storage that's built on top of Edge. We were able to take Edge and basically just use it as the core for operations."

LONG TERM IMPACT

Built for Continued Growth

StorageMart's partnership with Storable has created a foundation for sustained growth and innovation in an evolving industry.

- ▶ **Competitive advantage through innovation:** The ability to integrate new technologies and test innovations from other industries keeps StorageMart at the forefront of the self-storage sector.
- ▶ **Scalable infrastructure:** As StorageMart continues adding locations across three countries, they have a platform that can grow with them without requiring fundamental changes.
- ▶ **Operational intelligence:** Data access enables continuous improvement in everything from staffing decisions to customer experience optimization.
- ▶ **Future-ready platform:** With AI and other emerging technologies reshaping customer expectations, StorageMart has the flexibility to adopt new capabilities at their own pace.



“For a large operator, when we talk about data and reporting, it's all about access to our own data,” Adam emphasizes. “Because Edge can just give us access to our own data, it allows us to take that into our own hands and control our own destiny.”

Adam Burnam

▶ VICE PRESIDENT, STORAGE MART

Discover how Storable Edge can help you

- Operate seamlessly across multiple countries and currencies
- Reduce training time and improve manager productivity
- Access your data to make smarter operational decisions
- Customize and integrate at enterprise scale

READY TO SCALE YOUR OPERATIONS?

StorageMart's journey demonstrates how enterprise operators can leverage Storable Edge to grow while maintaining operational control and flexibility. Whether you're expanding internationally, optimizing staffing across hundreds of locations, or looking to innovate at your own pace, Storable Edge provides the foundation for sustainable growth.

[Schedule a Demo Now >](#)

- ▶ Learn how Storable Edge can support your growth ambitions