



STATS

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EDITORIAL.....	10
FIVE QUESTIONS	25
SSN SNAPSHOT	25

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Group Company, announced that it has been issued the certificate of compliance from UL that certifies NMC and Net-watch Group as a UL-approved **NMC** see page 14

Integrators provide and manage programs, technology and services. The rise of Security 4.0, driven by the digital transformation, is creating opportunities as well as challenges, particularly with the vulnerabilities emerging technologies and IoT devices are creating on the network.

G4S VP of Integrated Security Solutions, Rachelle Loyear, has a unique perspective on the topic, having been at G4S for five years, and prior to that, 13 years at Time



Rachelle Loyear

SSN: Looking at the state of security convergence today, where do you see the industry when it comes to this cyber-physical convergence?

LOYEAR: Cyber- and physical security are converged at this point, including access control, video management, visitor management—all of these things that we have in security today—they are converged; you cannot get away from cybersecurity. But,

G4S see page 13

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"Some of my responsibilities were finding new partners and revenue streams, and figuring out how to diversify and bring more revenue to the table," Carpenter said. "That's all I'd ever really done with

PIVOT see page 6



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COMMERCIAL & SYSTEMS INTEGRATORS

- Kastle Systems provides COVID-19 safety program **PAGE 12**
- G4S offers Return to Work Assurance program **PAGE 13**

MONITORING

- COPS Monitoring promotes Juergen Henry **PAGE 14**
- NAD reviews ADT's challenge of SimpliSafe claims **PAGE 14**

RESIDENTIAL SYSTEMS

- SecurityTrax redesigns, upgrades CRM platform **PAGE 16**
- ADT, CellBounce unveil solution to 3G sunset **PAGE 16**

SUPPLIERS

- Eagle Eye Systems completes Mexico City project **PAGE 18**
- VIVOTECH USA withdraws from ISC West 2020 **PAGE 18**

Security Partners closes central after positive test

By Paul Ragusa

LANCASTER, Pa.—Based here in one of the hardest hit counties being in such close proximity to New York, Security Partners LLC had what any company would consider its worst fear come true: An employee working at one of its three central stations had tested positive for coronavirus.

"We were hit hard and we feel it's important to share and talk about it, rather than hide behind this virus," Security Partners Owner and CEO Patrick Egan told *Security Systems News*. "We also wanted to talk about having the right plans and policies in place for your employees, including getting people to think about the importance of hav-

ing redundancy during this unprecedented time."

Egan explained that a central station operator at its San Antonio facility had tested positive on April 1 after symptoms arose following self-quarantining for a week starting the day the operator found out their daughter had been in the dorm with someone who had tested positive.

That day, March 23 (10 days prior to April 1), Security Partners' San Antonio facility was



One of Security Partners three central stations based in Lancaster, Pa.

CENTRAL see page 15

Pivot and Camio team up during crisis

By Ginger Hill

COLUMBIA, Tenn.—Being in the security industry for over 20 years on the integrator's side has afforded Brian Carpenter, president, Pivot, Inc., the ability to continue to evolve and move with the industry into today's new technology landscape. After starting a one-stop-shop offering everything from data to security, successfully operating it for about nine years and selling to a local technology company, Carpenter took a little break and ended up in the Country Music Capital of the World — Nashville.



Brian Carpenter

"It was funny," Carpenter chuckled, "Amy [his wife] and I came out here [to Nashville] once a year for business for one of our manufacturer partners and we always said if we ever had the opportunity, Nashville would be one of the places we'd move to."

Lucky for them and quite out of the blue, an industry veteran and friend called Carpenter, letting him know that an Indianapolis-based company was looking for a senior manager to help get their Nashville branch going. Needless to say, the Carpenters could check one thing off their bucket list.

"Some of my responsibilities were finding new partners and revenue streams, and figuring out how to diversify and bring more revenue to the table," Carpenter said. "That's all I'd ever really done with

PIVOT see page 6

NMC gets managed video UL listing

By SSN Staff

LAKE FOREST, Calif.—National Monitoring Center, a Netwatch Group Company, announced that it has been issued the certificate of compliance from UL that certifies NMC and Netwatch Group as a UL-approved

NMC see page 14

The rise of Security 4.0

Rachelle Loyear of G4S talks security convergence and digital transformation

By Paul Ragusa

YARMOUTH, Maine—The state of cyber- and physical security convergence has been one of the hottest topics in security for good reason, as it is changing the way security integrators provide and manage programs, technology and services. The rise of Security 4.0, driven by the digital transformation, is creating opportunities as well as challenges, particularly with the vulnerabilities emerging technologies and IoT devices are creating on the network.

G4S VP of Integrated Security Solutions, Rachelle Loyear, has a unique perspective on the topic, having been at G4S for five years, and prior to that, 13 years at Time

Warner Cable as director of Enterprise Business Continuity. She is also an active ASIS member who serves as the program manager for the ASIS Enterprise Security Risk Management (ESRM) program.



Rachelle Loyear

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LOYEAR: Cyber- and physical security are converged at this point, including access control, video management, visitor management — all of these things that we have in security today — they are converged; you cannot get away from cybersecurity. But,

G4S see page 13

STATS.....	3
SPECIFICALLY SPEAKING.....	3
NEWS POLL	4
SPECIAL REPORT	8
EDITORIAL.....	10
FIVE QUESTIONS	25
SSN SNAPSHOT	25

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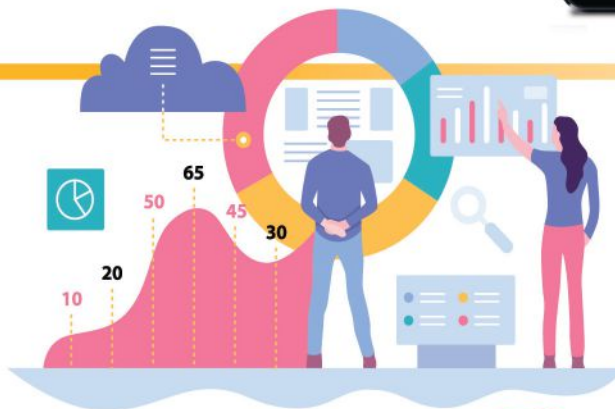


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NEWS

BRIEFS

GSX 2020 considering hosting a virtual event

ALEXANDRIA, Va.—ASIS International President Godfried Hendriks and CEO Peter J. O'Neil sent a joint letter to members in May, saying the association is currently "tirelessly exploring options" for GSX 2020. "At this stage, we are evaluating our means of safely accommodating attendees at the Georgia World Congress Center in accordance with health and safety recommendations—and our means of potentially moving the event, in part or in full, to a virtual environment that offers the same high quality content, instructors, and dynamic interaction that you have come to expect from our in-person GSX gatherings."

ASIS said it will confirm whether GSX 2020 will take place live on or before June 22. "We believe this will provide our attendees and exhibitors with the notice they need to make arrangements for their participation," they said. "We, the ASIS International Global Board of Directors and HQ Team, appreciate your understanding as we make the decision that is right for our attendees, speakers, staff, exhibitors, and other stakeholders."

SIA Women in Security Forum Scholarship program available

SILVER SPRING, Md.—The Security Industry Association (SIA) is now accepting applications for the SIA Women in Security Forum Scholarship program.

The initiative, developed by the SIA Women in Security Forum (WISF), will offer multiple scholarships worth at least \$3,000 each to further educational opportunities for awardees and help them thrive in the industry. The WISF offers programs, professional development opportunities and networking events to support the involvement of women in the security industry.

SIA created the Women in Security Forum Scholarship program to support SIA members' professional development and educational goals. Funds may be used toward: Registration for SIA education or certification programs and/or conferences; Registration for other industry education and certification programs or webinars; Tuition for accredited trade, vocational or academic degree programs related to the security industry; and Repayment of student loan debt.

"The SIA Women in Security Forum works to grow and retain leaders in the security industry," said Gloria Salmeron, director of human resources at Brivo and co-chair of the scholarship committee. "With the addition of this new scholarship, we look forward to helping bring opportunities for further education and advancement to as wide a spectrum of people as possible and inviting individuals to participate in the Women in Security Forum."

SIA is accepting donations from SIA member companies and individual members to help support the SIA Women in Security Forum Scholarship. Please visit www.sia.gov for more information.

Consultants partner to create COVID guidelines

By SSN Staff

YARMOUTH, Maine—ESI Convergent, LLC and Butchko Inc., two security consulting firms, have partnered to develop the STEPS partnership program to Bring America Back to Work, a guide to provide a safe path forward as the American workforce gradually gets back to business as usual. The group presented their comprehensively detailed and clear and concise resource guide to government, state and local agencies earlier this week.

"We brought together leaders in the safety, security and entry business to help define our detailed plan," Butchko Inc. President & CEO Benjamin M. Butchko told *Security Systems News*. "It will take determination and effort, but with pragmatic steps, we can overcome the economic turmoil resulting from Covid-19."

Some of the industry leaders assembled to help with this guide include industry consultant and SSN Security Legend Award winner Jim Henry, Sage Integration's Rick Leighton and Building Intelligence Inc. CEO Jeff Friedman, to name just a few.

ESI Convergent, LLC CEO Mark R. Perkins said that the goal of bringing this group of "renowned security and safety professionals" together was to create a process that the group hopes "will enable our great nation to get back to work again," he said. "The process of reuniting us with our normal process will be a daunting task but we believe with practical and safe adherence to processes that not only have been part of our daily work lives but are adjusted to the new norm we can make this a smooth transition. This process was created as a way to partner with our government and local agencies to become part of what we call the STEPS Partnership with America."

Using the STEPS acronym, the Partnering with Americans to get America Back to Work in the COVID-19 era program focuses on:

Social Distancing Policy

- CDC defined and implemented
 - Federal and State Guidelines
- Testing Guidelines for employees and visitors
- Gov't Medical Alliances

• Drug Testing Guidelines

Entry Assessment Program (EAP)

- bSMART Guidelines
- Security Consultants

Privacy Policy (PP)

- Properly managing high risk individuals

• Existing Legal Precedent

Stay Home / Work-From-Home

- Incentive Program
- Gov't/Private Partnership

As the group points out in the guide, "the greatest challenge is doing the right things now, and not allowing missteps and future mistakes to erode momentum in getting Americans back to work. With all the misinformation, negative perspectives, and social media influences, it is necessary to put forth a plan that substantially alleviates or eliminates any reasons not to go back to work. In this way, people who are skeptical and fearful of returning to work can be reassured that the right STEPS are being taken to assure their health, privacy and wellbeing."

The guide also includes some great resources, such as the Testing Bill of Rights, as well as The Coronavirus Measurement and

Positive Alert System (COMPAS), a COTS-based system designed to safely provide rapid field results and a common operating picture during both natural and manmade emergencies, including disease pandemics.

The COMPAS field sensor system provides immediate analysis and results indication to operators and consists of a thermal imager, calibration reference, field test controller, and an optional auxiliary data workstation. The touch-free operation and remote set-back deployment flexibility simultaneously maintains safety for test subjects while reducing operator exposure and personal protective equipment (PPE) demands. The field test controller operates from both Android and iOS operating systems for immediate local analysis, results reporting, and automated analysis algorithm enhancements developed through system-wide data analysis.

"The STEPS program is all about creating confidence and trust between business owners and employees, and between small businesses and customers," said Perkins **SSN**

SPECIFICALLY SPEAKING

William J. Hall

Security Consultant
ADRM
Woburn, Mass.



What is your role at ADRM? What verticals and what types of projects does the company specialize in?

I have a strong background in network-based access control, intrusion detection and digital video management systems. Our goal at ADRM is to provide a secure and robust solution that is specific to the customers' needs, and we are experienced beyond technical specification production in also providing Risk assessment, development of policy and procedures as well as contract management throughout a project.

Some of the vertical areas that

we specialize in include: Financial institutions, biosafety labs, biotech, financial, aviation and transportation, higher education, corporate, energy, government, and municipalities, for example.

ADRM is currently engaged in numerous projects to include: One Post Office Square in Boston, a Biosafety Lab with Georgia State University, as well as projects with the Harvard Business School and the Massachusetts Institute of Technology.

How did you get started in security and specifying?

SPEAKING see page 6

Monitoring revenue at \$15B

By SSN Staff

DALLAS—Research firm Parks Associates forecasts professional monitoring revenue for the U.S. residential security sector will total \$15.74 billion in 2020, with smart home services accounting for \$1.2 billion. Interestingly, 33 percent of consumers who canceled their professional monitoring service did so because the monthly fee was too expensive.

"The number of connected devices continues to expand year-over-year, and 2019 concluded on a particularly strong note for the security industry," Brad Russell, research director, Connected Home, Parks Associates, said in the announcement. "Security system adoption reached one-third of all U.S. broadband households at the end of the year. Consumers now have an average of 11.4 connected devices in their homes, which opens multiple opportunities to extend monitoring services as well as different varieties of both professional monitoring and MIY (monitor-it-yourself)."

The firm noted the COVID-19 pandemic and resulting economic fallout create a more challenging landscape in 2020, specifically as consumers will look to reduce household spending. Parks Associates' surveys show consumers recognize and value the safety, security and economic benefits of monitoring services, so companies can build off of this recognized value, with the right marketing and pricing strategies.

"Central monitoring is a high-margin business, and many stations have excess monitoring capacity, driving the industry to expand its value proposition beyond the standard security offering," Russell said. "As more aspects of daily life get connected, and as people spend more time in the home, new opportunities emerge that cross multiple industries, including energy usage monitoring; risk mitigation from flood and fire; monitoring the health and safety of aging relatives; tracking of valuables; and appliance maintenance monitoring." **SSN**

Companies struggle to get funding through CARES Act

By Paul Ragusa

YARMOUTH, Maine—While the recent announcement of a second round of funding for small businesses through the CARES Act is good news, many are wondering if it will make it into the hands of the companies that need it most, as the first round of funding ran out quickly, with several problems reported.

Security companies in particular have been struggling to get approved to receive financial relief, evidenced by results from Security Systems News latest News Poll looking at the how the industry is making out when applying for assistance through the CARES Act.

One respondent summed up the first round of funding debacle, saying, “No stimulus check, no PPP funding. Bank says the SBA ran out of money before they got to me. Maybe wait for the next rollout of money? Ruth’s Chris Steak House gets \$20 million immediately!”

Looking big picture, an overwhelming 84 percent of respondents said that

they have applied for relief or assistance through the CARES Act programs. Only 9 percent said they would not be applying, while 6 percent said they were thinking about it.

Of those that have applied, a whopping 77 percent had some trouble applying, with only 23 percent saying they had no trouble.

When it comes to actually getting an approval and funding, 50 percent said they had received funding, with 47 percent saying they were still waiting for an answer on their application. Only 3 percent said they were denied.

“The banks are confused about the rules and requirements,” said one respondent. “They are also biased against small debt-free

companies and favor their larger customers with larger loans. This is because they are paid a percentage of the amount of the loan.”

Another respondent added, “First we were told to wait. We are having problems applying. Now we are being told money

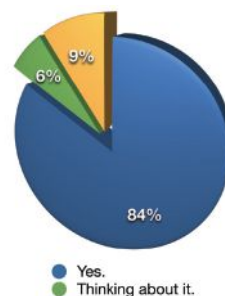
“No stimulus check, no PPP funding. Bank says the SBA ran out of money before they got to me. Maybe wait for the next rollout of money? Ruth’s Chris Steak House gets \$20 million immediately!”

—SSN News Poll respondent

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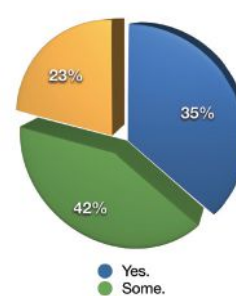


Has your company applied for assistance?



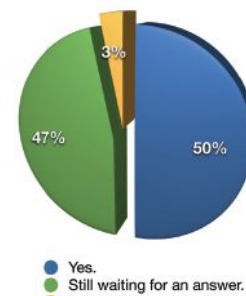
● Yes.
● Thinking about it.
● No.

Did you have any trouble applying?



● Yes.
● Some.
● No.

Have you received any funding or assistance?



● Yes.
● Still waiting for an answer.
● Application was denied.

News Poll based on answers provided by respondents in April and May.

is running out. Should’ve been a blanket funding amount for each qualifying business, with checks sent automatically.”

While some respondents struggled, others had better luck, with one respondent noting that a good relationship with their bank helped to get them through a few initial issues in the beginning.

“I developed a case of ‘application deficit

disorder,’ which sent me to special handling,” said one respondent. “It was my long-time relationship with my bank that got me through this. I’m not saying I got special treatment, but they never tossed me to the side. This underscores the importance of keeping that relationship whole and two-sided. My company and I were not a faceless entity to my bank.” **SSN**



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Pivot, Camio partnering

Continued from page 1

my [previously-owned] company; I was constantly evaluating the market, always trying to be ahead of the curve and see what's coming instead of waiting until it's here."

From that company, he went to another well-known security company as VP of sales, where he continued to evaluate by speaking with peers and customers about their business, their day-to-day, what they're currently doing and looking to do, and reading ... a lot.

"It's a lot of time, research and due diligence, but I had my thumb on the pulse of the market and saw where things were going and found new revenue streams," he explained,

Pivot, Inc. Founded

Carpenter refers to his previous two jobs as "stops" ... pauses along the way that afforded him time and opportunity to research and evaluate the market.

"What I kept coming back to was machine learning, cloud-based solutions, and VSaaS and SaaS," he said. "I took that to both company's ownership and senior executives and I'm not kidding you; both companies had the exact same answer: 'We've been successful for the last 20, 30, 40 years doing what we're doing; we're a premise-based company doing what we're doing.'"

It was then that Carpenter realized it was up to him to go out and really prove what he'd been saying.

"So, I started Pivot, Inc. on the premise that I'm going to focus on SaaS, VSaaS and cloud-based solutions to 'pivot' companies away from the premise-based solutions to cloud-based solutions because the technology's smart, adaptable, flexible and cost effective, and can quickly fix problems that arise because of artificial intelligence and machine learning. This is why I think of Pivot as the 'new-age integrator solutions provider.'"

Pivot is a single-man company doing business with international companies at the enterprise level and this is all because of the power of partnerships. And not just any partner will do; being selective is key.

"I vet them [potential partners] more than they vet me because I want to have the exact same type of partner across my portfolio," explained Carpenter. "If you look at my website, I only have five partners ... that's on purpose; I would rather be an inch wide and a mile deep versus the opposite."

Carpenter wants to focus on what's relevant today and according to him, that's SaaS,

VSaaS, cloud, video analytics, PSIM, AI and machine learning.

"I go out and find people who are relevant in that space," he explained. "I communicate, build relationships, and become partners and friends. They rely on me as much as I rely on them, and that creates an incredible opportunity and partnership. I'm running a successful business with global reach now with me, just myself, nobody else, with the help of partners that are trying to accomplish the same things that I am."

In fact, it was through a simple google search that Carpenter found the partner that would work with him to help get America back to work, offering a tool to help manage social distancing during COVID-19.

"I was googling AI and machine learning, SaaS and VSaaS, and cloud and Camio kept popping up," reminisced Carpenter, "so I reached out and got a hold of Carter Maslan. At that time, I didn't know who Carter Maslan was; I didn't know he was the president and co-founder, but he answered the phone, we started a conversation and one thing led to another ... he's a partner and more of a friend than anything."

Social Distancing Tool Created

Maslan, previous director of product management at Google who brought Local Search in Google Maps, Google Earth, Google Mobile and Web Search, kept asking his now business partner why they can sit down, enter a subject into Google search and find it in 50 milliseconds, but it takes a ton of hunting and pecking to find anything relevant within video. It was from this conversation that Camio, the AI-powered search engine behind cost-effective remote video monitoring, was created.

"Camio has really created a new paradigm in the security industry especially in the GSOC space where Pivot focuses its aim because a company can now find what they're searching for [on video] within seconds versus minutes, hours or sometimes days," Carpenter said.

As Camio evolved, they sought out to tackle the issue of tailgating within access control situations. Based on what Carter called the Einstein Project, regular 2D traditional cameras could be turned into 3D sensors.

"We [When Carpenter speaks of his partners, he refers to them as "we," no longer a single entity, but together, a team of like-minded individuals as one.] took that and

said, 'hey, if we can do this with anti-tailgating, then why can't we do the same thing for social distancing?' In less than a week, Carter was able to take the anti-tailgating 3D technology, turn it and we had an actionable solution to go out and introduce to the market for social distancing."

The social distancing monitoring application offers a three-pronged approach — detection, alerting and reporting. It does not collect any personal identifying information; it's just numbers in a string. It works with any camera that can produce an H264 or RTSP stream as Camio gives existing cameras a new sense of depth and understanding by segmenting and tracking people as they move on a 3D floor plane grid.

A full dashboard is provided and reports can be generated and sent to key personnel as many times per day as needed. These reports offer a way to help businesses keep employees safe, demonstrating measures put into place for social distancing.

In addition, video can be tied into a VMS or SOC so it can go back to a centralized security command center and it can be sent via email or text message to a manager, for example. The solution comes with a pre-recorded audible, but the end user has the ability to create whatever message is needed.

"We've got it [social distancing monitoring] currently deployed in manufacturing, fulfillment and distribution centers and we're seeing a lot of traction," Carpenter said. "There's so many ways we can use this to help get America back to work by mitigating the risk of exposure by tracking and providing alerts for social distancing."

Carpenter and Maslan realize that the coronavirus is probably going to be around for a while, so flexibility from a cost perspective was important.

"There's probably going to be periods where lockdowns and restrictions and loosened," Carpenter said, "if the virus starts to peak, they'll tighten it back up and lock down again. So, with Camio, it's a subscription-based solution; it can be day-to-day, week-to-week, month-to-month."

This enables businesses to deploy the social distancing solution and when they don't need to continue monitoring, they simply suspend the service.

In addition to using the Camio technology for social distancing, there are other applications as well. Take retail environments, for example. Flow through aisles; total number of people in the store at any given time; people gathered in certain areas showing highest activity level to determine where and how to

stage products and number of people waiting at the register to check out are just a few other ways this technology can assist end users.

"You can think outside of the box on numerous applications," Carpenter said. "That's the great thing about AI and machine learning, if you don't have a solution for today, or we've not thought of it, tell us. We tell this to our customers all the time. For example, I've got a customer in Nashville that we're rolling this [social distancing solution] out internationally for and they asked for 'xyz.' I told them, 'give us a week.'"

To All Integrators

Carpenter believes that AI and ML are becoming more common in the security industry because of the productivity and cost savings, which can be achieved without the privacy concerns surrounding face recognition.

"I've heard CIOs, and IT and Dev Ops teams verbalize that they know this [AI and machine learning] is coming and they've got to align," Carpenter explained. "So, they are taking the steps internally to start preparing themselves to roll it out."

These companies are also starting to realize the cost savings, efficiencies and things they can do with it and stay more security at a lower price point with fewer people and less overhead, all the things that solution providers have been saying for years."

For the security industry, Pivot represents a new way of doing business. With Pivot and Camio partnered, Carpenter will go out and identify target customers, then Carter will come in and they will work together throughout the entire sales cycle. Camio does the entire implementation and post-sales support because it's their product. There's no need to go out and hang cameras, haul ladders, roll trucks, manage technicians, etc. because all they're doing is pushing out software remotely. Carpenter said that he's basically handing over a project to a trusted partner, project managing it, but the manufacturer is doing the implementation and he's collecting money at the conclusion of the project.

"I think Pivot is a great story and Camio is a great story," said Carpenter. "We have solutions that solve today's problems. We're changing the way we do business; we're doing it smarter and more cost-effectively by providing smarter, more intelligent tools. And, we're trying to get America back to work safely and quickly. This [global pandemic due to coronavirus] has been a sledgehammer to our economy, and we, Pivot and Camio, are providing tools and solutions for our end users to integrate into their operating procedures." **SSN**

SPECIFICALLY SPEAKING

Continued from page 3

My personal background began as a field technician for a local security integrator in suburban Maryland in the late 1980s. After working in the field for some time I gained experience with AutoCAD and was able to secure a position within the company's Engineering department. That move created opportunities to expand my knowledge of products technologies and practices as security technologies began to change with the advancement of IP based products and network integration.

Following a relocation to Massachusetts, I was able to continue to grow with another local Security Integrator. Ultimately, I worked as an Integrator, a Manufacturers Represent-

tative and then as a security consultant on a large security project for the Massachusetts Port Authority. That project created an opportunity as well. I became the first manager of access control systems for Massport where I worked for more than 16 years before retiring. With time on my side and maintaining my connections with Dan O'Neill who is the President of Advanced Data Risk Management, I was able to re-emerge back into the public sector to continue as a security consultant.

Can you talk about what new or emerging technologies you are seeing or specifying today?

The pace of change has never slowed. Between the challenges that the post 9/11 world brought to today's issues related to

the COVID-19 virus, clients are constantly searching for the best in class product and applications. ADRM works to stay updated with the latest applications of quality products and services for our clients.

Emerging technologies in access control, digital video management as well as biometric based tools are constantly changing. Sensors and servers integrate in complex systems that rely on the strength and security of the network that host them to ensure a secure operation.

What is your view on the industry moving forward?

A useful working knowledge design, installation and programming is needed, but to sustain an application, security practitioners have to embed their products into complex network infrastructure which may compete for resources. Successful projects will require

a close association with the security practices of information technology as well as traditional security technologies.

True integration through careful application will be the success stories looking ahead. Manufacturers, as well as specifiers and integrators, have a role to play and responsibilities to our clients. **SSN**

—Paul Ragusa

Specifically Speaking, a Security Systems News monthly column, features Q-and-A with a security consultant provided to SSN by SecuritySpecifiers.





NMC's thoughts and prayers are with all whose lives have been impacted by these difficult times. Our deep gratitude and appreciation goes to all those who are selflessly serving on the frontline of the crisis, seen and unseen, protecting our health, supporting critical services, and offering hope.

Together, we will come out of this stronger on the other side.

A handwritten signature in black ink, appearing to read "Woodie Andrawos", followed by a long horizontal line.

Woodie Andrawos
President, NMC

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Fresh Value Supermarkets invest in team member wellness

By Ginger Hill

TRUSSVILLE, Ala.—For approximately 24 years, Randy Guarneri, CFE, CFI and *Security Systems News* “40 under 40” Class of 2019 winner has dedicated his professional security career to the loss prevention industry, serving in many roles including director,

regional loss prevention manager, district asset protection manager, market investigator, district auditor and loss prevention manager for brands such as Winn-Dixie, Harris Teeter, Saks Fifth Avenue, Family Dollar and EZPawn.

In March 2019, Fresh Value Supermarkets, an Ala.-based, fam-

ily owned supermarket with 275 total stores under five banners, appointed long time security expert, Guarneri, as VP of loss prevention. He is tasked with overseeing loss prevention at all Fresh Value Supermarkets stores and reports directly to the CEO.

Because grocery stores source

food and other essential products for people and pets, extra time, care and due diligence toward safety, security and wellness must be top priority at all times, but especially now during these COVID-19 days. Guarneri believes that Fresh Value Supermarkets was way ahead of the curve with regards to implementing

the ‘new normal,’ as directed by the current global pandemic.

“We installed sneeze guards before other companies followed,” he told SSN. “We also placed six-foot decals at checkout lines for customers to stand six-feet apart while waiting in line.”

Fresh Value Supermarkets are also taking an innovative approach, going the extra mile to keep its customers and employees safe and healthy. The supermarket chain has invested in sanitizing machines specifically for shopping carts and hand-held shopping baskets.

“The machines were custom-made to be compatible with all the different size of shopping carts/baskets that we have in our stores,” said Guarneri. “We are ahead of our competition in trying to curb the spread of the virus [COVID-19], but more importantly, we are dedicated to keeping our valued customers and team members safe. These innovative units will enhance the customer and team members’ safety and experience while shopping and working in our stores. Period.”

The special-made sanitizing machines were designed in an arch shape and spray a non-toxic mist around the cart or basket as it is passed through, similar to the concept of a car wash.

“Customers can now roll their shopping cart or pass their hand basket through the sanitizing machine,” Guarneri explained, “push a green button and it simply gets a ‘buggy bath.’ It sprays non-toxic, fragrance-free, CDC-approved chemicals that kill viruses, germs, bacteria and other toxins immediately and within seconds, no drying time needed.”

Additionally, the organization is adding the new shopping cart/basket sanitation to its daily cleaning regimen chain-wide. Employees will be spraying the sanitizer daily through out every store and “have shopping cart sanitizing duties after hours.”

The employees will also be responsible for ensuring each machine has adequate amounts of sanitizer. The sanitizer is housed within each machine and will last approximately three weeks with anticipated usage, but with higher volume traffic in stores, the refilled could be needed more often.

“I’ve seen many times during my career a small child biting on the shopping cart handle while their parents are selecting an item,” said Guarneri. “The sanitizing machines are here to stay and are a game changer now and post COVID-19. The threat of picking up a virus or illness will go down drastically. This is a game changer and I expect other grocery chains to follow our lead.” **SSN**

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EDITORIAL

Associations assess COVID's impact

THE MONITORING Association (TMA), the Electronic Security Association (ESA) and the Security Industry Association (SIA) joined together to conduct a nationwide survey of members in order to better understand the impact COVID-19 has had on electronic security and life safety businesses. This survey confirms the electronic security and life safety is being negatively impacted despite its role as an

essential service in our economy.



Paul Ragusa

The results also mirror what we here at Security Systems News have heard from our readers. Furthermore, our most recent News Poll, which is still open, shows that more than half of respondents are having trouble applying for and getting funding/assistance through the CARES Act. Hopefully, this new round of funding that was just passed will get into the right hands!

Turning our attention back to the findings from the research from TMA, ESA and SIA, it is good to see these top associations coming together to provide this vital info, as well as provide tremendous resources for their members to help support and help them during this time.

"The survey results show a very wide variance due to the differences between Residential and Commercial businesses, as well as revenue sources and the costs to support them," TMA President Don Young told Security Systems News. "Given that the largest contributors to the survey are the commercial integration companies and manufacturers, it should be considered carefully before

assuming too much from the data, without more clarity on segmentation. Lastly, there are also geographic disparities that would also impact the results such as from 'hot spots,' or areas barely affected by the pandemic. As always with the law of averages, we just need to appreciate that dividing the highest and lowest numbers in these areas does not necessarily represent a majority opinion."

Some of the initial quick figures from their survey include:

- 21-30 percent loss of revenue is the median reported for all respondents. More than 60 percent of respondents reported losing this much or more of their revenue.
- Less than 4 percent of respondents were denied the "essential service" label in their jurisdictions.
- 31-40 percent denial of access to job sites for service/testing/inspections/maintenance was the median for residential integrators, compared to 21-30 percent for commercial integrators

A cross-section of the industry represented itself in the responses as follow:

Residential Integration.....	27%
Commercial Integration.....	49%
Monitoring Center.....	11%
Manufacturer.....	41%
Distributor.....	11%
Manufacturer Representative.....	5.7%
Individual/Specifier/Consultant.....	19%
Other Security Provider.....	19%

Looking closer at the overall impact so far, more than 56 percent of respondents reported having to reduce hours or layoff less than 10 percent of their employees. On the other end of the scale, 13 percent of all respondents were forced to reduce hours, furlough or layoff more than 90 percent of

their employees.

On the positive side, less than 4 percent of survey respondents reported that their businesses were denied access as an "essential service" in their jurisdictions.

Impact on Residential and Commercial Integrators

The survey found that the median loss of revenue reported by residential integrators was 31-40 percent, while the median loss of revenue reported by commercial integrators was 21-30 percent, with the majority of integrators — more than 70 percent — losing less than half of their revenue.

The reported levels for denial of access to job sites for service/testing/inspections/maintenance in each segment correlate with these figures, with residential integrators reporting a median denial rate of 31-40 percent while the median denial rate for commercial integrators was 21-30 percent.

The denial of access seems to contribute to income loss for most integrators, though, as more than 80 percent report some level of interrupted access, according to the findings.

Survey responses confirm the observation many have already made: gaining access to residential customers' homes has been more difficult during this time than access to commercial properties, many of which are unoccupied due to social distancing measures. This could contribute to lower demand for residential services during the pandemic.

When asked how industry associations could continue to help businesses weather this storm, respondents most frequently expressed their desire for opportunities to connect and continued updates on the latest information related to winning business strategies, economic assistance and industry trends. **SSN**

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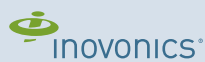
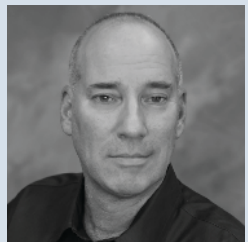
Presented by: Chris Allen, Northeast Regional Sales Manager, Inovonics



Inovonics Wireless Integration with Genetec Security Center

June 9, 2020 at 9:30 a.m. (MDT)

Co-Presented by: Louis René Bergeron, Commercial Lead and PLM for Strategic systems integrations, Genetec



Co-Presented by: Sandy Fisher, Rocky Mountain / Canada Regional Sales Manager, Inovonics



Expand your Reach with Optex iSeries Motion Detection Scenarios Powered by Inovonics

June 16, 2020 at 9:30 a.m. (MDT)

Presented by: Eric Mardian, Regional Sales Manager, OPTEX, Inc.



Selling Intrusion into Commercial Applications

June 23, 2020 at 9:30 a.m. (MDT)

Presented by: Tom Mechler, Regional Marketing Manager – Intrusion and Access, Bosch



HVAC/BACnet and Access Control Applications

June 30, 2020 at 9:30 a.m. (MDT)

Presented by: Bob Mendenhall, South Central Regional Sales Manager, Inovonics

COMMERCIAL & SYSTEMS INTEGRATORS

Kastle Systems' COVID-19 safety program

By SSN Staff

WASHINGTON, D.C.—Kastle Systems has developed an integrated, building-wide plan to safeguard the health and safety of workers returning to the workplace, and enable office buildings to play a significant role in screening and contact tracing.

“For American workers to return safely back into office buildings, there must be a comprehensive system in place that integrates technology and new safety protocols both for the building and for tenant spaces alike,” Kastle Chairman Mark Ein said in the announcement. “It can’t be every building owner, tenant and occupant for themselves. We are all in the business of public health now to protect each other’s lives and help America get back to work.”

Kastle has combined decades of security experience with best practices around managing the novel coronavirus to introduce KastleSafeSpaces, which lets workplaces re-open by making their spaces smarter and safer, while maintaining a level of convenience that’s enabled by technology. Using touchless access control, video analytics technology and thermal cameras, KastleSafeSpaces integrates virus-screening and contact tracing processes to confidently facilitate a safe return to the office.

Touchless controls and an integrated app on smartphones will enable wireless, hands-free door opening, turnstiles, elevators, security card readers, visitor kiosks and parking ticket vending machines.

KastleSafeSpaces will facilitate

daily screenings of employees, vendors and visitors, fully integrating with the security access control system to screen out those presenting with symptoms or known to be infected. Many office lobbies will start to resemble airports with testing stations, screening queues, speed lanes, designated check-in times and self-check kiosks. Kastle Systems will work closely with human resources departments to protect the privacy and health care data of all tenants and workers within a building.

KastleSafeSpaces will utilize existing access control systems, mandating credential use for entry and exit traffic for buildings, floors, tenant office suites and common areas at all times. Proximity data can be supplemented by intelligent video tech-

nology to investigate close personal contact for more detailed tracking. If an employee tests positive for Covid-19, people who are impacted can be easily notified through the Kastle app.

KastleSafeSpaces will use data and technology-led reminders to supplement physical guides to reinforce social distancing. New installations, like checkpoints, will maintain the recommended social distancing guidance and new floor markings will not only indicate the flow of traffic but reinforce how far employees, vendors and visitors should stand away from each other for maximum health and safety. Real-time data exception reporting will provide notifications and Kastle will work with tenants to enforce staggered work schedules to minimize density. **SSN**

BRIEFS

Security Solutions and RAS Watch partner

LOS ALAMITOS, Calif.—Enterprise security systems integrator located in Southern Calif., Security Solutions, recently announced a new product offering, Security Solutions Watch. In partnership with El Segundo-based RAS Watch, a company that provides outsource-managed global security operational command (GSOC) services, customers of all sizes are empowered with the ability to be proactive with their systems.

Companies all over the world spend billions of dollars implementing security systems to protect their assets; however, most of these systems are purely reactive. Security Solutions Watch will utilize tools and proven analytic methods to help mitigate issues before they happen.

Additionally, designing and implementing a managed GSOC is an incredibly expensive endeavor. Security Solutions Watch allows customers of every size to take advantage of everything a managed security operation center can provide at an affordable price. Services include: access control monitoring; social media monitoring; mass communications; situational awareness; incident management; employee travel tracking; video camera viewing; and investigative support.

Utilizing Security Solutions Watch services —24/7 live phone support; camera alert verification; system health monitoring; after-hours reporting and a fully trained staff — will save money on deployment of guard services while aiding in the prevention of theft or vandalism.

Vector Security Networks offers re-entry solutions during the crisis

PITTSBURGH—Stemming from the COVID-19 pandemic, multi-site businesses need to ensure the safety, security and wellness of employees, customers and workspaces while adhering to government regulations and new requirements.

“The COVID-19 pandemic will drive short- and long-term disruption in our lives and in our organizations even after the initial outbreak has been contained,” Michael Grady, executive vice president for Vector Security Networks, said in the announcement. “Preparing for re-entry into the ‘new normal’ will be an overwhelming task, with numerous decisions that businesses need to make along the way, but Vector Security Networks can help.”

Vector Security Networks’ re-entry solutions address three critical areas: ensuring buildings are safe, secure and ready; creating and monitoring effective guidelines and adjustments to workspaces; and promoting the health and wellness of employees and customers.

G4S offers Return to Work Assurance program

By SSN Staff

JUPITER, Fla.—The recently announced G4S Return to Work Assurance program is a new comprehensive solution developed to assist organizations with security planning and implementation as they consider the reopening process during COVID-19.

“The G4S Return to Work Assurance program addresses customer challenges by providing a tailored roadmap of integrated security solutions that takes people, processes and technology into consideration to help organizations chart a course to reopen in this unsettling environment,” G4S Americas CEO, John Kenning, said in the announcement. “The program is based on Centers for Disease Control (CDC) guidelines and includes integrated solutions designed to improve security at every stage of reopening. We help customers put protocols and operational processes in place that mitigate long-term risk and aim to help stop the spread of COVID-19 in our

communities.”

Throughout the pandemic, G4S has worked with essential services organizations under the Essential Service Assurance Program to maintain safe operations for essential businesses. As states lift shelter-in-place orders, more businesses are beginning to consider the actions that need to be taken, requiring many to make significant alterations to their security processes.

The G4S Return to Work Assurance Program includes comprehensive security solutions for compliance in the following areas: temperature solutions; personal protective equipment (PPE); physical distancing; occupancy and throughput; workspace controls, contact tracing; remote working; and business resistance planning.

G4S recommends organizations follow a phased approach to reopening, based on the requirements of local governments, health experts and their own internal policies and procedures. **SSN**

PSA provides advice on working from home

By SSN Staff

WESTMINSTER, Colo.—The PSA Cybersecurity committee offered their recommendations for integrators who are working from home during the COVID-19 pandemic. When asked what should people be on the lookout for to avoid digital espionage, especially when working from home, Josh Cummings, vice president, Technology, VTI, said, “Learn about Social Engineering and be on alert for it. Phishing emails, rogue phone calls, LinkedIn requests and other social media. Protect your data. Do not leave it laying around or throw it away without shredding it.”

Cummings also offered up some best cybersecurity practices for people who are new to working from home, noting that people should keep their personal PCs and routers patched and secure. “Set a complex password on your WIFI,” he said. “Be aware with others in your household that are working from home (especially kids). Beyond that, watch out for Phishing emails as everyone is getting blasted from all directions right now. Be vigilant

even while working from home. We are probably more exposed there than we are in an office environment.”

Andrew Lanning, co-founder, Integrated Security Technologies, added, “Don’t store any meeting recordings in the cloud, store on local machine only. In general, the browser version of the virtual hosting platforms is less invasive to your user data.”

While Zoom has been in the news due to security concerns, Lanning recommended some other platforms to consider:

- We use Microsoft Teams for all of our meetings. It is a great tool that has screen sharing, audio and video calling.
- Teams has Google analytics behind it, generating meeting data for sale/sharing. Not a problem for most things.
- Better security, less features, depending on the required meeting content: <https://meet.jit.si/>
- Join is offering free VPN while they’re in beta: <https://joindigital.com/>
- Brave is a secure and fast browser: <https://brave.com/>
- Of course, Tor is the most secure option: <https://www.torproject.org/> **SSN**

G4S' Rachelle Loyear talks convergence and transformation

Continued from page 1

Unfortunately, we are still mentally siloed. People who are interested in having cool new physical security devices are taking those and putting them on the network, so we have to look at the risks that we are acquiring through that convergence of functional technology versus information technology.

We still think of cybersecurity as a thing that surrounds information, but information is the asset and cybersecurity is the environment through which one can safely access and manage that asset.

We here at G4S have been working on this question of convergence and a risk-based approach as it relates to security risk management for more than a decade. To me the question of convergence is over from a political standpoint, as the world has converged. Now it is recognition of it, and a solid look at the risks that are associated with it.

SSN: A lot of the conversation today is around what is being called the digital transformation. Can you talk about this Security 4.0 concept and how G4S is embracing it?

LOYEAR: In the last year we have really been focusing on this question of Security 4.0, to align it with the business popular language of industry 4.0, and to try and get people to understand that security is moving into a new connected age as well now. We need to be sure we do not follow the manufacturing industry, which moved gangbusters into that connected age and took advantage of all the cool new technology, and then found out that they had vulnerabilities and holes and gaps that they weren't thinking about because it was just cool.

We are really at — or at the cusp of — Security 4.0: Everything in your security program will be connected. Cameras will talk to access control. Your visitor management system at some point should be able to recognize the visitor coming through the door using analytics on your camera, having facial recognition, pinging your manned guard on their device saying to greet that visitor if that is needed, for example. But all of these things in this connected environment are risks sitting there, so we want to make sure we embrace the digitized movement while understanding the challenges created in doing so.

We as a security organization and G4S need to make sure that we are cognizant of the potential gaps and pitfalls and problems — and everything that goes along with it — so we aren't just going along with the desire to be cutting edge without making sure that we apply all of the appropriate security and risk management techniques to that. We are taking a much more holistic approach to managing security.

SSN: Where are companies on this digital transformation journey?

LOYEAR: We may only be half-way there but it is where everybody sees that we are going, and all of the CSOs and CISOs see it coming and are planning around it and budgeting for it. The awareness of digitization as an impacting factor

for security programs is very high as well, so I think the industry knows it is coming.

In the next decade it will be hard to find an enterprise-level security program that is not digitized. By giving people a good pathway and guidance on potential issues, we can avoid them and allow the

industry to embrace the advantages of digitization without running into the brick walls that Industry 4.0 ran into, which is the target hack where someone gets into a casino, for example, through their fish tank thermometer. We have a lot of lessons learned from Industry 4.0.

SSN: What successes are you seeing

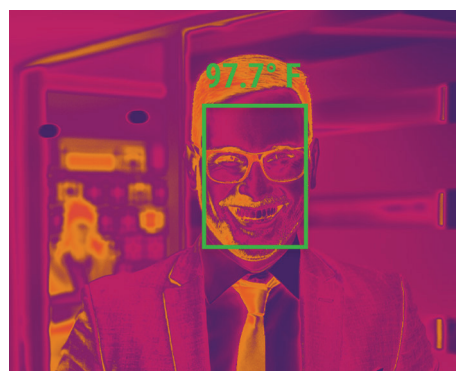
from early adopters? What are some of the key advantages of digitization?

LOYEAR: There are the obvious ones such as speed and efficiency that you get with digitization, but the biggest advantage is also its current biggest downfall and that is the current amount of information that

G4S see page 22



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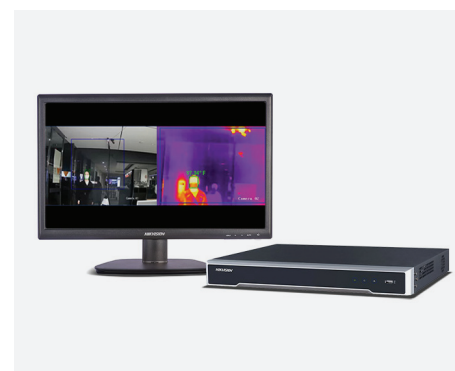
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MONITORING

COPS Monitoring promotes Juergen Henry to assistant VP of operations

By SSN Staff

WILLIAMSTOWN, N.J.—COPS Monitoring announced the promotion of Juergen Henry to assistant vice president of operations. Henry was recently named to the Security Systems News “40 under 40” class of 2019.

As Assistant Vice President of Operations, Juergen's primary role will be to provide direction and individualized support to the operations managers at each of COPS' six locations to ensure continued commitment to the



Juergen Henry

high standards that has made COPS Monitoring a leader in its field.

“As we approach four million monitored accounts and grow our staff to 1,000 employees and beyond, it's critical that we continue to pay close attention to the fundamentals,” COPS Monitoring's President Jim McMullen said in the announcement.

“When possible, our goal is to promote within to reinforce both the breadth and the depth of our leadership. Juergen brings with him to this new position a rich history with

COPS, and an impeccable work ethic that will surely benefit our company, our dealers, and their monitored customers.”

Juergen began his security industry career 10 years ago in an entry-level position at COPS' Florida monitoring center. Through his hard work and dedication to COPS' mission, Juergen moved through the ranks quickly and was promoted in 2014 to Operations Manager of COPS' second-largest monitoring center in Lewisville, Texas. There, Juergen was able to draw on his intensive education at COPS and also the mentoring skills he relied on as

a former high school football coach to grow the staffing in COPS' Texas facility by over 400 percent while improving employee retention rates.

“I am extremely excited and profoundly grateful for my new promotion,” explained Juergen. “I honestly didn't think companies like COPS still existed. Our foundation of ‘people helping people’ applies to more than just the dealers we serve and customers we help protect; COPS also places a high value on its employees and continually invests quite a bit of time and energy back into our team and our operations and I'm honored to be a part of its executive team.” **SSN**

NMC gets UL listing

Continued from page 1
monitoring station for managed video services.

The scope of UL 827B, as defined by UL a global safety science organization, covers managed video services provided by monitoring stations that deliver security services by leveraging video cameras and related video technologies installed at protected properties to form all or part of an electronic security system. The managed video service provider employs staff located at a Managed Video Monitoring Station (Command Center/Central Station) to view video streams, make situation-awareness informed decisions, interact with people or systems at a protected property, notify identified parties of events, or other services.

The unique aspect of companies obtaining this certification is the active management of security events and subsequent engagement, including handoff and tactical support to law enforcement, all in real time via command center-based agents.

“The significance of NMC's certification by UL further sets us apart from other monitoring stations and we couldn't be prouder to be a part of a distinguished group that continues to set

the standard in the security industry,” NMC President Woodie Andrawos said in the announcement. “For nearly 20 years, we have prided ourselves on being the premier 3rd party monitoring station that provides 24/7 best-in-class monitoring nationwide for independent dealers. We continue to invest in services, including our proprietary Network Proactive Video Monitoring Service, that enable our dealer and integrator partners to differentiate themselves in the market with high-value RMR opportunities.”

Qualified monitoring stations for the UL 827B certification are required to undergo an audit during each calendar year by UL's audit staff in order to verify continued compliance. Such audits assess both the monitoring station facility and the delivery of services to subscribers who have been issued UL Monitoring Certificates.

NMC is a third party monitoring company with monitoring centers in California and Texas. As part of The Netwatch Group, NMC expands its suite of wholesale monitoring services with proactive video monitoring, exclusively available through its channel partners. **SSN**

NAD reviews ADT's challenge of SimpliSafe

By SSN Staff

NEW YORK—The National Advertising Division (NAD), an investigative unit of the advertising industry's system of self-regulation and a division of BBB National Programs' self-regulatory and dispute resolution programs, determined that SimpliSafe, Inc. supported certain advertising claims for SimpliSafe Home but recommended modification or discontinuation of other claims.

The following are representative of some of SimpliSafe's claims challenged by ADT:

- “We dispatch 350% faster.”
- “We verify the alarm is real, so police dispatch 350% faster.”
- “Our monitoring staff calls you the second trouble's detected.”
- “Prepared for the unexpected – Someone attacks the system? SimpliSafe is ready.”
- “Our monitoring service was named the best in the industry.”
- “Unparalleled range. Most wireless security systems can't cover your house. Ours can – up to 1000 ft. range.”

In its advertiser's statement, although SimpliSafe disagreed with some of NAD's findings, it agreed to comply

with NAD's recommendations which include, but are not limited to: discontinue dispatch speed claims and claims that customers are contacted within seconds; modification of television, radio, podcast and social media advertising to avoid conveying the misleading message that all touted benefits and options are available with every SimpliSafe package; and discontinue the “best in the industry” claim or modification of claim to disclose date of award.

SimpliSafe informed NAD that for reasons unrelated to the present challenge, it would permanently discontinue the claim about “unparalleled range;” therefore, NAD did not review this claim on its merits. The voluntarily discontinuation claim, for compliance purposes, will be treated as though NAD recommended its discontinuance and the advertiser agreed to comply.

SimpliSafe stated that it “believes in the self-regulatory process and supports NAD's mission as a forum for advertisers to resolve advertising matters” and that it will “work to update its advertising in light of NAD's recommendations.” **SSN**

BRIEFS

FCC no longer issuing warnings for robocalls

WASHINGTON, D.C.—As of May 1, the FCC adopted an Order ending its practice of warning before issuing penalties for violating the law and for harassing consumers with unwanted robocalls.

“Robocall scam operators don't need a warning these days to know what they are doing is illegal, and this FCC has long disliked the statutory requirement to grant them mulligans,” FCC Chairman Ajit Pai said in the announcement. “We have taken unprecedented action against spoofing violations in recent years and removing this outdated ‘warning’ requirement will help us speed up enforcement to protect consumers. With strong enforcement and policy changes like mandating STIR/SHAKEN caller ID authentication and authorizing robocall blocking, we are making real progress in our fight against fraudsters.”

Under the prior statutory requirement, the FCC had to issue robocallers that did not otherwise fall within its jurisdiction warnings — formally called citations — related to alleged violations of the Telephone Consumer Protection Act before it was able to move forward with enforcement action. Additionally, prior to the TRACED Act, any fine the FCC proposed for TCPA violations by robocallers could be based on violations that occurred only after the warning had been issued. While caller ID spoofing violations, namely, the use of spoofing to scam consumers, did not require warnings, the act of illegal robocalling by these scammers did.

The FCC action extends the statute of limitations during which robocallers can be fined for TCPA and for spoofing violations. Until now, the FCC had either one or two years, respectively, from the day a violation took place to a propose a fine, and only the violations that took place within that timeframe could be included when calculating the proposed forfeiture. With this change, the FCC has four years to propose a fine for spoofing and intentional robocall violations. The Order also increases the maximum fines for intentional robocall violations.

DeKalb County, Ga. goes live with ASAP-to-PSAP

DEKALB COUNTY, Ga.—The DeKalb County GA E-9-1-1 Emergency Communications Center (ECC) is the 66th ECC in the United States to implement ASAP and the third ECC in the state of Georgia to implement ASAP.

DeKalb County went live on Monday, April 27th at 7am EST with Vector Security, then followed by Affiliated Monitoring, Guardian Protection, National Monitoring Center, Alert 360, Vivint, AT&T Digital Life, Tyco (Johnson Controls), Protection One, Brinks Home Security, Rapid Response and ESC. ADT is expected to go-live with DeKalb County in the near future.

Security Partners closes central for five days amid crisis

Continued from page 1

operating as normal under the company's COVID-19 pandemic emergency operating plan that had been in place since February, including shutting the facility down to visitors; extensive cleaning of workstations after each shift; only filling every other workstation; and asking employees not to come in if they had been exposed to someone or if they were not feeling well, to name a few of the precautions in place. Egan even had managers in each city reach out and secure a cleaning company just in case a complete cleaning was required moving forward.

Despite the company's policies and best efforts, the operator did come in on March 23 to tell their manager about their daughter's contact at the dorm. And once the company found out on April 1 that the operator had tested positive, Egan decided to close the central station down on that day and call in the cleaning company for a thorough cleaning and disinfection of all areas in the facility, from workstations, to bathrooms, to common areas — a process that cost approximately \$4,000, Egan noted. "We disinfected the entire place and cleaned everything," he said.

Because the operator had already been out 10 days starting on March 23, Security Partners decided to add the additional four days before re-opening on April 6 — "just to be on the safe side and be sure that no other operators were showing signs," said Egan. "And the fact that we had full redundancy in the other two central stations we were able to push all the traffic to Pennsylvania and Nevada and we did not miss a beat."

Egan was happy to report that no other operators have shown any symptoms since that time at that location.

Just when Security Partners thought they were out of the woods, on April 9, one of the operators at their Lancaster site, who is an EMT, was told that one of the patients they had worked on had tested positive. Out of an abundance of caution, Security Partners closed the Lancaster facility and brought the cleaning crew in to clean and disinfect the entire facility, as they did in San Antonio, before bringing operators back to work for the later shift that day. Fortunately, no other operators have shown any symptoms since that time at that location.

Egan pointed out that the key to overcoming these challenges is having the right policies, procedures and planning in place, which must include keeping in close communication with your employees as to what steps and measures that are being taken to

ensure safety.

"We were prepared for this and I think it is important to share this because there are hundreds of small independent dealers that are still monitoring their accounts from one location without redundancy, and that is just not a

safe practice," noted Egan. "And the cost of wholesale monitoring with complete redundancy is far more cost-effective than continuing to upgrade servers and hiring and training people and having them work on holidays and weekends. We are open 24-7, 365!"

He continued, "These independent companies that have less than 5,000 accounts, it doesn't make sense, or pay, to have your own monitoring, plus there are hundreds of small wholesale monitoring companies that do not have redundancy." **SSN**



Pat Egan



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RESIDENTIAL SYSTEMS

SecurityTrax redesigns, upgrades CRM platform

By Ginger Hill

TYSONS, Va.—Founded in 2004 and acquired by Alarm.com in 2015, SecurityTrax, a back-office, cloud-based platform built for the security industry and automation providers to manage all critical operational tasks, has recently and diligently been working on major upgrades and a complete redesign, all with the end user top of mind.

"The redesigned SecurityTrax platform is a more modernized, responsive interface, working across all devices and web browsers," Jeff Hansen, president, SecurityTrax told *Security Systems News*.

According to Hansen, one of the fundamental goals of the redesign was to reduce new user learning curves.

"Our intuitive tools help make any novice user profi-

cient in no time," Hansen said. "They're [the intuitive tools] easily the most popular feature because they improve the user experience and increase the effectiveness of the platform for our customers."

A series of new tools designed to maximize operational efficiencies are now offered within SecurityTrax. New workflows provide a guided, consistent user experience to create customers in the platform while role-specific, company-wide dashboards deliver quick snapshots of critical business metrics that help aid in driving informed business decisions. With such data generated within SecurityTrax from these tools, modeling and tracking

operational and customer service efficiencies are two key benefits.

End users are also empowered to customize the SecurityTrax platform to meet their specific needs. A popular customization among SecurityTrax end users is the building of customer-facing web portals.



Jeff Hansen

For SecurityTrax end users that want to customize but don't know exactly what to do, the "Add-Ons" tool helps end users tailor the platform with some core business elements, such as user-generated electronic documents, performing commission calculations and auto-creating purchase orders for inventory replenishment.

"The Add-Ons are charged either per use or per month per

user," said Hansen, addition that their simplified pricing is attractive to service providers of any size.

Speaking of pricing, SecurityTrax is offered via a subscription pricing model of \$99 per month in which customers get access to an unlimited number of users and a dedicated SecurityTrax account manager. Additionally, "there is a \$2.00 one-time fee per new customer added, plus an additional 10 cents per month which includes unlimited appointments, notes, tasks, file storage and credit checks," Hansen said, "and there are third-party fees for credit checks but, overall, it's the simplest pricing structure we've ever offered and was developed based on feedback from our customers." **SSN**

BRIEFS

Nortek Security & Control LLC announces new regional sales manager

CARLSBAD, Calif.—Jon Fischer, recently hired as regional sales manager at Nortek Security & Control (NSC), will manage sales accounts for dealers in both Minn. and Wis.

"I'm thrilled to have such a seasoned veteran join our expanding team," Jeff Costello, vice president of sales at NSC, said in the announcement. "Jon's wealth of industry experience and commitment to service will make him a valuable addition to our team and his customers."

Fischer comes to NSC with significant experience in the Control and AV industry, including over 20 years of sales experience and a proven track record of supporting dealers. He brings that knowledge with him to NSC, where he is tasked with continuing to drive sales within the territory.

Fischer is a key member of the Eastern Territory Sales Team and is based in McFarland, Wis.

Two-thirds of homes use connected video device

DALLAS—New research from Parks Associates finds 67 percent of U.S. broadband households own and use at least one internet-connected video device: smart TV; streaming media player; gaming console; or PVR/DVR. While these devices get plenty of use, they also have lengthening replacement cycles, which is driving manufacturers to explore new strategies including software and service offerings; exclusive hardware-content bundles; and open ecosystems. Challenges and thin margins in connected entertainment are also narrowing the field of competitors.

"The connected entertainment space is moving towards a smartphone model, in which a handful of platform players control the operating system, UX and consumer access to services and features," Kristen Hanich, senior analyst, Parks Associates said in the announcement. "These platform players stand to win big as consumers increasingly choose to sign up for their OTT service subscriptions through storefronts like Amazon Prime Video Channels, Apple TV Channels and Roku Channel Premium Subscriptions."

Titled "Connected Entertainment Ecosystems: Competition & Cooperation," this research profiles product ecosystems and market strategies for Amazon, Apple, Comcast, Google, Roku, Samsung and Sony, analyzing benefits and drawbacks of closed versus open device app ecosystems and offering insights on consumer expectations for their devices.

"The increasing fragmentation in the content services market means there's no single path to reach consumers," Hanich said, "These factors, along with the consumer demand to access their content when and where they are, are pushing the connected entertainment market slowly but steadily in favor of open ecosystems."

Vivint Smart Home COVID-19 update

By SSN Staff

PROVO, Utah—Vivint Smart Home, Inc., provider of essential services including lifesaving and life-protecting, 24/7 professional monitoring for emergency situations, recently announced several business updates related to COVID-19.

"As we navigate the evolving situation with the COVID-19 pandemic, ensuring the health, safety and wellbeing of our customers, employees and communities remains our top priority," Todd Pedersen, CEO, Vivint Smart Home, said in the announcement. "I am seeing extraordinary efforts from our employees, and am proud of our talented and dedicated teams."

Vivint has transitioned more than 1,500 customer care professionals to effective work-from-home environments while maintaining their geographically dispersed central monitoring stations. Vivint has also instituted a work-from-home policy for all corporate employees.

To keep customers and employees safe, Vivint has implemented new operating and safety procedures based on the latest CDC guidelines. Daily "fitness-for-duty"

assessments for all customer-facing employees are conducted and customers are contacted before visits. Protective sanitary equipment, such as disposable gloves, masks and hand sanitizer, is being used during service visits. CDC guidelines for social distancing and hand washing are being followed, including not shaking hands with customers. Vivint has also paused all door-to-door sales activity across North America, based on state and local government guidelines. Up to 14 days of paid time off is provided to any employee who has contracted COVID-19 or is required to quarantine.

Vivint is trimming discretionary spending to preserve cash and improve their cost structure. They have additionally drawn down \$100 million on their revolving credit facility as a precautionary measure.

Also, effective June 10, 2020, Vivint Canada, Inc. will no longer sell new equipment or accounts through door-to-door sales channels, but will continue to sell via online marketing and inside sales channels.

Vivint will continue to adjust in response to the global situation with COVID-19. **SSN**

ADT, CellBounce unveil solution to 3G sunset

By SSN Staff

BOCA RATON, Fla.—ADT is developing a solution for the home security industry's need to adapt to the 3G sunset, which is scheduled for February 2022. Strategically partnering with technology startup CellBounce, ADT anticipates a user-installed, plug-and-play solution for the 3G-to-4G conversion will be ready by late summer 2020.

The technology and product could apply to most of the six million 3G-powered home security systems in the United States.

"We believe CellBounce is the most cost-effective solution we've seen for the security industry's need to convert millions of customers before the 3G sunset date," ADT President and CEO Jim DeVries said in the announcement. "There's been collaboration between ADT, CellBounce and AT&T's engineering and development teams to enable this technology to work across platforms, serving not only ADT customers, but the entire home security industry operating on AT&T's network. We're fully committed in ensuring CellBounce's success."

CellBounce is a plug-and-lay conversion technology designed to perform required radio updates to systems that currently rely on 3G. Home security customers with 3G radios in their

security panels can receive the CellBounce device, similar to a smart plug, and perform a simple DIY upgrade, enabling continued cellular connection through the 3G sunset.

The technology operates by converting 3G signals to communicate on AT&T's 4G network. It extracts the Mac ID and cellular serial number of existing 3G alarm devices and handles the transfer of data. CellBounce's module instantly attaches to the 3G alarm device and transmit data from it to the AT&T core network using a Qualcomm Femto chipset. Once the module is present, the panel will locate it and reside on it for the life of the device. The unit is equipped with a UL-compliant battery back-up, providing continuity for up to 24 hours in case of power failure.

CellBounce is in late-stage testing and has been proven to work end-to-end in laboratory settings. ADT engineers are in the process of developing the tools necessary to use the CellBounce product and certifying it for use across ADT's platforms and products. Deployment is also contingent on completion of additional, external certification processes.

ADT intends to complete its acquisition of CellBounce and its proprietary technology subsequent to final certification of the solution. **SSN**

Alarm.com receives award, launches online hub

By SSN Staff

BLOOMINGTON, Minn.—Alarm.com won a 2020 Excellence in Customer Service Award in the Organization of the Year category from the Business Intelligence Group.

This award, which recognizes companies across the world that provide exceptional customer service and work to improve how organizations communicate with consumers, was earned by the company's customer operations team, known as CORE (Customer Operations and Reseller Education), by delivering superior customer service, technical support and training to thousands of service providers in the security industry.

"We focus all of our efforts on delivering an unparalleled customer service experience to our partners and subscribers," Jason DaCosta, vice president of customer operations at Alarm.com said in the announcement. "In addition, we strive to identify and develop passionate, highly accountable team members, who share our all-hands-on-deck mentality to continually

elevate our customer service standards for the industry. This recognition further motivates us to find new ways to improve how we serve our partners and subscribers so that we always exceed their expectations."

The CORE team's mission is to provide

"We focus all of our efforts on delivering an unparalleled customer service experience to our partners and subscribers."

—Jason DaCosta,
Alarm.com

a "best in the world" experience to all partners and subscribers, and prioritizes continuous improvement and accountability. For example, CORE created a system to track how effective the company is at delivering and improving the overall experience for technicians. This

implementation increased the overall ease of working with Alarm.com technology by nearly 10 percent and helped lead to a 94.1 percent Customer Satisfaction (CSAT) score last year.

In addition to this award, Alarm.com recently launched an online hub for their partners to access training, resources and information to help succeed remotely. The site is a one-stop resource center with links to pages for helping with do-it-together/professionally assisted device installations and accomplishing other critical tasks. **SSN**

Parks Associates, PSA Certified highlight device security, standards

By SSN Staff

DALLAS—Parks Associates research revealed 41 percent of U.S. broadband households are concerned about hackers getting access to their devices. With concerns among households without smart home devices, these fears could contribute to reluctance among consumer to purchase these devices.

"Connected devices have proven valuable in extending and enhancing many elements of everyday life, including work-at-home, education, entertainment, and health and wellness," Patrice Samuels, senior analyst, Parks Associates said in the announcement. "But, the expansion of smart home adoption and online activity also increases consumers' vulnerability to hackers and cybercriminals. Parks Associates research has repeatedly found safety and security to be fundamental to consumers, so all players would benefit from industry-level solutions that can deliver on the security of connected devices in the home."

Additionally, Parks Associates tracked

the steady increase of DIY setup and configuration among smart home and connected entertainment, finding the following:

- 64 percent smart home device owners report setting up at least one smart home device themselves;
- Approximately 90 percent of smart light bulb and smart plug owners set up these devices themselves; and
- 51 percent of smart home owners who set up their own devices experienced at least one type of problem when setting up their device.

Parks Associates addressed the importance of establishing device security standards and certifications in the webinar, "IoT Security: Establishing Frameworks to Protect Consumers," co-hosted with PSA Certified. Samuels moderated the

following panelists:

- Anurag Gupta, Business Development Director of Platform Security Architecture, Arm;
- Carlos Serratos, Senior Director of Strategy, Brightsight; and
- Hector Tejero, IoT Solutions Architect, ARROW Electronics. **SSN**



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SUPPLIERS

Eagle Eye's Mexico City project done

By Paul Ragusa

AUSTIN, Texas—Eagle Eye Networks, a global cloud video surveillance provider, announced the completion of a citywide surveillance program in Mexico City, installing 13,550 cameras in 4 months.

"This is the largest deployment we have done that was primarily wireless 4G," Eagle Eye Networks CEO Dean Drako told Security Systems News. "The use of a true cloud VMS is ideal for 4G deployments when architected properly."

Drako noted that this is one of the fastest completions of such a large-scale project like this, and the installation team was installing approximately 250 cameras per day at its peak. To facilitate this quick deployment, Eagle Eye Networks utilized 4G connectivity combined with its bandwidth optimization to get all cameras

operational with remote monitoring. "In the future 4G and 5G technology will likely be a go-to solution for large scale distributed surveillance projects. It can save a lot of time and money on installation," Drako said.

This fast-paced install occurred amidst the global supply chain challenges caused by COVID-19; however,

Eagle Eye Networks' strong partnership with both the reseller and suppliers provided alternatives and solutions to keep the project on schedule.

Drako said that the city's primary goal is to create a safer environment for their citizens.



"They want to reduce crime and violence ... create more confidence in the community," he said. "They can do this by responding more quickly and making it easier for people to reach them more quickly. The cameras provide

a clear view that enhances safety especially when connected with an emergency call system."

He noted that Eagle Eye Networks' solution was chosen because the Eagle Eye Cloud Video API Platform provides an open solution that allows integration of new technologies (AI, advanced analytics, search, and license plate recognition, for example); new suppliers; and

new cameras at any time. Future-proofing the city's investment and eliminating the headaches associated with managing large data centers was crucial in their decision.

"When deploying a city-wide surveillance project, scalability, retention, and cellular transmission must be considered," said Drako. "Eagle Eye's cloud video retention and massive on demand scalability make it ideal for large-scale deployments. To operate your own large data center system for video recording is expensive and challenging. With Eagle Eye's subscription service we provide a more robust and lower cost answer for large-scale deployments."

While this is Eagle Eye Networks' largest citywide deployment, it has a number of city clients. "This is a growing vertical for Eagle Eye Networks." **SSN**

BRIEFS

VIVOTECH USA withdraws from ISC West 2020

SAN JOSE, Calif.—IP surveillance solution provider, VIVOTEK, announced that it will not exhibit at ISC West 2020, which has been rescheduled for October due to ongoing COVID-19 pandemic concerns.

"At VIVOTEK USA, Inc., the health and safety of all employees is number one priority during this time of national and global crisis," David Liu, president, VIVOTEK USA, Inc. said in the announcement. "As such, we have decided to cancel our participation at the 2020 ISC West show. We look forward to meeting with our industry partners, friends and customers face-to-face at such events when these health concerns have been alleviated."

HID Global collaborates to expand wearables

AUSTIN, Texas—HID Global, in collaboration with Fidesmo, a provisioning company that makes it possible to connect contactless services to wearables, announced its integration in HID's next-generation Seos credential technology to secure element chips that are used in wearables.

"As wearables grow in popularity, organizations of all types will be confronted with the need to support new form factors for physical access and other popular applications," Steve Currie, VP and managing director of Extended Access Technologies with HID Global, said in the announcement. "Working with Fidesmo to bring more use cases to wearables delivers on the promise of Seos credential technology to provide users the freedom to use their preferred device, whether it's a phone, card or wearable, to easily navigate their daily life."

SALTO Systems and Amazon partner

NORCROSS, Ga.—SALTO Systems has teamed with Amazon Key for Business to provide a cloud-based solution that eliminates package delivery issues for building managers by providing safe and secure entry for Amazon delivery drivers. SALTO is a leading manufacturer of electronic access control solutions. Amazon Key for Business is a convenient, authorized entry service for Amazon deliveries.

"SALTO and Amazon Key for Business are collaborating to develop a seamless solution that can address and reduce these issues, freeing up property management to tend to more important tasks," SALTO North America Marketing Director Steve Burk said in the announcement. "SALTO has long provided access control solutions that not only improve security, but also add convenience. We're honored to work with Amazon Key for Business to help property managers operate more efficiently and to help ensure the security of package delivery for the buildings that rely on our electronic locks."

Arcules and RAS Watch partner to provide GSOC solution

By SSN Staff

IRVINE, Calif.—Arcules and RAS Watch strategically partnered to deliver a fully managed and outsourced global security operations center (GSOC) solution. The jointly developed Rapid Deployment Kit incorporates the Arcules cloud video management system and Axis Communications IP cameras, as well as remote monitoring, alert verification and system healthy monitoring from RAS Watch.

"Over the past few weeks, we've seen a majority of jurisdictions issue stay-at-home orders," Ryan Schonfeld, CEO and founder, RAS Watch said in the announcement. "We knew we needed to come up with a solution that is cost-effective and easy to deploy, and offers businesses the kind of protection they need to ensure their facilities are safe."

With the COVID-19 outbreak, businesses are looking for solutions that help them monitor and protect their physical assets against security threats as their employees leave their things behind and work from home for the unforeseeable future. Using Arcules' secure cloud-based video surveillance service along with RAS

Watch's fully managed and outsourced GSOC, business leaders can quickly, efficiently and cost-effectively security assets. Short-term contracts are available immediately to help organizations navigate through the current crisis.

"Arcules is excited to partner with RAS Watch on this Rapid Deployment Kit that enables clients to quickly establish security and remote monitoring for their sites," Nigel Waterton, CRO, Arcules said. "The time to provide clients with quick, cost-effective options to increase security and safety is now, and both Arcules and RAS Watch are dedicated to providing services that ease complexity, reduce additional infrastructure costs and minimize the requirements for smart, effective security monitoring."

This partnership allows for rapid deployment of both video camera technology and remote setup through Arcules' cloud video surveillance interface, while RAS Watch empowers remote response, oversight and health monitoring with its managed GSOC, delivering necessary information and guidance to mitigate risks before they happen. **SSN**

Alcatraz and Boon Edam team up for frictionless entry

By SSN Staff

REDWOOD CITY, Calif.—Alcatraz, developer of secure frictionless access control products, and Boon Edam a global leader in security entrances, have announced an integration that delivers touchless access control with facial recognition for mantrap portal circlelock units, and similar entrance solutions used in a variety of industries.

"The Boon Edam and Alcatraz technology partnership is huge," said Boon Edam Vice President of Technology and Product Support Kurt Measom. "The Alcatraz Rock delivers a touchless facial recognition access control solution for our products like the mantrap portal circlelock unit. With it, we can provide a quick seamless entry point into highly secure areas like data centers."

Alcatraz Founder and CEO Vince Gaydarzhiev said they developed the Alcatraz Rock with access control providers like Boon Edam in mind.

"We knew that facial authentication would enhance Boon Edam's existing entrance control solutions by giving them the option to easily incorporate secure, frictionless access control into their security regardless of the access control provider they use because we developed the

Rock to work with all of them," Gaydarzhiev said.

The Alcatraz Rock delivers a frictionless and secure physical access control platform that detects tailgating and works with any access control system. It replaces or augments badging as a credential with facial recognition, 3D sensing, and artificial intelligence to enable highly secure and frictionless entry into physical locations. The Rock uses passive 3D sensing, machine learning for increased security, and accurate tailgating detection while intelligently enrolling employees as they are badging in, creating onboarding magic.

When used with Boon Edam automatic security entrance products like the mantrap portal circlelock unit, the Alcatraz Rock enhances security and improves flow, said Measom.

"We have found that the Alcatraz Rock performs better than other biometrics we have used in that it's seamless," he said. "Some biometrics can take more time because a person's face has to be directly in front of an iris scanner, for example. But with the Rock, it's quick and intuitive. It recognizes users very quickly and takes no time at all." **SSN**

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Brivo launches visitor management solution

By SSN Staff

BETHESDA, Md.—Brivo, a global leader in cloud-based access control and physical security platforms, announced the release of Brivo Visitor, a fully integrated kiosk solution for visitor management.

Brivo Visitor provides guest

identity and photo capture, delivery management, arrival notifications, badge printing, customized questions and journaling of visitor records to the same centralized database as the core Brivo access system. The benefit is a secure, streamlined visitor and compliance experience in lobbies of multi-

tenant commercial properties, standalone offices, and reception areas in private company suites.

The visitor experience in commercial properties has long been a sore spot for both visitors and building occupants. Time consuming sign-in requirements slow down

“Modern offices want a fully integrated security ecosystem that enhances the occupant and visitor experience at the same time it provides security.”

—John Szczygiel, Brivo



visitor intake and create frustrating backlogs in busy buildings. Paper logs are subject to loss and damage, not easily replicated or distributed, lack privacy, and do not always meet compliance requirements. Finding and notifying the visitor's host also consumes valuable time at guard stations and reception desks.

“Modern offices want a fully integrated security ecosystem that enhances the occupant and visitor experience at the same time it provides security,” John Szczygiel, EVP and COO of Brivo, said in the announcement. “Brivo Visitor meets this need with an additional layer of security, matched with a welcoming visitor experience. Employees and tenants appreciate it because they get immediate notification of guest arrival on their mobile phones.”

Brivo Visitor solves an additional pain point that stand-alone systems cannot address: data integration with the customer's core enterprise security systems. Brivo Visitor is built on top of Brivo's flagship security cloud platform. This architecture benefits both customers and resellers. For customers, this means that visitor management is part of the same web and mobile application suite they already know how to use. For partners, Brivo Visitor is an easy add-on to any new access control system. It can be added to existing accounts remotely, with no truck roll.

With customizable workflows for visitor sign-in/out, delivery notifications and help requests, customers can tailor the experience to meet their individual needs. Brivo Visitor also enables customized questions to appear during visitor sign-in so companies can ask questions such as if the visitor has experienced recent illness or traveled out of the country. This provides users with a real-time way to gather visitor information and have the confidence that they are protecting all building occupants. Additionally, companies can set up badge printing from AirPrint-enabled printers for visitor badges that clearly display their identification. Brivo Visitor uses any commercially available iPad and kiosk to easily complement office decor and accessibility requirements.

The Brivo Visitor app is distributed via the Apple App Store, and is activated through a subscription available from Brivo authorized resellers. **SSN**

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At UCC, we are passionate about helping alarm companies prepare for the changing landscape of the security industry by empowering them with the technology, services, and resources needed to gain a competitive advantage.

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If you register for GSX and cannot attend due to COVID-19, rest assured, we have you covered.

PRODUCT SPOTLIGHT

Megapixel Cameras



Editor's note: The companies listed in this special section submitted product information in response to a call for products for this month's feature. *Security Systems News* is not responsible for the accuracy of the content in the product descriptions.

TRENDnet

INDOOR/OUTDOOR 8MP 4K H.265 WDR POE IR BULLET NETWORK CAMERA, TV-IP1318PI

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www.trendnet.com



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Hikvision USA

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www.hikvision.com



www.securitysystemsnews.com

Panasonic

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www.security.us.panasonic.com



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www.boschsecurity.com



3xLOGIC

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www.3xlogic.com

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www.oncamgrandeye.com



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www.flir.com



Pelco

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www.pelco.com



VIVOTEK USA

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www.vivotek.com



Next Month:

NVRs / DVRs

G4S

continued from page 13

these systems can provide will change our world. We will be able to understand so much about how systems are being used, how people are interacting with those systems, how systems are interacting with each other, that we are going to be able to get actionable information, and it is not just security at this point.

Security is going to become an enabler of the business through every data point that we collect. Retail is a good example — seeing traffic patterns so human resources can figure out key times to staff, as well as better understanding what customers are interested in, for example.

One system that would have typically been cameras with someone watching to see if something bad happens suddenly becomes a vast portal of information for the entire organization, which is great and amazing and provides so many benefits to so many people, but on the flip side is the noise that is created; it is overwhelming to us as humans the amount of noise that comes along with all of this.

I believe that the winner of the contest of the security industry is going to be the company that can handle that noise, and a lot of what we talk about at G4S is ways that we can handle that noise — the ways we put analytics in place, the ways that we tie responses to the value of the location. It is actually a complex undertaking to reduce the

noise that you get as an organization.

As machine learning comes online and gets better and AI gets better, I think that being overwhelmed by the noise will settle down for the industry. So the tactic we take is how we can filter the noise to make sure that you are getting the right information and not just piles of data.

SSN: What are some of the emerging technologies to help filter that noise?

LOYEAR: Analytics are super exciting and something that we are really getting into right now. Our AMAG Technology group is doing some really exciting things with analytics around their set of products. With their Symmetry suite, they are layering in these analytics that will flag for the customer any unusual behavior, or behavior that is not in keeping with the norm, such as a longtime employee doing something that he doesn't usually do at a certain time of the day.

Being able to point things out like that and as we tie in access management, both physical and data network, and flag and compare activity on both — these are the kinds of things that we are starting to build on and really dig into so we can think future state. As part of the innovation team, we don't just want to stop at that; we want to really be able to assist with what else we should be looking for.

There's so many ways that we can tie asset protection to the complete risk picture. The AMAG Risk360 product, which is an incidence-tracking tool, comes to mind, as you

are able to tie incidence metrics into system metrics. If we underpin it with understanding the customers' assets, values and risks, giving them their complete security picture, including what their security program is doing for them, that not only empowers the direct customers of the security department, but it also empowers them to have that conversation with their business partners as well.

SSN: What is the Holy Grail for security and how long before we get there? Is providing that single pane of glass key?

LOYEAR: The Holy Grail, like 10-15 years from now, is the end user moving beyond the single pane of glass. Today, I think single pane of glass is absolutely where people need to be but not just a pane a glass but one that I can look at that only has the information that I need, which is a major piece to that. A lot of people can put all of the technologies into one unit, but putting them into one unit that only shows me what I am concerned about — that is the Holy Grail!

If I am sitting in my corporate security office, I don't want to ever have to see an alarm that isn't important; I don't want to ever have to see a data point that doesn't drive value to my security program. Value is directly tied to securing assets, or promoting the value of some of their assets, so for me it is the single pane of glass, but also the directed audience-curated single pane of glass that we need to get to as an industry. It is great that you give me graphs and charts but if I don't know what they mean, or they

have no impact on my business, then you are not helping me.

It is possible to do this with machine learning, with AI, if as an industry we focus on that. If you ask any CSO, what do they want to see, they will say, "That which matters to me." And I think as an industry we can get there, and make sense of all that noise. So that is the Holy Grail to me as well — not wasting people's time with stuff they don't need.

SSN: Can you talk more about how a risk-based approach is key to the G4S strategy?

LOYEAR: What we are reaching toward at G4S with our risk-based approach, coupled with this conversation about Security 4.0, is really not wasting customer's resources and honing in on the right set of programs and things to do that is specific to them. Beyond that, you must constantly revisit what you are doing, the solutions in place, using the data points that are coming in to take a lifecycle improvement approach in that model as well, which is really driving what we do for our customers using this approach: protect the right things from the right things with the right things.

We do not want to put things into the system that are not protecting assets and providing value, so ultimately it comes down to the million-dollar question: 'How do we best protect it, as there are so many systems and ways to go about that?' Got to have the why you are doing something, which analytics can help with. **SSN**

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Butchko, Benjamin	Butchko Inc.	3
Carpenter, Brian	Pivot Inc.	1
Drako, Dean	Eagle Eye Systems	18
Egan, Patrick	Security Partners	1
Green, Alan	VIVOTECH	25
Guarneri, Randy	Fresh Value Supermarkets	8
Hall, William	ADRM	3
Hansen, Jeff	SecurityTrax	16
Loyear, Rachelle	G4S	1
Perkins, Mark	ESI Convergent LLC	3
Young, Don	The Monitoring Association	3

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Brivo	9	www.brivo.com
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Inovonics	11	www.inovonics.com
Mission 500	23	www.mission500.org
Napco Security	26	www.starlinklte.com
National Monitoring Center	7	www.nmccentral.com
Security Central	5	www.security-central.com
United Central Control	20	www.teamucc.com

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SSN SNAPSHOT

PEOPLE NEWS



Provider of cloud-based software for smart lock management and access control, **RemoteLock** welcomed Eric Owen as chief revenue officer, responsible for leading the sales team, driving revenue and overseeing all revenue-management systems and Brad Mushovic as chief marketing officer, responsible for leading the marketing team, driving lead-gen programs, building the brand and overseeing corporate communications.



Eric Owen

Owen brings nearly 20 years of executive leadership experience, most recently as chief

executive officer for Predictive Safety SRP where he led business development, strategic partnerships and global revenue expansion initiatives.

"Eric brings to RemoteLock a unique blend of expertise in global market development strategies and corporate development, specifically in SaaS companies," Nolan Mondrow, CEO, RemoteLock, said in the announcement. "His insights, along with his tireless focus on customer satisfaction, are only a couple of the reasons I am so thrilled to have him on the team."



Brad Mushovic

Mushovic brings over 26 years marketing management, strategy, business development and operational expertise.

"Brad's eye for strategic development through the marketing lens is one of the many reasons he makes a great addition to our team," Mondrow said. "His expertise is rooted in customer-centric principles which fit directly into what we value and apply at RemoteLock every day."

Gunfire Detection System manufacturer and marketer, Safe Zone, recently appointed Brian Stobbe, industry veteran and former law enforcement officer, firearms instructor, under-cover drug investigator and K-9 handler, as national director of Distribution

Sales. Reporting directly to Safe Zone President, Mike Anderson, Stobbe is responsible for development, implementation and management of all distributor channel sales and support programs.

"With this background, he brings to Safe Zone an attitude and a deep understanding of the need for our solution that will enable him to motivate our entire sales organization and the end-user customers we all serve," Anderson said. "His combined background in security, surveillance, law enforcement and risk assessment immediately brings new depth to our management team."



Brian Stobbe

About the product he now represents, Stobbe said: "The Safe Zone Gunfire Detection System isn't just another commercial product. It's a life saver that can and must be deployed in every type of building where people come together to live, learn, worship and be entertained."

FIVE QUESTIONS



VIVOTEK's Director of Sales, North America, **Alan Green**, shares about life, best advice ever received, how he got into the industry and more with SSN.

ARE YOU MARRIED? ANY KIDS? ANY PETS?

Married to a highly intelligent woman who works for one of our local Sheriff's Departments as a 911 Communications Officer. We have a college-aged daughter majoring in math, minoring in education at the University of Florida...Go Gators! We also have two rescue dogs at home along with our daughter having one with her at school (apartment not dorms). *[It's okay, we wouldn't tell anyway; we're dog lovers too!]*

WHAT'S SOMETHING INTERESTING ABOUT YOU THAT YOUR COWORKERS MAY NOT KNOW?

I once spent a summer playing tenor saxophone for the local touring company of the Broadway show, "How to Succeed in Business Without Really Trying."

WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVERY BEEN GIVEN?

Don't exaggerate or fudge answers ... if you don't know the answer to something that someone asks, go find out so you both learn something. Too many people answer with something just for the sake of doing so, but customers know when someone's full of it and lose faith in that person because of it.

WHY DID YOU DECIDE TO JOIN THE SECURITY INDUSTRY? I came out of the personal computing segment when everything video- or imaging-related was referred to as "multimedia" tools. I had worked for a couple of the major Japanese manufacturers and been on the bleeding-edge of imaging technology at that time, mixing analog video, digital photography and early-stage compression technologies. I looked at adjacent markets and made the move into security just as it was getting ready to make its own transition from switches to multiplexors.

WHAT BOOK, PODCAST OR MOVIE WOULD YOU RECOMMEND TO OTHERS AND WHY? When I have time, I tend to lean toward sci-fi and something that focuses on the near future. I like to see how someone blends their vision with the rooted reality of today.



Alan Green

— Ginger Hill

CALENDAR



July 29-31 acceleRISE Conference.

The Security Industry Association's (SIA's) acceleRISE Conference will be held at the OMNI Austin Downtown Hotel in Austin, Texas. Hosted by SIA's RISE community for young security professionals and those new to the industry, acceleRISE was created to ignite new thinking, strengthen leadership and sharpen business acumen in young security talent. The conference features a diverse array of premier learning sessions, interactive workshops and fun activities geared toward rising stars in the industry. visit <https://accelerise.securityindustry.org/>

Sept. 21-23 GSX 2020. The ASIS International Annual Seminar and Exhibits, held at the Georgia World Congress Center in Atlanta, will feature education for security practitioners and vendors. ASIS 2018 offers training sessions, covering every aspect of security. For more information on the conference, the see the program and to register visit www.securityexpo.asisonline.org/

Oct. 5-8 ISC West 2020. Held at the Sands Convention Center in Las Vegas, ISC West will feature a variety of exhibitors and host many security professionals. The conference features SIA educational sessions and the exhibition hall, which will be open from Oct. 6-8. For more information on the ISC West 2020 conference, visit www.iscwest.com.

Oct. 24-27: CONSULT 2020 Join the fourth annual SecuritySpecifiers Technical Security Symposium, specifically for the security industry's leading design consultants. On October 24, consultants gather to learn, network and get calibrated on today's most important security issues. Offering viewpoints on the industry's direction and challenges, CONSULT 2020 will leave its participants better equipped to navigate the future consulting landscape. Find more information here: <https://www.attendconsult.com/>

Oct. 27-28: Securing New Ground, founded in 1996, is the executive conference of the Security Industry Association (SIA), including two days of intelligence sharing, education, analysis and networking. Held at the Grand Hyatt New York, the conference is attended by 250+ senior-level industry leaders and financial partners. Visit <https://sng.securityindustry.org>.

Nov. 18-19: ISC East 2020, held at the Javits Center in New York, will feature approximately 7,000 security and public safety professionals and representatives from more than 300 security brands. The event will also highlight new products, including video surveillance, access control, smart home technologies, IoT and unmanned security, and offer special events and education. For additional information, visit www.isceast.com.

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