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40 UNDER 40

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ADT Commercial stands up as stand-alone business

By Paul Ragusa

YARMOUTH, Maine—Nearly three years ago I sat down for a breakfast interview at ISC West in Las Vegas with the company leaders who make up ADT Commercial's "Owners' Club" to discuss the organization's plans as the commercial side of arguably one of the most recognized residential security companies in the U.S.



Dan Bresingham

Today, the "billion-dollar stand-alone start-up," as Execu-

tive Vice President Dan Bresingham tells *Security Systems News*, is creating its own identity as an innovative national integration company made up of some of the best systems integrators in the industry, including well-known companies such as Red Hawk, Aronson Security Group and Advanced Cabling Systems, to name just a few of the 30 companies – and more than 5,000 employees – that make up the fabric of what is ADT Commercial today.

"All of our employees are this great combination of all of these companies that we have acquired over the years," said Bresingham. "We are trying to

get the message out that ADT Commercial is new and that we have our own identity with so many amazing opportunities for growth, as we have employees who come from some of these smaller integrators and have now moved into leadership roles."

Bresingham may have hit on the secret to ADT Commercial's success, as the sum is greater than the parts that make up the organization, creating a company that leverages the talents and strengths of its member companies to create a comprehensive approach to commercial systems integration.

ADT see page 15

Physical security incidents on the rise

By Paul Ragusa

SAN ANTONIO, Texas—Businesses are experiencing a 20 percent increase in physical security incidents since the start of the pandemic, with another one-third anticipating even more activity in 2021, according to a new report from Pro-Vigil, a provider of remote video monitoring, management and crime deterrence solutions.

The research report indicates that a significant number of companies have updated their security strategies in the wake of the COVID-19 pandemic.

Pro-Vigil Founder Jeremy White told *Security Systems News* that 2020 changed the way people think about physical security. "The COVID-19 pandemic introduced an onslaught of unique security challenges that businesses were not expecting or prepared for – protecting unoccupied properties and dealing with security guard absenteeism due to virus exposure, for example," he explained. "Couple this with the common challenges associated with using security guards that our survey uncovered, and there's never been a better time to evolve physical security strategies to include advanced video surveillance systems, which can do as much, and even more, than security guards."

Pro-Vigil polled 124 business operations leaders across a variety of commercial vertical markets to gain an understanding of how the pandemic has impacted their security strategies, including the use of security guards and video

INCIDENTS see page 3

ESA now sole owner of ESX conference

By SSN Staff

DALLAS—The Electronic Security Association (ESA) announced it is now the sole owner of the Electronic Security Expo (ESX), an annual national convention and exhibition for the electronic security and life safety industry that had been co-owned by The Monitoring Association (TMA) since the show's beginnings in 2008.

"While it has certainly been a tough year for in-person events, the Electronic Security Association (ESA) sees the value that the

ESA see page 16

Adapting during COVID

The Protection Bureau's Matthew Ladd gives a look inside SecurityNet's big pivot

By Cory Harris

YARMOUTH, Maine—While the COVID-19 pandemic has presented security systems integrators with a number of challenges during these unprecedented times, many are adapting their own businesses to survive and thrive during the pandemic, changing the way they interact with customers and serve their ever-changing needs when working on projects.

In spite of the challenges that integrators are facing during COVID-19, they are meeting these challenges head-on in order to successfully operate, finding ways to adapt to the new norm due to hard work and determination.

ZOOM CALLS

Matthew Ladd, president, The Protection Bureau, explained to *Security Systems News* that one of the first things that his company and other members of Security-Net did after the pandemic hit was hold weekly Zoom calls.



Matthew Ladd

"Once things started happening and businesses were affected and states started shutting down, the Security-Net group got together and we started weekly Zoom calls," he said. "Normally, we would

have a meeting once a month, but we felt that it was too important because of what was going on. In the early days of the pandemic, we got together and said, 'What are you guys doing? How are you handling this? Are your clients

ADAPTING see page 14



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NEWS

BRIEFS

Mission 500 opens noms for Corporate Social Responsibility Awards

MIAMI, Fla.—Mission 500, a non-profit charitable organization focusing on the security industry and dedicated to serving children and families in need across the U.S., is now accepting nominees for their 2021 Corporate Social Responsibility (CSR) Award and 2021 Humanitarian Award.

"2020 proved to be an especially challenging year, and perhaps even more stressful for many children and families already in need of assistance prior to the pandemic," said Mission 500 Chairman Ken Gould said in the announcement. "We ask for your nominations for the 2021 Corporate Social Responsibility (CSR) and Humanitarian Awards to recognize outstanding achievement and help inspire others to join in this most noteworthy cause."

The Mission 500 CSR Award honors a company in the security industry that has made a significant contribution to those in need. Employees can nominate the company they work for, as well as partner organizations they work with. A judging panel comprised of Mission 500 Advisory Board Members evaluates applicants according to the criteria and applicants' contributions toward social causes. In 2020, ADT received the CSR Award, while George Fletcher was awarded the Humanitarian accolade.

In addition to the CSR Award, Mission 500 is also looking for nominations for their Humanitarian award. The award recognizes individuals in the security industry who have made important contributions to those in need. Entry forms for the Mission 500 2021 CSR and Humanitarian Awards can be downloaded at <https://www.mission500.org/awards/> and submitted by March 31, 2021.

SaaS emerges as preferred cloud-services model

VALLEY COTTAGE, N.Y.—The global cloud services market is expected to surpass \$470 billion in 2021, growing steadily at a CAGR of 20 percent during the forecast period of 2020 to 2030, according to a new study by research and consulting firm Future Market Insights.

Surging adoption across diverse industries to accommodate digitization will remain one of the chief growth enablers, with the demand for software as a service (SaaS) models considerably high, showing a 22 percent year-over-year growth rate in 2021, the study found.

Both U.S. and Canada will exhibit remarkable growth as markets for cloud services. Of these, the U.S. will register 64.9 percent of North America market in 2021.

The study also noted a shift toward more use of cloud on the enterprise level: "Increasing usage of cloud-based services for multiple workloads such as email services, data backups, CRM, ERP and collaboration services is expected to drive growth of the cloud platforms, over the forecast period."

Physical security incidents rise during COVID

Continued from page 1
monitoring systems.

Interestingly, nearly half of respondents use modern digital video systems that include **artificial intelligence (AI)** for object recognition.

"This is a big deal because the potential for how AI could impact physical security this year is tremendous, and companies need to adopt the technology now," White said. "With AI becoming smarter every day, we're on the verge of moving from mere object recognition, to predictive deterrence – determining when a crime is likely to happen and taking immediate action to prevent it."

White also pointed out that the survey found that nearly 45 percent of respondents use digital video for applications beyond security – monitoring worksite conditions and foot traffic through the business, for example. "One way our custom-

ers are leveraging their video surveillance systems to better their business is by incorporating our Social Distancing AI Suite to promote compliance with CDC COVID-19 prevention guidelines, including social distancing, face-mask usage and occupancy limits," he explained. "This is just one of many ways video surveillance systems can be used to improve businesses operations."

KEY FINDINGS FROM THE SURVEY INCLUDE:

- Nearly one-in-five respondents said they saw an increase in physical security incidents since the start of the COVID-19 pandemic.
- Nearly one-third of respondents indicated they believe they will see an increase in physical security incidents in 2021.
- More than 40% of respondents said they made changes to their security strategy since the start of the pandemic.

• More than half of the 40% indicated they installed new video cameras, which emerged as the most common way in which respondents strengthened their security posture going into 2021.

PERCEPTIONS AND USE OF SECURITY GUARDS

Nearly 24% of survey respondents indicated they used security guards in their business. Of those respondents:

- 48% indicated they had experienced absenteeism with security guards.
- 44% said their guards failed to stop a security incident.
- 12% indicated a security guard has caused a problem with an employee or customer.

For those who indicated they do not use security guards, a majority (nearly 82%) indicated they weren't needed, while approximately 10% said they are too expensive.

TRENDS IN VIDEO

Nearly 80% of respondents



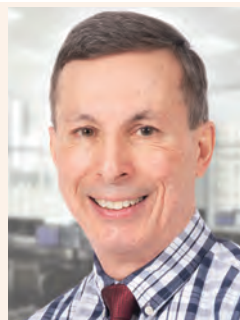
said they use video surveillance in their workplace. Just over half of those use remote video monitoring services.

Nearly half of respondents use modern digital video systems that include artificial intelligence (AI) for object recognition.

Nearly 45% of respondents indicated they use digital video for applications beyond security (for example, monitoring worksite conditions, employees and foot traffic through the business). **SSN**

SPECIFICALLY SPEAKING

James Seibert
Senior Communications Engineer
Gannett Fleming
Camp Hill, Pa.



What's your title and role at Gannett Fleming?

I am responsible for the design of low voltage systems including telecom, cabling infrastructure, security systems (access control, CCTV, intrusion, intercom), cybersecurity analysis, controls, control systems, data and industrial networks (LAN, WAN), WIFI, grounding, instrumentation, SCADA systems, industrial control systems, low voltage power, UPS and critical power, tunnel control systems, public address, audio-visual, and transportation traffic systems and interfaces.

Please talk about some of the key areas of focus for Gannett, including any interesting projects?

Gannett provides design,

consultation, analysis, design-build, construction management, programming, and construction/bid phase. We are a full-Service MEP firm: architecture, mechanical, electrical, systems, safety and security, geo-technical, geo-spatial, environmental, acoustics, valuation and rates, construction management, design-build.

We specialize in many vertical markets including transportation, highways and roadways, rail systems, water, wastewater, industrial, commercial, state and federal government, pharmaceutical, corporate, power/utility, education.

New and interesting projects include work on a cyber-security analysis for a large city transit agency, and

SPEAKING see page 4

NSCA report: Increase in RMR for integrators

By SSN Staff

CEDAR RAPIDS, Iowa—The National Systems Contractors Association (NSCA), a not-for-profit association representing the commercial integration industry, released research revealing that integrators are beginning to embrace more of a recurring sales model.

NSCA's Financial Analysis of the Industry report, which looks at details of the industry's performance based on data collected from 109 integration firms, shows that recurring sales rose from 10.83 percent in 2018 to 17.32 in 2020, a 26 percent growth rate over that two-year period.

"One of the more interesting metrics we revealed is the relationship between recurring and non-recurring sales," NSCA Executive Director Chuck Wilson said in the announcement. "While the large majority of sales has always been derived from non-recurring sources, the average percentage of revenue derived from recurring sales made a healthy upswing from 10.83 percent in 2018 to 17.32 percent."

Integration firms partici-

pated in the 2021 Financial Analysis of the Industry survey in October and November 2020 (formerly known as the Cost of Doing Business survey), and the report provides information that systems integrators can use to benchmark and compare expenses, profits, sales and other data against industry peers of similar size and business focus.

As NSCA worked with FMI to develop this report, "we took into account the fact that 2020 was the most difficult year many integrators have faced," NSCA noted. "For this reason, survey participants were asked to use the most recent financial report completed prior to March 2020; therefore, findings will not reflect the impact of the pandemic or PPP funding; however, modifications were made to ensure that the survey reflected evolving industry conditions, including remote workforces and the pandemic's impact on backlog."

To help integrators further break down the results of the 43-page report and leverage the research to improve business, NSCA is hosting a webinar on March 16. **SSN**

Specifically Speaking

Continued from page 3

design of a CCTV/AID system for a large tunnel that is integrated with SCADA to detect incidents in the tunnel.

How did you get started in security and designing and specifying?

I was the low-voltage engineer at a company and it came

to me since I knew cabling and low voltage power and communications and was also an RCDD so I started taking on the work as part of the overall telecom work associated with the facility buildings work we were doing for various clients. That was 25 years ago.

Can you talk about new or emerging technologies?

180, 270, and 360-degree high megapixel camera systems to watch large areas and to view around corners, which reduces camera counts. On most transportation projects we now see these types of cameras. Also,



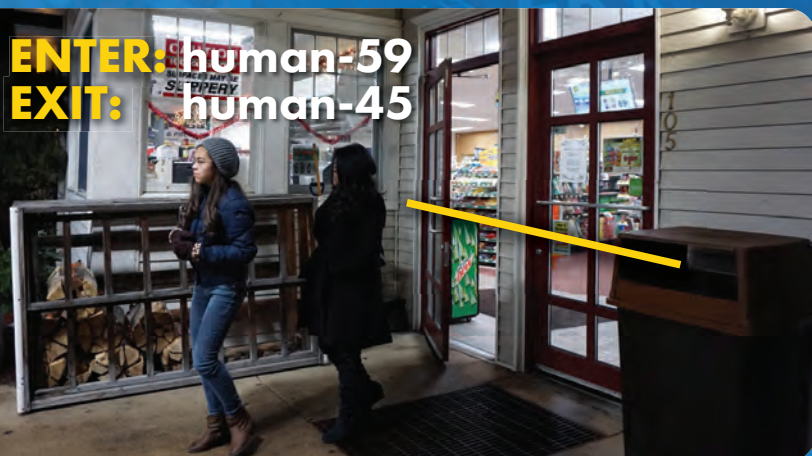
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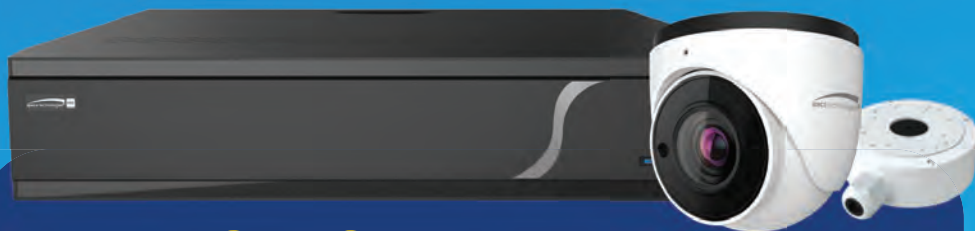
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"The industry will continue to move to the IP-centric model of network-based PoE end devices, intelligent power and monitoring, and cybersecurity hardened devices and cybersecurity monitoring/detection/advanced protection systems."

**—James Seibert,
Gannett Fleming**

specified for long distance (past 100 meters) PoE applications up to 2 kilometers.

What is your view on the industry moving forward?

The industry will continue to move to the IP-Centric model of network based PoE end devices, intelligent power and monitoring, and cybersecurity-hardened devices and cybersecurity monitoring/detection/advanced protection systems. Digital electricity power will also play significant role in the future as these systems to power PoE device up to 2 kilometers up to 2000 watts of power over 18 gauge wires, thereby eliminating having to build and maintain remote telecom closets and this will enable centralization of this power to these end devices and save customers money in the long run.

Protocols such as OSDP should become more prevalent in use in the future due to the inherent cyber-security benefits and decreased wiring costs. **SSN**

—Paul Ragusa

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

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Will the new administration be good for security?

By Paul Ragusa

YARMOUTH, Maine—As with every change in administration, the impact, either good or bad, on the security industry is something that has been hotly debated in this column before, and one that is at the heart of this month's News Poll. The SolarWinds cyber incident has put additional stress on the urgency to shore up our national cyber defenses, and the new administration has made a number of appointments to bolster national cybersecurity, signaling possibly a renewed focus on both cyber and physical security.

While more than half of news poll respondents (56 percent) said the government will spend more on security/cybersecurity – just 26 percent see no increase with the remaining 18 percent not sure – readers were divided on the overall impact the new administration will have on the security industry, with 30 percent saying the impact will be “mostly positive” and 32 percent saying “mostly negative.” Interestingly, 38 percent see “very little impact.”

“The divide and unrest caused by improprieties and business as usual by most politicians will fuel nefarious actors,” noted one respondent. “It’s good to be in security!”

Another reader agreed, adding: “I believe with a divided country and regulations coming from Washington the market for security is going to be higher.”

Looking at the new administration's impact on the security M&A market, readers had strong opinions on what this could mean, with 53 percent feeling the M&A market will get tighter, 24 percent seeing the market opening up with higher multiples and the remaining 24 percent expecting very little change.

“We will see inflation and regulation play a major role in the marketplace,” said one respondent, who felt the market would get tighter. “The only good crime will continue to rise.”

Troy Deal of Central Florida Alarm Services, who feels the market will get tighter, believes the proposed tax changes “will be a bigger factor in accelerating M&A activity than multiples,” he said. “Tax rates will be more determinate than multiples in calculating how much money a seller actually gets to keep. This will result in more sellers than buyers, which will lead to some multiple compression. The industry proved it's resiliency

during 2020, which caught the attention of investors, and will help generate funding for M&A activities.”

Another respondent added, “New tax laws and more shutdowns will cause further cancellations and less market share in commercial markets. Resi-

dential impact will increase with further automation rather than security.”

One respondent, who said the market should open up with higher multiples, pointed out, “Take the Presidential map for the last five presidents and valuations in our industry are high

SECURITY SYSTEMS NEWSPOLL 

during the Democrat administrations and in the tank during Republican terms. Purely a coincidence. I guess we will

see. Sixty five times (65X) cash for CSG in 2005 is one of the few outliers during George W's time as President.” **SSN**

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Nada Ebeid

*Business Development
Manager, Canada*
Genetec

AS PART of *Security Systems News'* and the Security Industry Association (SIA) Women in Security Forum's (WISF's) continuing series highlighting the contributions of women in security, this month's feature is on Nada Ebeid, Business Development Manager, Canada, Genetec Inc.

As a Business Development Manager for Genetec, Nada Ebeid oversees the market growth for the Financial and Banking sector, as well as the Buildings and Industrial sectors in Canada. She is responsible for helping customers see their security installations as an investment rather than an expense and empowering them to leverage their security systems to other areas of their businesses.

Nada is passionate about technology and solving problems and has used that energy to drive several disruptive new product strategies to market throughout her career. In addition to holding a degree in Electrical Engineering, she has over 15 years of experience in the Security and Military Industries, occupying several roles related to engineering, product management, and business development.

The following is an exclusive Q&A with Ebeid:

SSN: What inspired you to get into the physical security

industry?

EBEID: My career trajectory has been interesting; I actually fell into the security industry by chance. As a telecommunications engineer, I started my career in the wireless radio industry and spent some time in the commercial high-capacity radio space. Following that, I transitioned to the military space and then worked on the cellular technology side of things. I had always worked for hardware manufacturers and felt it would be good to move to the software side of things as there were more opportunities. I came across Genetec about five years ago, a gem of a company, in a fast-paced industry - I knew I'd found the right fit.

SSN: What is your current position and what is your role and responsibilities?

EBEID: I am the Business Development Manager at Genetec responsible for the buildings and industrial, as well as the financial and healthcare sectors in Central and East Canada. I ensure market growth in these sectors by understanding our end-users' challenges to support them through their modernization journeys.

SSN: What has your journey been like in a primarily male-dominated and historically non-diverse physical security industry?

EBEID: For the most part, fairly positive. I think the world is changing, ever so slowly, but it's going in the right direction. I think more and more, people are being evaluated on merit. I am grateful to work for a company that embraces those values. I do think generally that men and women operate differently, in very complementary ways. As women leaders are still in the minority in this industry, they can be overlooked, or even hold themselves back since there are few female role models and mentors in senior positions. I think it's our responsibility to discuss some of these challenges and consequences openly so that highly capable women can actively drive this vision of change.

SSN: What has been done to get more women/diversity into leadership/management roles in the industry, and what else can be done? (How far have we come and how far do we still have to go?)

EBEID: While we're seeing an increasing number of women occupy roles traditionally held by men, the ratio is not balanced. And this is even more true at the leadership level throughout the entire security industry ecosystem. There is a fantastic group of women in security that I am getting to know, and I am grateful to have access to this community to give me the perspective and encouragement to continue in

my professional growth.

I think the security industry has begun to recognize the value of women and their unique creativity contributing to team cohesiveness and ultimately better profits.

I think I can only recount two times in the past three years where I was in a multi-company meeting with all women, and in both cases, we stopped to point it out. Nobody would have felt the need to comment had it been all-male participants! I'm looking forward to the day when we don't even notice it because it's normal.

SSN: What have you found most challenging working in the security industry and how did you overcome it?

EBEID: Finding a way to be heard was a challenge. A breakthrough for me was when I discovered I wasn't the only one who felt that way; I got informed, reached out to people in the industry and read business studies on this topic. That's actually how I found the WIS. Once I realized that I wasn't alone, it gave me the courage to push through.

SSN: Have you had any role models who have helped you out along the way that you would like to mention?

EBEID: I've admired many in my career, and I've learned from most, if not all. That said, I suppose I had two turning points more recently. First, Alain Bissada, our Canada and Mexico Sales Director at Genetec who believed in me, supported me, and allowed me to take on this role of Business Development. Secondly, Maureen Carlo, Strategic Alliances at BCD, opened my eyes in many ways and helped me move up.

SSN: What advice would you give other women thinking about getting into the industry or just starting in the industry?

EBEID: Go for it! It's an industry filled with so much fascinating technology that has the power to help our communities, our cities, and our daily lives. What's better than working in an industry that is part of the solution to protecting our livelihoods? Also, there is a strong community so you can create solid connections with so many different people that will help you along the way.

SSN: What are your views on the industry moving forward, from both from a diversity perspective and a technology and business perspective during these unpredictable times?

EBEID: To embrace diversity, we need to embrace "different". Today, we all know the differences between being an introvert and being an extrovert. Why? Because extroverted behaviors were getting all the attention and introverts were being overlooked. To fix that, we started talking about it and finding ways to change. I think it's the same for diversity in the workplace. People communicate differently, behave differently, react differently, lead differently, and all of that can lead to success and great achievement. We just need to have that sensitivity and open-mindedness and, most importantly, we all have a part to play.

From a technology and business perspective, I am obviously biased since I work for the best security manufacturer! Many factors make Genetec successful, including the founder himself, Pierre Racz. Agility and business continuity are two extremely important facets of everything we do. During this pandemic, the strategies we've put in place for both technology and business include ways to be agile, adaptable, and sustainable. That's a good position to be in. **SSN**



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40 UNDER 40

Security Systems News celebrates "40 under 40" Class of 2020



Jennifer Hall, 35

Director of Service Dispatch
Securitas Electronic Security

JENNIFER HALL and her dispatch team are all about delivering superior service response to their clients.

As the director of Service Dispatch for Securitas Electronic Security (SES) in North America, Hall manages all objectives and initiatives of the Service Dispatch Department: managing the service routing, scheduling and utilization of field service resources, as well as being the interface with clients and partnering with district service managers to drive service excellence in the United States, Puerto Rico, Virgin Islands, and Canada.

"I help to develop, along with other service leaders, SES's best-in-class service level standards focused on priority response times, establishing the procedures and managing the dispatch team to deliver high-quality service response," she explained.

"As part of my team, we have service dispatch operations in Ohio, North Carolina and Minnesota. On average, our team manages 5,500-plus service calls weekly and coordinates the most optimal, efficient service routes for over 600 SES service technicians and hundreds of subcontractors. Recently, we expanded and enhanced our service dispatch infrastructure with the addition of a second service dispatch team located in Bloomington, Minn., providing extra redundancy within our team. I work very closely with the entire service organization daily to ensure we are providing our clients the industry's best service across North America."

Hall has been with the Uniontown, Ohio-based SES for 16 years. She said she

has "grown a lot" throughout her time in the security industry, starting off at a young age as a contractor in the call center.

"I thrived in the bustling environment of an alarm monitoring center," she noted. "For me, the busier it was the better I performed, and I took great pride in knowing I was the first point of contact for our clients that were calling for help. I advanced internally within the service organization from resource advisor, physical security technicians coordinator and Service Dispatch manager to my role today as SES director of Service Dispatch."

DRIVING AUTOMATION

In regard to security trends, Hall views automation becoming a priority for clients more and more.

"Automation enables clients to streamline their security operations and create more efficiencies in their day-to-day business," she explained. "When we can help streamline our client's security operations and give them more time in their day, it's a win-win. In addition, cloud-based apps continue to gain momentum in the market, as more security professionals transition to cloud and web-based services and platforms."

Another trend that Hall sees in the security industry is the increased demand for body temperature monitoring solutions.

"Primarily due to COVID-19, security professionals are utilizing these new solutions to help mitigate health risks to their workplaces and businesses," she pointed out. "At SES Headquarters in Ohio, we've implemented a body temperature measurement device at the entrance of our facility to minimize the possibility of exposure between our associates while at work. This is just another step we, along with the entire security industry, can take to help keep our communities and workplaces safe and healthy, now and in the future."

ARTIFICIAL INTELLIGENCE

One of the most exciting new and growing technologies in the security industry, according to Hall, is artificial intelligence (AI).

"AI is an incredibly powerful, data-rich technology that provides many benefits to the security industry that can help

keep people and businesses safe," she said. "Watching how this evolves over time will be interesting."

As the world continues the fight against COVID-19, Hall offered a few keys to success to overcome challenges that the pandemic has created.

"We need to be hyper-adaptive to be able to overcome obstacles quickly and efficiently," she said. "We must accommodate client demands and massive disruptions seamlessly by being prepared for the unexpected. Solid Disaster Recovery [DR] plans are a must and have proven essential to SES's successful operations during this critical time!"

"In addition, providing a secure and stable foundation which delivers the flexibility to take on new challenges both for our associates personally and professionally is key."

SECURITY INDUSTRY IS EVOLVING

When asked about the future of the security industry going forward, Hall noted its constantly developing nature.

"If one thing is evident, it's that the industry is evolving," she pointed out. "We're always seeing new technologies that continue to influence the way professionals manage their security operations and the way our teams provide service."

She added that diversity and collaboration will be instrumental in getting more talented, diverse young people involved in security.

"It's important to understand that the viewpoint of our associates is as important as our industry peers," Hall explained. "A good industry leader will always listen, respect and encourage. Diversity is the source of a great team's strength because it provides unique skill sets. As leaders, we need to foster that collaboration with our younger team members and spend the time mentoring them into roles they can excel in."

"From my experience at Securitas, my leadership has respected and guided me into a successful role that fits my strengths and allows me to be successful. My goal is to pay that forward to younger team members who may be starting off as that contractor in the call center just like myself 16 years ago." —SSN Staff



Jon Harris, 38

Director of Enterprise Solutions
Guidepost Solutions LLC

JON HARRIS, CPP, PSP, says there is never a dull moment in his role as Director of Enterprise Solutions at Guidepost Solutions LLC.

"In my role, I work with organizations to

deliver a wide array of Guidepost Solutions services," he explained. "We offer a large slate of capabilities from compliance monitoring, investigations, security operations services, and technology/design consultation. I'm supporting the various stages of service delivery, project management, and program development. I get to work with a very diverse group of clients, partners and colleagues."

Harris, 38, has been with Guidepost for nearly two years. Before entering the security industry, he originally had plans to go into federal law enforcement (LE) and got a job as a security officer while he waited for his LE plans to develop. "In the meantime, I began to work my way through the corporate security ranks and eventually expanded into other areas of compliance," he said. "What inspires my development and growth in the industry is the opportunity to take on greater challenges and be an active problem solver."

SAAS-IFICATION AND IDENTITY MANAGEMENT

When asked about emerging trends in security today,

Harris replied, "I see the SaaSification [transformation of application delivery in a software-as-a-service (SaaS) model] of physical security expanding outside of just technology and security operations being offered as a service. This includes outsourced security operations center services, investigations, compliance support - you name it. Organizations have been outsourcing non-core functional services outside of security for decades and they are realizing they are doing the same with security, while retaining the quality and effectiveness required."

"On the security technology side, COVID has expedited the adoption of technologies such as facial authentication, cloud-hosted access control and video systems, intelligent edge devices, and the virtualization of the entrance experience. This has increased the exchange of information and raised concerns around privacy, making the individual's identity a critical discussion point. How the industry manages the identity and can leverage it across a multitude of platforms will become a key system feature. Security systems (specifically access control) have the opportunity to become the source of truth for identity management and that is a powerful position."

DATA TECHNOLOGY

Harris noted the emergence of data-focused technology as an essential component of security solutions.

"For me it is all about the data," he said. "Security technology is collecting so much information, and if it can be effectively harnessed, there is great opportunity to unleash immense value. We have scratched the surface with the automation of incident notifications via door alarms and video systems; however, we have new market entrants that are aggregating the data, sift-

ing through the noise and pushing through actionable information to the end-user. The proliferation of this data-focused security experience enhancement is critical to the evolution of security programs."

KEYS TO SUCCESS

As we navigate through the COVID-19 pandemic, Harris provided four bullet points as keys to success during these unprecedented times, both on a personal and business level:

- Give yourself patience and grace
- Growth mindset and commitment to continuous learning
- Be intentional about time away from your work and how you take care of yourself
- Talk to people and connect - we are an industry used to being together and socializing.

He also outlined three views on the security industry going forward:

- Focus on talent potential over long-term experience
- Acquire new talent into the industry in non-traditional areas (data science, User Interface/User Experience [UI/UX], non-security operations and manufacturing, product development, etc.)
- True adoption of software platform versus hardware refresh.

RECRUITING YOUNG TALENT

Harris noted that in order to get more talented, diverse young people involved in the security industry, there must be "direct outreach to higher education institutions (recruitment and collaboration); career mapping from non-traditional fields of study; paid internship programs; and engagement with early and mid-career security industry personnel." —SSN Staff



Parker Macdonald,
39
Global Technology Manager
Citi

PARKER MACDONALD and his group at Citi took on the responsibility of security technology management

with the goal of increased efficiency, while also fueling his interest in applying these security products throughout the company.

As Global Technology Manager at Citi, based in Tampa, Fla., Macdonald and his group are responsible for implementing, maintaining and enhancing the technology utilized by Citi's Security and Investigative Division.

"This includes all physical security products like access control, CCTV [closed-circuit television], biometrics, PSIM [physical security information management], GIS [geographic information system] domain awareness and incident management, as well as our investigative and business intelligence tools like case management, analytical and reporting

platforms," he explained.

Macdonald added that his team actually took over the security technology management "as a result of our senior leadership moving it over to our group. Previously, it was managed by various different groups, and it was moved to my group in order to increase efficiencies. After taking it over, and with the mentorship of my manager, I became very interested in how these security products could be applied across the various different facets of the organization."



AI AND THE EDGE

One of the main security trends that Macdonald noted is the use of AI [artificial intelligence], including machine learning (supervised and unsupervised) and deep learning in security products. "This allows

security products to identify areas of interest, push alerts to staff and handle incidents autonomously," he said.

He added that one of the most promising new security trends is AI coupled with edge, especially, in video analytics. "By making some of these key decisions at the edge, it reduces the overall backhaul and compute cost associated with moving this data centrally for analysis while reducing latency," he said.

During these unprecedented and challenging times brought on by the COVID-19 pandemic, Macdonald pointed out some keys to success right now, both personally and in the security industry.

"Some areas that I think are helpful not only now but anytime are keeping up to date with security and technology, understanding how they can be leveraged, and maintaining a positive attitude," he noted.

LOOKING AHEAD

When asked about his views on the industry going forward, Macdonald responded, "As security products move forward, I believe we are going to allow more of the workload to be done autonomously, from identification, alerting and response through to after-action reporting."

He added that probably the best way to bring talented young people into the security field is through mentorship. "This allows them to get a firsthand look at the industry from an experienced professional," Macdonald said. —SSN Staff



Abe Canales,
40
Director of Engineering and Field Services
3Sixty Integrated

FOR ABE Canales, it is all about going above and beyond for his customer base.

As Director of Engineering and Field Services at 3Sixty Integrated, Canales oversees a team of around

20 people composed of engineers, site superintendents, field technicians, and application engineers.

"My day-to-day responsibilities focus on coordinating the design, installation, and service team efforts according to our customers' needs," he explained. "Thus, my broad-scoping role involves anything from solving complex issues at client sites to the delivery of successful project installations and managing resources for maximized tech utilization. Mostly my focus is on delivering an exceptional customer experience at every level of interaction."

CAREER PATH

Canales has been at the San Antonio, Texas-based 3Sixty Integrated for 10 years. Overall, he has worked in the security industry for 20 years, calling himself "grateful" for the opportunity to be in the industry.

He noted that he was not looking to work in security at first, instead focusing on finding a steady job to support his family.

"I wish I could tell you that I entered the security industry because of a lifelong interest or passion, but truthfully, I was simply looking for a stable career that would allow me to support my wife and family," he explained. "My first job was working as a cable TV contractor. It required me to work difficult hours, had unpredictable outcomes, and there were limited opportunities for growth. It didn't take long for me to start looking for a new opportunity."

"Thankfully, with all credit to my wife, I came across a job opening as a technician at a small residential security company, Nationwide Protective Services, located in Winter Park, Florida. They were looking for new talent and I was eager to try something different. Nationwide became a great training place for me. Like Daniel-san in the movie Karate Kid, working at Nationwide was like having a full-time, dedicated mentor with a team that taught me the basics that would become fundamental to my future. Not only did I learn about security installations, but I also gained customer

service skills and acquired a deep sense of pride for my workmanship and time management. I worked there for six years until the business was sold to a national firm."

After that, Canales transitioned from working in residential security to a technician role at a larger, commercial security organization called Palmer Electric.

"My role involved working on multi-million-dollar projects, learning new regulations and codes, and operating simultaneously with other trade vendors" he said. "This experience working on commercial security projects exposed me to the complexities of the physical security industry and made me understand just how necessary security was for businesses and organizations."

In 2010, Canales and his wife made the decision to relocate to San Antonio where he found an opportunity working with 3Sixty Integrated as a cabling technician.

"At the age of 30, I had finally made the decision to pursue a serious career in the security industry and concentrate on building up strong management skills," he added.

"Within 10 years at 3Sixty Integrated, my path led me to climb through various roles, including senior installation technician, site supervisor, applications engineer, installation manager, service manager, and now director of engineering and field services.

"Ultimately, my passion and interest in security has grown thanks to the myriad of people who I have crossed paths with: Joseph Ndesandjo, Will Duke, Dora Ndesandjo, Richard McKinney, Alex Quinones, Juan Davila, Joe Rios, Tim Greenaway, Chris Brancato, Tom Green. German Clausell, and Cindy Ramirez. Some of them are my mentors, some of them peers, and some I have had the pleasure to lead. This journey could not have been possible without everyone who saw potential in me and opened the door to a new opportunity."

HELPING CLIENTS ACCOMPLISH GOALS

Canales pointed out that at the onset of 2020, emerging security trends seemed clear, with newer technologies like facial recognition, shooter detection systems, vape detection sensors, and video analytics already gaining momentum in multiple industries.

"Little did we know that a world pandemic was going to pivot priorities," he said.

The biggest trend today, according to Canales, is "the development of anything that can help our clients accomplish their goals and keep their organization safe despite so many changing variables. In the world we are in now people need access to manage their security infrastructure remotely."

"At 3Sixty Integrated we have implemented our projects using SiteOwl, a real-time installation and project delivery software that allows our team and our clients to stay updated every step of the way. SiteOwl offers our clients transparency

and mobility into their project implementation and device maintenance, giving them the newfound power to make decisions from anywhere at an instant."

Canales explained that by utilizing SiteOwl, "I've personally found this creates a tremendous benefit to our clients who no longer have to call on me or my team to get project updates. Clients can now see what devices are operational or not operational just by seeing their site online. It increases a client's confidence in their security system."

He added, "A security system management software not only gives our clients control and confidence in their security system when they need it most, but also trust and certainty in our team to execute effectively. In addition, SiteOwl allows me to hold my own team accountable and calculate utilization rates to ensure we are progressing as planned."

In the future, Canales believes the top trends in security "will revolve around remote capability, ensuring key personnel have the flexibility to view and manage their entire system effortlessly."

SUCCEEDING DURING UNPREDICTABLE TIMES

During these unprecedented times that the COVID-19 pandemic has created, Canales talked about some of the keys to success, both personally and in business.

"On a personal level, it has been important for me to focus on the simple things we often take for granted like staying healthy, going on walks, having a job, or simply sitting down for dinner with my wife and keeping up with friends virtually," he explained. "With so much uncertainty, concentrating on the smaller things that provide value to my life has been the key to keeping a positive outlook."

"In business, the key to success has been listening actively to meet client needs and exceed expectations. At 3Sixty, we have become active participants in solving the day-to-day problems for each client. Clients have had to adjust in so many ways, often quicker than they are prepared for, so becoming an extra resource they can rely on has paid dividends."

EMBRACING TALENT AND DIVERSITY

Canales pointed out that while other tech-based industries have seemed to grow in interest for young talent, the electronic security industry has "lagged."

"It seems to me that young talent is excited to innovate, impact their community and find a career that makes a difference," he noted. "In order for the security industry to stay relevant for the incoming generation, it is fundamental that we adapt quickly now and find new ways to attract and retain diverse young professionals."

"To start, we need to promote how the industry has evolved to be even more far-reaching and dynamic than previously thought. Long are the days when security measures

CANALES see page 22

EDITORIAL

Renewed national focus on cybersecurity?

RESULTS FROM our recent News Poll on the impact of the new administration on the security industry (see page 3), as well as the new administration's recent National Security Council (NSC) appointments, got me thinking about the continued urgency for a stronger national cybersecurity posture here in the U.S., especially in light of the SolarWinds incident that the government is still trying to unravel.



Paul Ragusa

The truth is, we have known for some time now that nefarious actors can, and have been able to, get in and look around – cyberwise – our critical infrastructure. And with SolarWinds we learned that these nefarious actors, whether state-side, or overseas (Russia, China, etc.), have a way of also getting into our systems on the ground floor, when we are building them, hanging around and waiting until the right moment to strike. Keep in mind folks, these are just the ones we hear about in the public. The number of attacks that are thwarted on a daily basis is mind boggling, cyber experts will tell you, and the struggle is real and ongoing.

Anyone who knows anything about cyber will tell you that the cybersecurity battle is continuing and never ending, as the cyber war escalates with new and more complex attacks attempted daily, which takes me back to the continuing need to invest in and bolster national security.

It is encouraging to see additional cybersecurity-focused experts added to the NSC, including restoring both the role of Assistant to the President for Homeland Security and Deputy National Security



Adviser and establishing a new position of Deputy National Security Advisor for Cyber and Emerging Technology. The NSC's primary role, as you all know, is to advise and assist the President on national security and foreign policies, and to coordinate those policies across government agencies.

Looking at a few of the new appointees, Anne Neuberger, for example, who is the Deputy National Security Advisor for Cyber and Emerging Technology, has been serving as NSC's Director of Cybersecurity, where she leads NSA's cybersecurity mission, including emerging technology areas like quantum-resistant cryptography.

Dr. Elizabeth D. Sherwood-Randall, who is the Homeland Security Advisor and Deputy National Security Advisor, is a Distinguished Professor at the Georgia Institute of Technology and a Senior Fellow at Harvard Kennedy School's Belfer Center for Science and International Affairs. She served during the Obama Administration as White House Coordinator for Defense Policy, Countering

Weapons of Mass Destruction and Arms Control and previously as Special Assistant to the President and Senior Director for European Affairs at the NSC. In the Clinton Administration, Dr. Sherwood-Randall served as Deputy Assistant Secretary of Defense for Russia, Ukraine and Eurasia.

And finally, Russ Travers, Deputy Homeland Security Advisor, is a 42-year Intelligence Community professional with a career that culminated in service as both the Acting Director and the Principal Deputy Director of the National Counterterrorism Center (NCTC). Prior to returning to NCTC, he served on the NSC as a Special Assistant to the President and Senior Director for Transnational Threat Integration.

Adding an impressive trio like this – and reinstating a previously eliminated security position within the national security team while creating a new one – is a good start at bolstering both our cyber and physical security defenses, because as we all know, once you are in one system, you have the keys (access) to the kingdom.

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SECURITY SYSTEMS NEWS

PRESIDENT & PUBLISHER

Sarah Flanagan
Tel: 207-319-6967
sflanagan@securitysystemsnews.com

EDITOR

Paul Ragusa
pragusa@securitysystemsnews.com

MANAGING EDITOR

Cory Harris
charris@securitysystemsnews.com

CONTRIBUTING EDITOR

Lilly Chapa
lilly.chapa@gmail.com

PRODUCTION DIRECTOR

Lise Dubois
ldubois@unitedpublications.com

E-MEDIA MANAGER

Peter Macijauskas
pmacijauskas@unitedpublications.com

SEND PRESS RELEASES TO:

EDITORIAL OFFICE
editor@securitysystemsnews.com
Tel: 207-846-0600

ADVERTISING OFFICE

Security Systems News
106 Lafayette St., PO Box 995
Yarmouth, ME 04096
Tel: 207-846-0600

MIDWEST AND EASTERN STATES

REGIONAL SALES MANAGER

Brad Durost
207-846-0600, Ext. 274
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Adam Knatz
Adam.knatz@stamats.com
Security Systems News
PO Box 1888
Cedar Rapids, IA 52406-1888
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COMMERCIAL & SYSTEMS INTEGRATORS

Sage Integration opens Dallas-Fort Worth office

By Paul Ragusa

KENT, Ohio—Sage Integration, a security integration provider serving enterprise Fortune 100 clients, has opened a Texas office to support a growing list of clients in the Dallas-Fort Worth Metroplex.

The office, located in the Dallas suburb of McKinney, provides the office and inventory storage space to rapidly deliver Sage Integration's client-centric approach to service and innovative security solutions, according to Sage Integration's Chief Operating Officer John Nemerofsky, who will locate in the new McKinney facility along with project managers, systems engineers and vertical market leaders.

"Our recent expansion into the DFW area enables

us to provide a world class client experience with staging, fabrication, deployment, project management engineering and enhanced service capabilities," Nemerofsky told Security Systems News. "So many businesses have moved into the area, such as Toyota North American HQ, Chase, McKesson and AT&T that need our services."

With the "tremendous growth" that Sage Integration is seeing in the Dallas-Fort Worth area, Nemerofsky said, "This is a continued mission for SAGE to provide a world-class client experience from first meeting, through deployment and service."

Nemerofsky said Sage Integration, with its strong leadership team and financial



background, is developing a national footprint for serving enterprise organizations through both organic growth and acquisitions of leading regional integrators. He said Sage Integration plans new offices in several more U.S. cities to meet growing demand.

Sage Integration was formed in 2019 by merging two regional security powerhouses, AYSCO Security Consultants and DTS Security. The Texas office is the third for Sage Integration; the other two are located in Kent, Ohio and Atlanta. **SSN**

BRIEFS

PSA TEC 2021 registration is open for hybrid event

WESTMINSTER, Colo.—PSA, a global security and systems integrator consortium, and USAV, a division of PSA, announced general registration has opened for PSA TEC 2021. Discounted early bird pricing is available until March 4, 2021, for all attendees. This year, TEC will be a hybrid event with a small in-person presence for executives of PSA and USAV member and owner companies and a virtual conference open to all levels of systems integrators.

"With COVID-19 concerns, we still want to bring people together in a safe manner for top-notch education and networking, while also providing an option for those who cannot travel just yet," said Candice Aragon, director of marketing at PSA. "We look forward to being able to be together again, though in a limited capacity."

PSA TEC will be held May 3 – 6. The live portion will be at the Sheraton Downtown in Denver, Colo. The in-person education will be focused on executive leadership while the virtual courses will cover a variety of learning tracks including cybersecurity, managed services, NexGen leadership, management, marketing and sales, operations, procurement and technical.

The educational content includes sessions for systems integration professionals with a desire to stay relevant and thrive in changing markets through personal and professional development. Certifications from leading industry associations and vendors will be offered virtually so technicians can get the training they need without the need to travel. "We are excited about both the live and virtual content of TEC 2021, including new NexGen education powered by USAV," said Anthony Berticelli, vice president of operations at PSA. "The virtual sessions will be live-streamed allowing attendees to have high-impact connections with presenters."

PSA will also celebrate its 50th anniversary at the live event in addition to awarding the prestigious Paul Marcus Award. TEC 2021 will feature leading manufacturers and service providers in a socially distanced trade show as well as offer private meetings for systems integrators and sponsors. A virtual trade show will also be available. For more information on who will be exhibiting at TEC 2021, visit www.psatec.com.

Allied Universal reappoints Northeast Region President to NY WIOA Board

NEW YORK—Allied Universal, a North American-based security and facility services company, announced the reappointment of Caress Kennedy, regional president, Northeast Region, to the New York board supporting the Workforce Innovation and Opportunity Act (WIOA), which is part of the U.S. Department of Labor.

Adapting to the new norm

Continued from page 1

shutting down? What is this PPE [personal protective equipment] stuff they keep talking about?"

"When we started having to furlough or lay off employees because business dried up, our ability to do business dried up, so we asked, 'How's everybody handling that?' It was a tremendous help to the company."

He added The Protection Bureau has a central station, so PPE and cleaning were extremely important. "We started off right away with wearing masks, hand washing, Purell. Our central station and office also received fogging, where we hired someone to come in with a special machine that had a chemical in it to help disinfect into the air."

Another change that Ladd's company implemented was the way that technicians were trained on how to enter a client's facility, which included "wearing a mask, wearing gloves, keeping their social distance," he noted. "In addition, we started working with the salespeople remotely. Zoom has been a big change in our operation. It gives us the ability to continue to communicate, but still keep

that social distancing and keep things safe. You have to learn to adapt."

In addition, Ladd noted that his company polls its clients before all service calls on what they are doing to keep their facilities safe, asking, "Are your people wearing masks? Are you doing social distancing? Is it safe for my technicians to go into your facility?"

FACING CHALLENGES

Systems integrators have faced numerous challenges to serve their customers' needs throughout the pandemic.

"In March and April of 2020, it was 'Can I come out and do the work?'" Ladd said. "The Protection Bureau at one point had probably close to \$6 million in backlog and couldn't go out to any clients. We had about 167 projects put on hold, where clients just said, 'No, you can't come in because our business got shut down,' so we had to learn to adapt to that."

One way that The Protection Bureau responded to shut-down businesses was to request to enter the facility since it was empty.

"You want us to install a

ADAPTING see on page 22

Kimberlite Corp. acquires

By Paul Ragusa

FRESNO, Calif.—Kimberlite Corp., a provider of security services to businesses and residences in California, has acquired Security First Alarm King (SFAK).

"We are excited to welcome SFAK's team and clients to Kimberlite - Sonitrol," Kimberlite President and CEO Joey Russell told Security Systems News. "Security First Alarm King will allow us to expand our already broad reach in California and better serve the customer base in Tulare County. Their expertise in fire/life safety will help us expand our footprint in the central valley of California"

Russell noted that SFAK is a "perfect fit" for Kimberlite. "During this process, we have been impressed by the high quality of the customers and employees at SFAK," she said in the announcement. "Robert and Sabrina Shahan have been a pleasure to work with through this process. They, and all their employees, will be staying on with Kimberlite."

SFAK provides integrated security and fire alarm systems. Based in Visalia, Calif. the company designs, installs, monitors and services

security systems for industrial, commercial and residential customers throughout Tulare County.

"We have known Joey and Kimberlite for many years," said Sabrina Shahan. "When it came time to sell our business, we could not have been more pleased that Joey was interested in buying our company. We are very excited about joining the Kimberlite family"

Mark H. Sandler, managing director of SPP Advisors LLC, which represented Kimberlite in this transaction, agreed with Russell that this deal is a perfect fit for both Kimberlite and SFAK. "This is the first non-Sonitrol acquisition for Kimberlite and I'm sure it will not be the last," he said. "It was a pleasure to work with the Shahans during this process especially given all the challenges imposed by the Covid-19 pandemic."

Russell told SSN that Kimberlite's acquisition strategy is helping the company realize its growth goals. "We are excited for the future opportunity to augment our organic growth strategies with Acquisitions to expand our footprint," she explained. **SSN**

ADT Commercial stands up as stand-alone business in 2020

Continued from page 1

In fact, out of the 30 acquisitions ADT Commercial has done, 28 of the owners are still on board. “Most are friends of mine,” he said. “And it has been a good win for the owners, their employees and the customers, and that is the secret sauce that we have.”

January of 2020 was the first time ADT Commercial was a stand-alone business unit of ADT, so all of the 5,000 employees that touch commercial customers can now focus “only on commercial,” Bresingham explained. “Prior to this, it was always co-mingled, but now we are at the size and breadth to stand alone, and as you know the needs of residential are different than commercial.”

ALL FOR ONE, ONE FOR ALL

Jay Linton, ADT Commercial Vice President, Strategic Acquisitions & Alliance, who became the first owner to join the ADT Commercial family when his company Camtronic was acquired nine years ago, said the connection between the owners and the leadership at ADT Commercial is helping the company to create its identity.



Jay Linton

“I always come back to the words synergy and partnership,” he said. “Dan is a busy guy running a billion-dollar organization, but I talk to him weekly, sometimes multiple times a week. And there are times when he will call me and say, ‘Tell me what is going on here in this segment of the business,’ which is huge because most companies just think they have it figured out at the top and they don’t reach downstream. For me, being a principal in a very small company who sold, and we are all still here – it is awesome to have that frontline direct response right to the main guy to say, ‘Hey, I think we need to take a little left turn, and here is why.’”

Michael Kennedy, Vice President, Mergers & Acquisitions, whose company, Advanced Cabling Systems, was acquired in 2019, agrees with Linton, noting that joining ADT Commercial has reinvigorated his career, allowing him to take on a leadership role, which he loves.



Michael Kennedy

“My biggest concern was how this was going to impact my employees, how this was going to impact my customers, but it really has been a cultural fit,” said Kennedy, who started his company with a partner back in 1998, growing it from two to 200 employees before joining ADT Commercial. “I thought I loved what I was doing but I really love what I am doing now; it has been fun to lead mergers and acquisitions on the commercial side of the business and help to find that next Advanced Cabling Systems.”

Kennedy pointed out that it is rewarding to be able to tap into the specific areas of expertise that each new company brings to ADT Commercial. “We made three acquisitions last year that were all different from a geography play, and all different from a technology standpoint, but what all three

had in common was great leadership and great culture, so it has been amazing to put those pieces together.”

He continued, “That gives you some insight into what we are looking for on the M&A front for 2021 – finding good entrepreneurial leaders who also have some cool technologies that we can scale across the organization while filling in that geographic footprint.”

Kennedy was introduced to ADT Commercial through his relationship with the leadership at Red Hawk, which came on board in 2018, nearly doubling the size of the organization at the time, Bresingham explained.

“Red Hawk had a similar DNA, so we have been able to take their playbook along with ours and create something that we think is kind of special,” he said. “Partnering with Red Hawk not only increased our size dramatically, but also brought some wicked talent from a leadership standpoint, and big fire and enterprise skills, which we have been able to leverage nationwide across our businesses.” Since that time, the company has continued to add to their playbook, he added.

A focus on training during COVID-19

Bringing everyone together in 2020 under one common leadership, both at the senior leadership as well as the field leadership, was very exciting for ADT Commercial as an organization, Bresingham noted.

AND THEN COVID-19 HIT.

“That was a big challenge in the early months, with businesses temporarily closing, no installs or service being done, we used that time for training and to really invest in our employees,” he said. “So while some companies were furloughing, we took all of that time to train up our employees, particularly our technicians. We did more training in those early three months of COVID than we did in the prior year total, so we used the downtime to reinvest in our employees and it was a win.”

Linton added, “Even though they might not have been fulfilling their typical daily duties – doing installs or upgrades, for example – they were converting those hours to learning and training and bettering themselves. From my perspective, and I talk to a lot of the other principal owners and have a pretty good pulse for what is going on in the field, I think we came out of COVID stronger than when we went into it. The training focus comes from leadership.”

AI, PERCEPTA AND BEYOND

On the technology front, ADT Commercial’s recent investment in Percepta Labs, an artificial-intelligence technology startup out of Philadelphia, reflects the company’s commitment to staying on the cutting edge of new solutions.

Founded by Philippe Sawaya, Neil Gramopadhye, and Jonathan Mak while pursuing their undergraduate degrees at the University of Pennsylvania, Percepta’s proprietary ethical AI technology responds to emerging concerns surrounding the use of facial recognition technologies and is designed to anonymize individuals’ demographic features — including race, gender and age — by analyzing existing security camera feeds to detect shoplifting incidents in real-time. Using advanced action

recognition techniques, Percepta’s AI technology tracks individuals’ movements, scanning for probable shoplifting or precursory shoplifting behavior and assesses theft probability.

ADT Commercial will work directly with Percepta to further test and develop the application of Percepta’s proprietary, socially responsible AI technology in commercial environments and facilitate the launch when the solution is market ready.

“It really goes way beyond the shoplifting analytic with Percepta,” said Bresingham. “Our clients from many different verticals are excited about the potential – the number of applications is pretty stunning. We already have some of our biggest customers trialing the technology ... looking at the potential and it is exciting stuff. We are thrilled to give our customers a new service offering that will help them do their jobs better.”

Linton added, “What is great about Percepta is it is hardware agnostic and really isn’t dependent on this platform or that platform. My clients who have seen the preliminary demos are very excited, especially with all of the public pushback on facial recognition; the technology removes any possible human bias. When you go to your mainstream clients that we are partnering with on this, it is a feather in their cap because they are staying at the forefront of new technology.”

VIDEO VERIFICATION INNOVATION

Another area of technology that Bresingham and the team are excited about is video verification, which has been accelerated with ADT’s acquisition of I-View Now back in 2019.

“[I-View Now Founder] Larry Folsom is at the forefront of taking alarm signal activity and making it verified,” said Bresingham. “When you take that technology and leverage ADT, and now Google with the AI and analytics, you have the ability to score each event based on severity, so the 911 centers can have that advanced verified information and get the dispatch priority level higher. We feel that is particularly compelling especially in the commercial space. Just think about all of the false alarms that happen with commercial and the number of calls that are made on a call list; now, with the technology that Larry has, we can do some exciting things in the commercial space.”

The new technology piece, Linton added, is what will help differentiate ADT Commercial in 2021.

“We have a couple of others like Percepta that we are working on, but these are bets that we are going to play on the future to help us hopefully be more innovative,” added Bresingham. “At the end of the day, we are a service provider – and there are all kinds of good products out there – but if we can develop some of our own technology that is unique to us, that can give us a better foothold with our customers and win some new ones.”



THE OWNERS’ CLUB

Bresingham is looking forward to getting all of the principal owners together in one room again, a group that has affectionately been called The Owners’ Club.

“The Owners’ Club continues to grow at ADT Commercial, and part of our secret sauce is staying in touch with and listening to the leaders across the board,” said Bresingham. “Keeping everyone in touch and trying to leverage all of their experiences is still a big part of what we do here, and really the key to our success.”

He continued, “We have acquired some serious talent over the past few years; it is very impressive when you can sit across the table from someone and say we’ve had 28 owners out of 30 companies stay with us, and that it is a true partnership.”

Bresingham said a big focus this year is on growth, both on a company and employee level.

“While we will keep doing what we are doing on the M&A front to fill in geographies and fill in technical capabilities that may be missing, building our culture and adding great employees is why we like the M&A play so much,” he explained. “We are also looking to grow organically, as we have done before, so we have plans to invest in and add to our internal sales personnel by 20 percent and go on the offense for new sales. We also have some new verticals and market segments that we are excited about and will be announcing here soon.”

Bresingham is also excited to “invest in our employees even more. We have some pretty cool things that we are doing from a training and a leadership perspective to enhance our employees’ skill sets. Another area of focus is programs on hiring new talent – bring newer folks in the industry and train them up and get new perspectives and diversity. So, we are rolling out some programs and looking to hire more military veterans, which has worked out well for us in the past.”

Linton noted that a big part of the ADT Commercial culture is giving back, pointing to a veteran mentoring program that connects 200 employees with service veterans as a good example of the company’s commitment. “I think that it is important to also give back, especially during COVID,” he said.

Looking to the future, Bresingham said the company has “some new plays and exciting things that we are working on for 2021 from both a technology perspective and from a core business perspective that will really open people’s eyes in the industry.” **SSN**

MONITORING

Netwatch Group announces two executive appointments

By SSN Staff

LAKE FOREST, Calif.—Netwatch Group, a security leader comprised of NMC, CalAtlantic and Netwatch, has announced the appointment of Justin Wilmas, president, Netwatch North America and the appointment of Rochelle Thompson as chief marketing officer, Netwatch.

In this role, Wilmas will be responsible for all video monitoring business from CalAtlantic and Netwatch in North America, as well as video monitoring from the NMC dealer channel. In this role, Rochelle will be responsible for overseeing marketing operations for all business units.

Both Thompson and Wilmas recently served on the Executive Leadership Team at Pelco, where they held integral roles in the divestiture from Schneider Electric to the Transom Capitol Group and in re-establishing the

brand as a leader for video cameras and security solutions.

“Justin has a proven track record of success. He has a passion for his people, customers and dealers that is second to none. I look forward to having Justin build and grow the US business to new heights,” said Kurt Takahashi, recently appointed CEO for Netwatch Group. “Rochelle’s dedication and commitment to implementing best practices and bringing her wealth of marketing prowess to this role will ensure we are well positioned for success.”

A seasoned industry veteran, Wilmas most recently served as Vice President of Sales for North America, Pelco. With over 15 years of global security industry experience, he has been instrumental in creating and implementing strategies which generated double digit growth

years for products, software, and enterprise security solutions with the intent to minimize risk, achieve compliance and implement operational efficiencies.

“I am truly looking forward to being a driving force in a company that brings innovative technology and a customer-centric approach to managing customers’ risk,” said Wilmas.

In her most recent role as SVP Global Marketing at Pelco, Thompson was responsible for re-introducing Pelco to the marketplace and restoring the brand’s presence, in addition to a complete overhaul of the demand generation engine – from the lead lifecycle through



Rochelle Thompson



Justin Wilmas

customer acquisition. With 20+ years of experience, she brings a keen focus on the customer experience to marketing.

“I am incredibly honored and excited to be a part of the Netwatch Group,” said Thompson. “I’m looking forward to building our brand presence as a corporation and working with our executive team to ensure each of our business divisions continues to see growth.” **SSN**

ESA has sole ownership of ESX

Continued from page 1

Electronic Security Expo (ESX) delivers each year to the pro-installed electronic security and life safety industry,” ESA President Jamie Vos said in the announcement. “As a previous co-owner of ESX, ESA has now acquired full ownership of the industry’s only national tradeshow developed by and for the pro-installed community. ESX is a place where you can

will have access to quality educational programming, driven by peers who will share real-world advice. Industry vendors can still expect a targeted expo floor, where quality conversations that focus on merchandising, installation and profit margins can be had with decision makers and influencers.”

ESX Chairman George De Marco added, “There are a lot of passionate security

professionals who rely on the content shared at ESX to develop their business strategies. We are excited to see ESA’s plans unfold as it takes the show to the next level.”

As the industry’s largest and longest non-profit association

serving the pro-installed channel, ESA said it will continue to use profits from ESX to fund legislative efforts, educational programming and more. Established in 1948, ESA member companies employ more than 500,000 industry professionals and serve more than 34 million residential and commercial clients. **SSN**

“There are a lot of passionate security professionals who rely on the content shared at ESX to develop their business strategies”
- George DeMarco, Chairman, ESX

feel the heartbeat of the industry and there’s never been a more appropriate driver of this than ESA.” This year’s ESX is scheduled to take place June 15-18, 2021, in Louisville, Ky., following a return to Nashville the past couple of years – the site of the first-ever ESX in 2008. Last year’s conference was cancelled due to COVID-19.

ESA said it is committed to continuing to deliver the best possible annual event, “where teams from across the nation can roll up their sleeves, learn more, share more and interact more. Dealers, integrators and monitoring professionals

Medical Guardian receives \$100M

By SSN Staff

PHILADELPHIA—Medical Guardian announced recently that it has received a \$100 million growth investment from Water Street Healthcare Partners, a strategic investor focused exclusively on health care.

The company will leverage Water Street’s deep expertise in health care and significant capital commitment to pursue acquisitions and organic initiatives that will further its expansion and aggressively grow its leadership position in the personal emergency response service (PERS) industry.

Medical Guardian Founder & CEO Geoff Gross said that they chose to partner with Water Street to advance the company’s strategic expansion, noting, “Water Street’s investment strongly positions Medical Guardian to strategically expand our health care partnerships and services, and advance our mission of empowering our customers to live their lives without limits.”

He continued, “Water Street has an impressive track record of investing in successful health care services companies and building them into market leaders.”

Medical Guardian is one of the nation’s leading PERS providers with more than 160,000 active subscribers across the

country. Medical Guardian offers a suite of connected care solutions that enable seniors to live their day-to-day lives safely and independently. Its products are fully integrated with customer support services, providing seniors with 24/7 protection and deploying emergency personnel if an alert is received.

“Medical Guardian has developed our products and services to meet the needs of a growing senior population that is focused, now more than ever, on aging in place,” added Gross.

Medical Guardian has grown rapidly since its founding in 2005. Named to Inc. Magazine’s Fastest Growing Private Companies list for the past eight years, the company is a recognized leader in direct-to-consumer PERS strategies. Working with Water Street, Medical Guardian will invest in acquisitions and organic initiatives to expand its health care partnerships and channels and extend its offering into complementary services.

“Medical Guardian has demonstrated that its senior health solutions are a leading choice for consumers directly selecting their PERS provider,” said Max Mishkin, partner, Water Street.

Imperial Capital served as the exclusive financial advisor to Medical Guardian. **SSN**

BRIEFS

TMA welcomes two more to ASAP-to-PSAP Program

McLEAN, Va.—The Monitoring Association (TMA) announced the addition of its 79th and 80th municipalities to go live with its expanding Automated Secure Alarm Protocol (ASAP) to Public Safety Answering Point (PSAP) program, welcoming the Cayuga County NY 9-1-1 Center and Paradise Valley AZ Police Communications Center.

Launched in 2011 as a public-private partnership, TMA’s ASAP-to-PSAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to PSAPs.

“TMA’s ASAP-to-PSAP program experienced nice momentum in 2020 with a new annual adoption record of 18 ECCs across the country,” stated TMA President Don Young. “As the network of ASAP compatible ECCs continues to grow, those not yet using the service are learning firsthand from their colleagues about the time and accuracy improvements that come with ASAP and therefore the enhanced capability for saving lives in the alarm response process.”

TMA welcomed its 79th ECC, the Cayuga County NY 9-1-1 Center and the 6th ECC in the state of New York to implement ASAP. Cayuga County first went live with Vector Security and Rapid Response Monitoring. A second wave of companies including ADT, Amherst Alarm, Affiliated Monitoring, AT&T Digital Life, Guardian Protection, Brinks Home Security, National Monitoring Center, Protection One, Security Central, Tyco (Johnson Controls), Vivint, and Doyle went live with Cayuga County just days later.

The Paradise Valley AZ Police Communications Center is the 80th Emergency Communications Center (ECC) in the United States and 4th ECC in the state of Arizona to implement ASAP. Paradise Valley went live with Affiliated Monitoring, AT&T Digital Life, ADT, Alert 360, Guardian Protection, Brinks Home Security, National Monitoring Center, Protection One, Rapid Response Monitoring (plus A3 Smart Home), Security Central, Tyco (Johnson Controls), Vivint, and Securitas over a two day period in mid-December.

Vector helps Cumberland County launch ASAP to PSAP

PITTSBURGH—Cumberland County, Pa., joins a growing number of municipalities across the nation (see above) to implement Automated Secure Alarm Protocol (ASAP) at its Public Safety Answering Point (PSAP).

ASAP automates communication from alarm monitoring central stations to PSAPs and 911 centers resulting in faster, more accurate emergency response.

“Hundreds of Vector Security customers served out of our local Lancaster branch will experience faster, more accurate emergency dispatch as a benefit of ASAP,” said Jim Lorah, General Manager for Vector Security. Vector Security helped develop ASAP in partnership with TMA and APCO. Vector Security President and CEO Pam Petrow served as founding co-chair of the committee.

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RESIDENTIAL SYSTEMS

Ring teaming up with homebuilders Lennar Communities

By SSN Staff

SEATTLE—Ring announced that it is teaming up with Lennar, one of the nation's leading homebuilders, to change the homebuying experience by including some of the most desirable connected home features as a standard.

In Lennar Communities Connected by Ring, all homes have been designed with pre-installed smart home devices, which can be monitored and controlled anytime from anywhere via the Ring App, to help make homeowners' lives easier from the day they move in.

"At Ring we want to continue raising the bar for innovation in community security, and we're thrilled to work with Lennar to create a secure, connected lifestyle for homebuyers," Founder and Chief Inventor of Ring Jamie Siminoff said in the announcement. "By building entire com-

munities of connected homes, we are able to bring neighbors together like never before. This collaboration offers an opportunity for homebuyers to live in a home that is designed to adapt specifically to their unique needs while enabling a connected experience across the entire community."

The Ring Alarm Security System alerts you when doors and windows are opened, or when a motion sensor is triggered, and includes a number of other Ring smart device options such as smoke and carbon monoxide detectors and a smart plumbing feature from Moen that alerts homeowners of leaks and water damage, or connect a Honeywell Home T6 Pro Z-Wave Smart Thermostat.

With Ring Video Doorbell Pro, homeowners get instant alerts on the Ring App when visitors press their doorbell or trigger

motion sensors with the ability to see and speak to them right from their phone. The free app provides hyper-local real-time alerts from neighbors, the Ring Team and in some areas, local public safety agencies.

"Technology permeates every aspect of our lives and our goal in building it into our homes is to enhance the way families live for years to come," said Lennar Executive Chairman Stuart Miller. "Ring's mission of making neighborhoods safer aligns perfectly with ours – not only by connecting neighbors to one another, but also bringing an entire suite of smart home products together in an intelligent way that simplifies life rather



than complicating it."

He continued, "Technology and innovation are a core focus of Lennar's homebuilding and financial services platforms. Our strategic relationships with Ring, Alloy, Level, Moen, eero and others in developing connected communities are an important extension of our strategy. In particular, we strongly believe that the simplicity and security focus of Ring coupled with the company's aggressive innovation cycle is quickly becoming the industry standard." **SSN**

Alula launches portal to quickly train technicians for 3G/CDMA Sunset

By SSN Staff

ST. PAUL, Minn.—Alula, a provider of smart security and automation systems for professional installers, announced the launch of its Alula Pro Training Portal, an on-demand, self-paced online platform that allows professional security dealers to quickly train new technicians on the Alula platform.

"With the demands of the impending 3G Sunset front and center, Alula knew we needed to provide professional dealers with an efficient and highly-effective way to train their techs and get them in the field quickly," said Ron Long, VP of Operations and Customer Experience at Alula. "We feel the Pro Training Portal provides the learning resource to quickly scale your workforce to meet the demand imposed by the cellular sunset -- so

even the newest employee can be productive and contribute in the field."

At launch, the Pro Training Portal includes courses on AlulaConnect, BAT-Connect, and Alula's Video Services platform. For each product, there is a video tutorial that highlights the most important features and benefits as well as how to properly install and troubleshoot any hardware. At the end of the video, technicians can take a short multiple choice quiz to certify that they have mastered the material.

"The Alula team definitely listened to the professional installer community when building the Pro Training Portal," said Ron Stanley, Director of Research and Development, EMC Security. "The moment we hire a technician, I'm able to provide the training to get them in

the field that day. We've already seen Alula's training programs reduce the time on site for technicians and prevent repeat service calls -- factors that have increased in importance during the COVID-19 pandemic."

The Pro Training Portal is part of the Alula Pro Program and is accessible online or via mobile devices. The library of curriculum and training content is accessible via your Partner Resource Center login. Alula's Tech Support remains open to answer questions, but the Portal is intended to reduce the time a tech spends on the phone while on-site, making for a more efficient install.

Alula Pro members should contact their sales representative or success manager to register all their technicians and get access to the Pro Training Portal **SSN**

My Alarm Center promotes Anastasia Bottos to president and COO

By SSN Staff

NEWTOWN SQUARE, Pa.—My Alarm Center (MAC) announced the promotion of Anastasia Bottos to the role of President & COO, and will continue her reporting relationship to company CEO Amy Kothari, out of the Philadelphia-area-based corporate headquarters.

Bottos currently serves as COO and Chief Strategy Officer, where she oversees, and will continue to oversee, all operations, strategy, legal licensing/compliance and M&A activity. During her nearly 16 years, MAC has grown from being a small acquirer of residential

security accounts to the 7th largest fully integrated residential home security company in the US (2020 SDM 100). Bottos has played an integral role in driving growth, efficiency, and profitability throughout the organization, including developing an unprecedented due diligence and integration platform used to successfully execute over 700 account portfolio acquisitions. Since taking over as COO in 2015, she has developed a culture of excellence and an operational platform that supports best-in-class customer care and service.

Amy Kothari, CEO, says, "Promoting Ana to President

and COO solidifies her role in the organization as the leader of our day-to-day operations, aligns with our strategic plans, and positions us to continue to leverage Ana's knowledge and strong leadership ability." Kothari went on to say, "I could not have asked for better partner than Ana, who has made, and will continue to make, the MAC journey possible."

My Alarm Center is a provider of security and smart home automation to residential and small business customers throughout the U.S. With a primary focus on providing best-in-class security and alarm monitoring, My Alarm

Center offers a range of services to help protect customers. In addition to intrusion, fire, and carbon monoxide protection, My Alarm Center delivers smart home integration, expanding security services to a total lifestyle solution—and keeping customers connected to home and family from anywhere.

My Alarm Center include Hawk Security Services in Texas, ACS Security in Los Angeles, Alarm Monitoring Service Of Atlanta (AMSA), and My Alarm Center in Wash., Pa., N.J., and Del. For more information on My Alarm Center visit www.myalarmcenter.com. **SSN**

BRIEFS

Barnes Associates names Joe Thompson senior VP

ST. LOUIS—Barnes Associates, Inc., a consulting and advisory firm specializing in the security alarm industry, announced that Joe Thompson has joined the company as senior vice president (SVP).

Thompson previously served as SVP and portfolio manager for Pacific Western Bank's activities in the security alarm industry, a position he also held with CapitalSource when it was acquired by Pacific Western Bank. Prior to that he was the chief credit officer of SLP Capital (fka Security Leasing Partners).

"Joe is a great addition to the team, bringing over 20 years of lending experience in the security alarm industry," said Michael Barnes, founding partner of Barnes Associates. "His depth of experience and contacts will be highly valuable to our clients seeking to expand their capital base."

"I am excited to be joining the firm," Thompson said. "This is a great transition from lending capital to sitting on the other side of the table with our clients, helping to find the best structure and terms, and looking at the whole right-hand side of the balance sheet. Barnes Associates has a great set of tools and data that they can bring to bear and are among the most experienced advisors to the industry."

"I am looking forward to directing the capital market development efforts, and supporting the M&A, valuation, performance benchmarking, and strategic planning activities, along with the Barnes-Buchanan Conference."

ADT and Branch Insurance partnering

COLUMBUS, Ohio—Branch Insurance announced a strategic partnership with ADT to offer ADT home security customers discounts on their home and car insurance.

This collaborative effort blends ADT's professional monitoring service for intrusion, smoke, carbon monoxide and flood detection with Branch's instant-pricing model to create "quicker, easier and more affordable insurance for those who protect their home with ADT," Branch said, noting that customers who protect their home with ADT can get up to a 29 percent discount on home and auto insurance with Branch.

"The extensive protection ADT provides significantly reduces the risk of loss, which enables Branch to lower premiums for ADT-protected clients," Branch Insurance CEO and Co-founder Steve Lekas said in the announcement. "This partnership helps us to continue providing accessible and affordable insurance to consumers in the moments they need it most."

Jeff Barnes, ADT Director for Affinity Partnerships, added, "There's no substitute for the peace of mind that comes with knowing ADT is protecting your home and the ones you love. Now, with the added benefit of reduced insurance premiums, customers can feel even better about choosing ADT."

ADT acquires assets from and partners with Ackerman Security

Ackerman will exclusively sell and install ADT smart home security services to new customers

By SSN Staff

BOCA RATON, Fla. and ATLANTA—ADT announced that it has acquired assets from Atlanta-based Ackerman Security Systems, which will join the ADT Authorized Dealer Program and will sell and install ADT smart home security services to its new customers.

Ackerman Security joins more than 200 independently owned and operated ADT Authorized Dealers and expands ADT's reach in Georgia, Virginia and Maryland.

"As we are preparing to roll out our next generation of smart home products and services, ADT is well-positioned to leverage our capital, our partnerships and innovation to deliver smart home and commercial security solutions," ADT CEO and President Jim DeVries said in the announcement. "Ackerman Security is a great addition to our national network of high-quality, professional security providers."

As part of the partnership, ADT has agreed to acquire approximately half of Ackerman Security's existing customer accounts for initial cash consideration of \$73 million. This relationship represents a significant opportunity for customers to upgrade to the latest ADT smart home products and services and extends ADT's reach along the east coast, specifically in the fast-growing tech hub of Atlanta.

"ADT is a leader in home security and a trusted brand known for their commitment to excellence in service," Ackerman Security Systems President and CEO Richard Perry said in the announcement. "We are thrilled by the opportunity to join the ADT team and know that our subscribers will benefit from an enhanced customer experience that includes access to the latest innovations in smart home security."

He continued, "The partnership will give us access to significant additional resources and allow us to expand the services we provide to customers, including the latest innovations in smart home security."

The Edmonds Group advised Ackerman on the deal. "The combination allows ADT to strengthen its position as the #1 security company in the U.S.," said The Edmonds Group President Henry Edmonds. "I am confident that Rich and his

team will be great partners for ADT."

Perry added, "Henry Edmonds and his team worked persistently and creatively to help

"ADT is a leader in home security and a trusted brand known for their commitment to excellence in service."

— Richard Perry, President and CEO, Ackerman Security Systems

us successfully negotiate an extremely complex transaction. We could not have gotten it done without their

assistance."

The partnership announcement builds on strong recent residential demand trends and follows Google's 2020 \$450 million equity investment in ADT. **SSN**

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SUPPLIERS

ADI Global announces 2020 Supplier Award winners

By SSN Staff

MELVILLE, N.Y.—ADI Global Distribution, a wholesale distributor of security, AV and low-voltage products, announced the recipients of its 2020 Supplier Awards. ADI selected Digital Watchdog as Supplier of the Year for North America, and also recognized suppliers in the categories of Operations Support, Marketing Support, Sales Support, New Product of the Year and Rookie of the Year.

“Congratulations to all the ADI 2020 Supplier Award winners. We are proud to celebrate the success of our suppliers, and recognize the value they deliver across the industry,” said Bob Appleby, vice president and general manager of ADI North America. “This past year has been like no other, and we appreciate the contributions and support that all of our supplier partners have provided to ADI, to help us continue to serve our

customers.”

Each year, ADI recognizes key suppliers across North America for their support and contributions towards the growth and success of ADI. Suppliers are evaluated based on revenue, sales support, marketing initiatives, inventory results and feedback from ADI’s sales leadership team.

2020 ADI SUPPLIER AWARD

RECIPIENTS INCLUDED:

- Supplier of the Year: **Digital**

Watchdog

- Best Marketing Support: **Aiphone**
- Best Operations Support: **Hanwha Techwin America**
- Best Sales Support - United States: **CDVI Americas**
- Best Sales Support - Canada: **Axis Communications**
- New Product of the Year: **Resideo ProSeries Security and Life Safety Platform**
- Rookie of the Year: **Alarm.com. SSN**

BRIEFS

DMP unveils stand-alone access control solution

SPRINGFIELD, Mo.—For access-only applications, security companies can now get exactly the features and functionality they need without wasting money on a more complicated system. DMP’s new cloud-based X1 Series delivers a solution that’s simple to program, fast to install, easy to use and, most important, it’s very reasonably priced.

“If you’re using Brivo, Prodatakey, OpenPath, Feenics or any other access control product, you owe it to your business to give the X1 a closer look,” said Jon Adams, executive director of business development. “The X1 is uniquely designed with combined features you can’t find anywhere else.”

This stand-alone system offers network and cellular-based connectivity so customers’ access control functions are never vulnerable to normal network outages. And, unlike other access offering, the X1’s optional cellular module can be used as the primary or backup for an entire system to ensure constant communication with the cloud.

ple steps, all through DMP’s cloud-based administrative portal making installations quick and easy. And for customers’ convenience, Virtual Keypad streamlines their ability to remotely monitor and manage their DMP systems based on their security profile. Even if customers have a DMP intrusion system for home security and an X1 Series for their businesses, rather than using two or three separate apps, they can manage their access control and intrusion and even video systems, all with the powerful and intuitive Virtual Keypad app or desktop solution.

Alarm.com enhances indoor Wi-Fi camera lineup

TYSONS, Va.—Alarm.com introduced a new indoor Wi-Fi camera (ADC-V515) in its ongoing effort to help integrators provide enhanced awareness and security at an affordable price.

Despite being its lowest-priced available indoor camera, the ADC-V515 supports the same video solutions as the rest of Alarm.com’s lineup, including the company’s Onboard Recording with Smart View for continuous local recording and Video Analytics to reduce false alerts from objects other than people, animals and vehicles.

Two-way audio and live video capabilities lets users see, hear and speak to anyone inside of their home directly from the Alarm.com mobile app. IR night vision and High Dynamic Range (HDR) also make it easy for customers to see what’s important – no matter the lighting conditions.

And, like its predecessor the ADC-V522IR, the ADC-V515 model is also easy to install – simply connect to Wi-Fi with AP or WPS mode, add to the account and mount it on a wall or place it on a shelf. The ADC-V515 is an excellent choice for customers who want to take advantage of an expanded list of video features at a competitive price point.

NAPCO posts 42 percent rise in recurring revenue for Q2

By SSN Staff

AMITYVILLE, N.Y.—NAPCO Security Technologies, Inc. announced its fiscal results for Q2, highlighted by an increase of 42 percent in recurring service revenue for the quarter, or \$8.2 million as compared to \$5.8 million for the same period last year.

NAPCO, one of the leading manufacturers and designers of high-tech electronic security devices, wireless communication services for intrusion and fire alarm systems as well as a leading provider of school safety solutions, announced its financial results yesterday for its fiscal second quarter ending Dec. 31, 2020.

ADDITIONAL HIGHLIGHTS FROM THE REPORT:

- Recurring service revenue now has a prospective annual run rate of \$33.8

million based on December 2020 recurring revenues.

- Record of \$27.2 million as compared to \$23.2 million last quarter, representing a 17% increase, and \$25.8 million for the same period last year, a 5% increase.
- Gross Margin for recurring service revenue for the quarter was 85% as compared to 81% for the same period last year.
- Adjusted EBITDA for the quarter was \$4.2 million as compared to \$3.2 million last quarter, representing an increase of 31%.
- Cash Provided by Operating Activities for the quarter increased 174% to \$5.2 million as compared to \$1.9 million last year and for the six months increased 86% to \$8.9 million as compared

to \$4.8 million for the same period last year.

“We are very encouraged by our record Q2 sales of \$27.2 million as well as the 38% and 31% sequential increases in net income and Adjusted EBITDA, respectively,” NAPCO Chairman and President, Richard Soloway, said in the report. “Our recurring service revenues have remained very strong, achieving 42% growth for the second quarter as compared to the same period a year ago and now have a prospective annual run rate of \$33.8 million based on December 2020 recurring revenues.”

He continued, “The robust growth in recurring service revenue and the associated gross margin continues to be primarily attributable to the fire alarm business, which has not been

significantly affected by COVID-19. The fire alarm business is a ‘mandated business,’ which means, to receive a certificate of occupancy for a building, a fire alarm system is mandatory and must always function in compliance with fire codes. Because of the essential nature and high profitability of this sector, the commercial fire alarm business continues to be one of the key areas that we continue to focus our resources on.

“As the communication paradigm continues to ‘sunset’ away from legacy copper and 3G infrastructure, it continues to create a significant opportunity for our proprietary Starlink radios and alarm systems for both fire and burglary, to generate additional, steady streams of recurring service revenue growth.” **SSN**

BCD opens new engineering facility

By SSN Staff

AHMEDABAD, India—BCD International, composed of the BCDVideo, Video Storage Solutions and BCDOEM brands, announced the grand opening of the BCD International Inc. India Build Centre. This engineering and manufacturing facility reinforces its partnership with Dell EMC and strategically positions BCD in the market to expand its OEM and security customer base.

“The expansion of BCD into India is another step toward our joint partnership of addressing customers’ needs globally. BCD not only has the ability to ship orders in a matter of days, but we have also worked out the inter-company logistics between Dell and BCD to ensure the direct Dell sales teams within the META and APAC regions get compensated directly from their

company and are engaged in critical deals,” said Kelly Carlberg, global alliance manager for Dell Technologies at BCD. “It brings the power of Dell and the expertise of BCD together to jointly address our mutual customer’s needs.”

As Dell’s number one OEM partner for surveillance and Internet of Things (IoT), BCD is expanding its product availability, operations, service and support in two key regions for their customers: Middle East, Turkey, Africa (META), and Asia Pacific (APAC). The India Build Centre empowers BCD to be an extension of the regional Dell sales teams and enables the in-region build, certification, delivery and deployment of purpose-built solutions for video surveillance, analytics, computer vision and artificial intelligence (AI). **SSN**

ProdataKey adds touchless option

By SSN Staff

DRAPER, Utah—ProdataKey (PDK), manufacturer of the leading cloud access control platform built for mobile, introduces “Present-to-Open,” a new touchless way for PDK io users to interact with their system’s Touch io Bluetooth readers.

With Present-to-Open, users hold their smartphone within proximity of the reader to initiate immediate authentication of their credentials, eliminating any delay in unlocking the door or need to touch the reader. The phone may remain locked as long as the Touch App and mobile credentials have been installed on the user’s device. Individual or group permissions define when and on which doors this feature will work for each employee or tenant.

The Present-to-Open func-

tionality can be added to any existing Touch io Bluetooth reader through a simple firmware update performed by a PDK-certified systems integrator. Update tools are available within the configuration section of the PDK io app. A thorough explanation of the update process may be found on PDK’s online knowledgebase.

“Our Touch io reader has been one of our most popular product introductions, and during a pandemic, offering touch-free options to engage with it has become a huge selling point. ProdataKey’s President and COO Jeff Perri said. “In introducing this new Present-to-Open feature, Pdk io is the only access control solution to offer three distinct touchless methods that can be used interchangeably by system users.” **SSN**



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CANALES

Continued from page 9

were kept concealed and undisclosed. The importance of selecting the right security technology for an organization has become paramount to public safety. Shifting the perspective of security to include its potential impact on crime, legal, loss prevention, human resources, and major business decisions, means that a career in security has the potential to make a huge difference. Communicating this shift to young professionals could increase their interest tenfold."

He continued. "In addition, existing security professionals must foster a culture and environment in their organization led by growth, training and development. Offering opportunities online for entry-level training could attract new young talent to start developing interest and get an inside look into the industry before embarking on a new career. Once interest is developed, implementing programs for cross-training between veterans in the industry, who already have the required knowledge and craftsmanship, and young talent, who may be more technologically savvy, might also help

grow interest and establish broader skill sets for everyone. Finding ways to embrace new talent and diversify your team will be the most instrumental way to ensure the success and future of the security industry."

DATA-DRIVEN TECHNOLOGY

Canales said the physical security industry is experiencing a significant shift to data-driven tech in an IoT-dominated world.

"People want data and trackable metrics quickly and conveniently, from their phones, cars, watches, light switches, home appliances, etc." he said. "The same applies to the systems we are designing today."

"Advancing traditional physical devices like door hardware, door contacts and power supplies to become 'smart' physical devices will give decision makers access to actionable information. Furthermore, integrating 'smart' security technology on a digital platform increases the potential for this industry to impact multiple other departments. The future of this industry will depend on how effectively physical security embraces a digital technology mentality. To be viable, security devices must enable the end user to make smarter and faster business decisions across the entire organization." —SSN Staff

ADAPTING

Continued from page 14

system, or make modifications to your system, hey, let's do it now because there's no one in your building. It's a safe time to do it," Ladd said. "A lot of clients allowed us to do that."

Learning new technologies, such as mask detection devices, was another way that Ladd's company adapted to the pandemic.

"Before March 2020, I didn't know what a facial recognition, thermal temperature taking device was," he said jokingly. "There were a lot of products that came out very fast, so when we had downtime, our Security-Net partners got on many calls with the manufacturers on what they were developing, how does it work, when will it be available?"

Another component of adapting the business model was ensuring that technicians were safe and protected on site.

TECHNOLOGY SOLUTIONS

Ladd stressed the emergence of touchless technology as a key security solution that integrators have installed in facilities.

"How do I get through a door without grabbing a handle?" he noted. "Not only could you present a card or your phone through Bluetooth so you're not touching anything, but you could also have doors that open automatically so that people don't have to touch anything."

Another technological option that The Protection Bureau and its clients had a "lot of interest in," according to Ladd, was facial recognition with mask detection and thermal temperature monitor.

"Today, when you walk into The Protection Bureau, you get a temperature monitor," he said. "We also have thermal readers around our facility. You can't even get into our central station without your tempera-

ture being verified."

Camera systems were also put in not only for security, but also to make sure that people were adhering to safety requirements because "you can't be in every room every moment of the day," Ladd noted. "Clients asked if they could get some cameras to make sure that people are following their rules and regulations."

COMPARING BUSINESS MODELS

Ladd compared how integrators that are more project-driven have handled the pandemic, as compared to those that have more of a recurring revenue, managed services business model.

"If you're project-driven, you're relying on the ability to get in and do the actual work," he explained. "In the March 2020 timeframe, there were cases where you couldn't get into the buildings or you were limited. You had to coordinate with the client, 'Can I work in this section of the building at this time, and somebody else work in another section at another time?'"

"Managed services did kick into a lot of cases as well. We were able to do a lot of service calls remotely. If a client says they're having problems with their system, our technicians were able to, in most cases, get onto their systems and do some troubleshooting and fix the problems."

Ladd pointed out that integrators with project-based business models "probably took the biggest beating originally" when the pandemic hit, but a lot of that has changed. "A lot of clients remained remote with their people, so their buildings could have work done without a lot of people around."

"The good integrator will learn to adapt, and we adapted in the early days on an hourly basis, then from day to day and week to week, and we got better at what we were doing, and smarter." **SSN**

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SSN SNAPSHOT

PEOPLE NEWS



Alarm Lock Systems, a division of NAPCO Security Technologies, Inc., is pleased to introduce **Peter Lowenstein** as the new Alarm Lock Vice President of Sales.

Lowenstein comes to Alarm Lock with a proven track record of driving sales and growing revenue in all facets of locking, including distribution and other top manufacturers in security and access control. Peter will be responsible for energizing and driving sales in the Alarm Lock Division, overseeing the Alarm Lock sales team of Regional Sales Managers, and



Peter Lowenstein

Independent Reps, reporting to Stephen Spinelli, SVP of Sales for all NAPCO divisions.

"We are excited to have Peter join us, and welcome him onboard," Spinelli said. "I look forward to working with him, and the Team, as we continue to expand and build upon the success of Alarm Lock's strong brands, like market-leading Trilogy and Networx Standalone – and Wireless Access Locks, plus, debuting new lines, including new Air Access, coming soon – the industry's 1st cellular-based access control system, which uses both these lock lines to generate new RMR for locksmiths and security pros."

Based in Arizona, Lowenstein accomplished career includes 20-years in sales management with 18-years in the security indus-

try and a B.S. from Arizona State University. Feel free to reach out to him at Alarm Lock directly at PLowenstein@napcosecurity.com or cell 631-263-4049.

Allegion plc, a global provider of security products and solutions, has named **Luis Orbegoso** as senior vice president of Allegion Americas.

In his new executive leadership role, Orbegoso is responsible for a business that generates approximately \$2 billion in annual revenue and is supported by more than 7,000 employees across Canada, Mexico and the United States. He will report directly to Allegion Chairman, President and CEO David D. Petratis.

"The Allegion family is both honored and excited to add Luis to our executive team," Petratis said. "Luis brings a wealth of diverse leadership experiences spanning multiple industries, geographies and cultures, and has a track record of guiding teams through transformation, with a focus on operational and customer excellence. He possesses a deep understanding of smart-home security, cloud technology, consumer access solutions, as well as commercial and institutional safety, which support our strategic priorities."



Luis Orbegoso

Orbegoso served as president and chief operating officer of American Residential Services (ARS) from 2017 to 2020, where he was responsible for all day-to-day operations across the United States and approximately 6,700 employees.

Prior to that, he served as president of ADT Business at ADT Corporation – currently ADT Inc. (ADT).

FIVE QUESTIONS



Leigh Dow, new Vice President of Marketing for Identiv Inc., has served in senior-level global marketing positions with Honeywell and Intel and, most recently, built her own agency, 48 West Agency, at which she was CEO.

DO YOU HAVE ANY PETS? I do; I have an adorable one-year-old French Bulldog who has been a bright source of joy over the past year.

WHAT ARE SOME OF YOUR HOBBIES? I love to cook; it's meditative for me and gives me a chance to be creative and indulge some by experimenting with new ingredients and flavors. It's similar to my approach at work, I think less about taking risks and more about finding quality ingredients and conducting experiments.

WHAT DO YOU LIKE MOST ABOUT THE INDUSTRY? Over the course of my career I've been incredibly fortunate to work with some of the most brilliant technology minds in the world. People who helped put people in space, people who were a part of building Silicon Valley from the ground up. It's inspiring to work with innovators who are imagining and building products that change the way we live, work and play. I also like that we're seeing greater representation of women in the industry. Women make up more than 50% of the US population, we've earned the majority of doctorate degrees for eight consecutive years. Organizations like Girls in Tech and others are making the industry more accessible.

WHAT TRENDS ARE YOU SEEING? The physical and digital world are becoming more interchangeable, making verification a currency to ensure people, products, services and systems fulfill their intended purpose, and have access to the right environment at the right time. I also see companies in all sectors looking for recurring revenue opportunities to create more predictability and stability in their business model. The past few years we've seen an increased focus on IoT, big data, analytics and enhancing proactivity to mitigate the increasingly significant threat of physical and cyber risks. The integration of physical and IT security will only become more critical in the years ahead. The use of advanced networked and cloud-based technologies has led to IT's increased involvement in security decisions and operations, which is the right path to follow.

ANY BOOKS, MOVIES OR PODCASTS TO RECOMMEND? I love music. One of my favorite podcasts is "Switched on Pop," hosted by a songwriter and a musicologist. It's about how music is made and the meanings in popular music. — *Paul Ragusa*



Leigh Dow

CALENDAR



May. 3-6, 2021: PSA TEC 2021, TEC, Presented by PSA TEC 2021 is open live to all executive owners and members and virtual to all other members. It will be held May 3-6 at the Sheraton Downtown Denver in Denver, Colo. and on a virtual platform. PSA TEC is an education and networking event for systems integrators and A/V professional, and features education and certification programs, networking and dedicated exhibit hours designed to advance the skills and expertise of industry professionals. For more information visit www.psatec.com.

June 15-18, 2021: ESX 2021: The Electronic Security Association (ESA) will celebrate another banner year hosting the Electronic Security Expo (ESX), a leading convention and exhibition in the electronic security and life safety industry. Held in Louisville, Ky., ESX will showcase the best-of-the-best in product and service technology from the industry's most respected electronic security developers, providers and resellers. Just as important, ESX is an extremely highly regarded gathering where you will interact with members of the shared industry eco-system. For more info visit www.esxweb.com.

July 19-21, 2021: ISC West, Now taking place July 19-21, 2021 at the Sands Expo in Las Vegas, the International Security Conference & Exposition – also known as ISC West – is the largest converged security industry trade show in the U.S. At ISC West, you will have the opportunity to network and connect with thousands of security and public safety professionals that convene at the show each year to experience and explore the newest technologies and solutions from Access Control, Video Surveillance, Emergency Response, Public Safety to IT/IoT Security, Smart Home Solutions, Drones & Robotics and more! The combination of networking opportunities, special events, award ceremonies, plus the leading cutting-edge SIA Education@ISC program, makes ISC West the security industry's most comprehensive security event in the U.S. For more info visit www.iscwest.com.

Sept. 27-29: 2021 GSX 2021, GSX 2021, hosted by ASIS International, is where a global audience of leading security professionals and ASIS partners showcase their knowledge, products and services, including several training and continuing education opportunities available at all levels of expertise and knowledge. Provided it is safe to return to in-person events, GSX is scheduled to be held in Orlando, Fla. Visit www.gsx.org.

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