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SECURITY & SAFETY TECHNOLOGY - NEWS - INDUSTRY LEADERS - EVENTS - LEGAL ISSUES

FROM THE PUBLISHER

JUNE 2024

By: Jerry Lenander

For those involved in an industry or trade, Associations provide a foundation of advocacy for their group. When the leadership for any organizations' primary focus strays from their core principles, it tends to unintentionally damage the long-term organizational health. During my time as Executive Director for a number of Associations within our industry, these instances did not happen often, but when it did, I sought out council from a Past President.

"It brings me some comfort, at times, to have a Past President in the room," was often times what I would tell my team who helped manage these Associations.

For more than 20 years, the face that brought me support through his wisdom was Tony Smith, who passed away in April. Tony, along with George Gunning, hired me to manage a state association back in 1997.

Tony understood the role of Associations and developed programs that are his legacy and will serve the community forever.

When legal issues were threatening the health of the organization, Tony established a lifetime achievement award and an associated fundraising dinner that generated nearly a million dollars in revenue to support the organization in its first 20 years.

In addition to the state organization in which Tony served, he was a point person in coordinating discussions with other state associations in the region to form a regional networking group. His understanding of the value in providing synergic communications between several states associations resulted in doubling the distribution of their printed monthly newsletter.

Tony was the face of reason when things would spiral downward. I will remember him for those times, among many others.

George Gunning once said in a speech: just because you sing does not mean you are a singer, just because you write does not make you a writer, and just because you are in a leadership position, does not make you a leader

Tony was every bit a leader.

His presence for me is now sadly sustained only by his memory…

…and it brings me some comfort.

TOP RIGHT DRAWER

Mastering the Ever-Evolving Security Industry Landscape

By: Anita Brunet, Wesco

Vice President of Sales, N.A Branch Security & Locking Solutions, Wesco

Over my three decades in the security industry, the one constant I have observed is its continuous nature to evolve. My career kicked off somewhat unexpectedly following high school when I assumed a summer role as an administrator for a small security distributor. I initially intended to pursue an education from a university, but rather quickly I found myself deeply committed to what has become a rewarding career in the world of security product and service distribution. This industry embraces people like family and creates an environment that's hard to leave.

At the time I started that summer role, security revolved around hardware: mainly locks, alarm systems and analog cameras. Today, these components remain vital, yet the sector is rapidly being reshaped by technology. Notably, four of the eleven 2024 megatrends published by the Security Industry Association (SIA) tie back to artificial intelligence (AI). Some of the key elements of the report as it relates to AI include how the cloud is impacting security while another highlights IOT convergence and what that means for integrators. The developments outlined in the article exemplify the reshaping of what it means to be an integrator in today's market.

The integration of AI into security devices, like cameras with advanced sensors, has not only broadened the scope of traditional security roles, but also introduced a plethora of new opportunities, such as utilizing traditional security solutions in non-conventional applications like business optimization, building efficiency and retail heatmapping – to name a few. The emergence

Top Right Drawer, continued on page 3

NJELSA Spring Clay Shoot: A Successful Fundraiser for Education

Story on page 24

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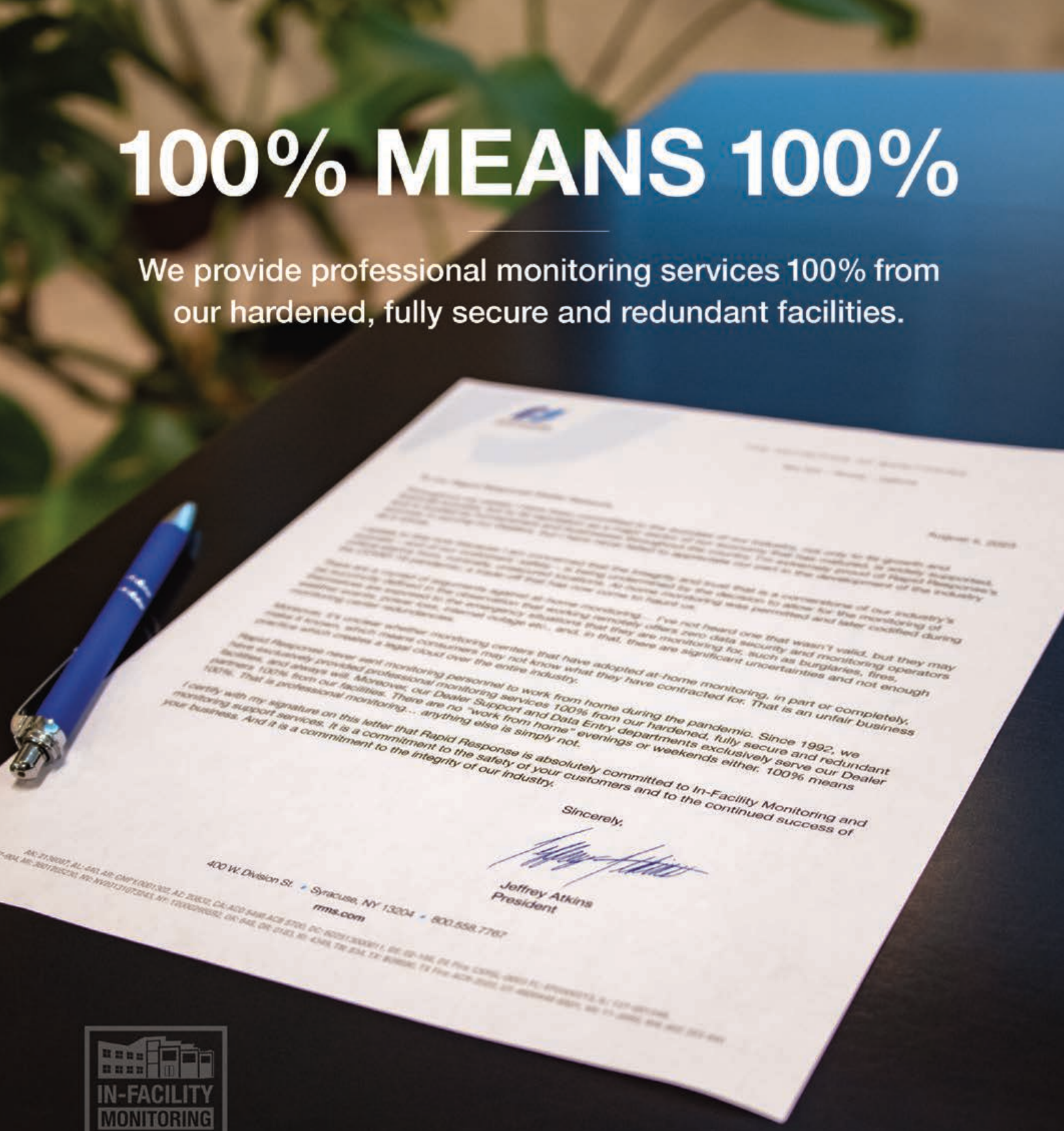

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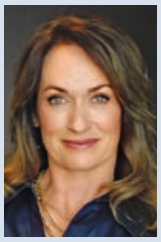

Kelly Bond

Jay Bartlett

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Marcus Haney

Anita Brunet

Dave Henderson

EDITORIAL CONTRIBUTIONS
Be on the lookout for great future info from Jorge Olivieri, Kelly Bond, Jay Bartlett, Marcus Haney, Dave Henderson, Anita Brunet, Audrey Pierson and many more contributors sharing their perspectives on the industry.

Top Right Drawer, continued from page 1

of AI in security also comes with its challenges, which include educating both integrators and end users while demystifying the perceived mystery of "the cloud."

This shift towards sophisticated technologies requires integrators to adapt and learn. Understanding cybersecurity assessments, cloud-based solutions and new installation practices are quickly becoming fundamental skills necessary to navigate the industry's evolution.

The sector faces significant labor challenges, including a shortage of skilled workers and an aging workforce, alongside a gap in attracting younger talent. These challenges can lead to project delays and may prevent businesses from seizing new opportunities. As a result, integrators often need to find innovative ways to leverage their existing workforce effectively.

For integrators to successfully manage these challenges and thrive in a transforming landscape, strategic planning and continuous learning are key. Engaging with educational programs, staying ahead of technological trends and maintaining agile operational strategies are crucial. From my experience, thriving in this dynamic field isn't just about having the answers but about fostering a culture of quick adaptation and continuous education. It's about making informed decisions that align with both current capabilities and future growth objectives.

Looking ahead, the evolution of AI and other technological innovations hold promising potential for the expansion of the security industry. Additionally, the shift to as-a-service business models allows integrators to both deepen relationships with their customers, and leverage possibilities for recurring revenue. For those ready to embrace these changes, the future is ripe with opportunities for growth, innovation and the redefinition of traditional security boundaries.

So how do integrators contend with these challenges and not only survive but thrive in this changing industry landscape? The answer is deceptively simple – find a trusted partner. If your organization could benefit from training or upskilling, the right partner can provide that. If labor is a challenge, the right partner can provide innovative solutions that help boost productivity and efficiency, making the most of the resources you have. The right partner can also help ensure that the right products are delivered to the right location at the right time. And if needed, they can help avoid delays by recommending and providing alternative products that meet specifications.

It's an exciting time to be in the security industry. AI, the evolution of the camera as a sensor and several other technologies are unlocking opportunities for integrators to grow their bottom line and even expand into areas outside traditional security.

How prepared are you to navigate this new era?

One of my key responsibilities at Wesco is to ensure that our teams remain at the forefront of technology, and are equipped to help you navigate these transformative times. Additionally, we are here to facilitate introductions to manufacturers that we have carefully vetted, to ensure they meet your specific needs. We understand that transitioning to cloud-based solutions can be daunting, so we handle the heavy lifting to ensure a seamless transition for our customers, allowing them to focus on their core business priorities with ease.

Our dedicated team will manage the migration process from start to finish, ensuring minimal disruption to their operations and maximizing the benefits of cloud technology for their clients.

Anita Brunet is the Vice President of Sales, North America Branch Security & Locking Solutions for Wesco. She is a past president of CANASA (Canadian Security Association) where she still serves on their board of directors. Anita also was recently named to SIA's Women in Security Forum's Power 100 in recognition of her leadership and impact in the global security industry.

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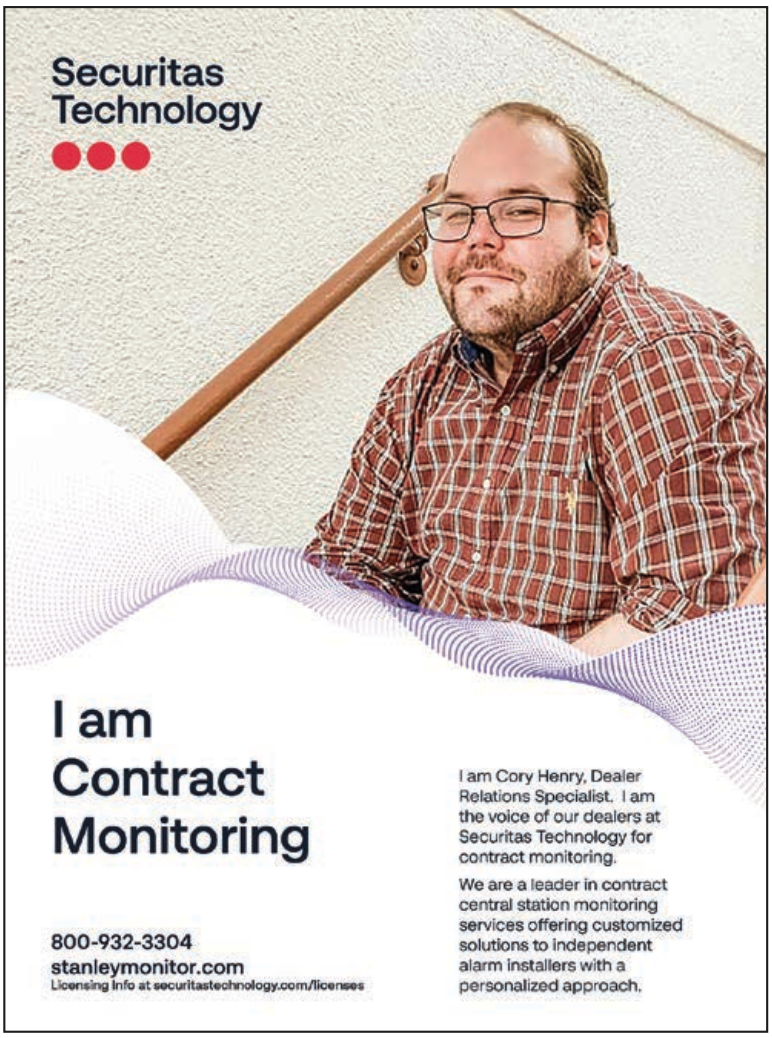

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Don't Neglect Existing Customers in Business Development

By Audrey Pierson, Audrey Pierson Consulting

In the competitive landscape of the alarm industry, where cutting-edge technology and new customer acquisition are often the focal points, a significant issue persists — many companies overlook their existing customer base. This oversight not only hampers customer satisfaction and loyalty, but also impacts the long-term sustainability and growth of the business.

The Chase for New Leads

The alarm industry is marked by a relentless pursuit of new customers. Start-ups and established companies alike are compelled by the desire to expand their market share. The efforts to achieve this are often by deploying aggressive marketing strategies and offering substantial discounts to attract new business. This focus may be driven by the desire to quickly scale operations and boost short-term revenues.

This chase often comes at a cost. The resources allocated to acquiring new customers—such as advertising, promotional discounts, and sales commissions—are substantial. In contrast, investment in retaining existing customers or upgrading their services often lags. This imbalance raises a question: are alarm companies sacrificing long-term stability for short-term gains?

The Cost of Neglect

Existing customers form the backbone of any service-oriented business. In the case of alarm companies, they provide a steady stream of revenue through monthly monitoring fees and are often more likely to purchase additional services or upgrades. Neglecting these loyal users can lead to adverse effects, such as, increased churn rates - when existing customers feel neglected or see that new customers are receiving better deals, missed opportunities for organic growth or ignoring the potential to grow revenue organically and damage to brand reputation. Long-term customers are often the most vocal advocates—or critics—of a business. Their negative experiences can quickly translate to poor reviews and bad word-of-mouth, impairing the company's reputation and its ability to attract new business.

Strategies for Balancing Growth and Retention

To build a sustainable business model, alarm companies must recalibrate their strategies to include robust customer retention and upgrade programs alongside acquisition efforts. Here are a few approaches:

1. Loyalty Programs: Implementing loyalty programs that reward long-term customers can enhance their sense of value. These might include discounts on upgrades, free service, or exclusive offers.

2. Regular Communication: Keeping in touch with existing customers through regular updates, newsletters, and personalized check-ins can help maintain a connection and demonstrate ongoing commitment to their security needs. Personalized check-ins may be in person, by phone, email, or text.

3. Feedback and Customization: Soliciting and acting on customer feedback is crucial. This can help alarm companies tailor their services to meet the specific needs and preferences of their existing customers, as well as improving satisfaction and retention. Ask for feedback after installation, service calls, or dispatches. Be sure to respond and correct any negative feedback and use positive feedback in your marketing.

4. Technology Upgrades: Offering technology upgrades to existing customers not only helps to prevent other companies from taking your clients but also boosts customer satisfaction and loyalty.

While the excitement of new customer acquisition is undeniable, alarm companies must not forget the foundational role that existing customers play in their success. Balancing the drive for expansion with the nurturing of existing relationships is essential for long-term profitability and brand integrity. By investing in their current customers, alarm companies can secure a more stable and loyal customer base, driving sustainable growth and success.

Audrey is a 35-year veteran of the electronic security industry who advises, trains, and coaches security sales teams and alarm dealers to achieve success. Her Security Sales Academy delivers online training and live coaching to participants to expand their skills, gain self-confidence, and increase sales. Audrey can be reached at www.audreypierson.com, 831-277-7447, or audrey@audreypierson.com.

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Unlocking New Horizons: Expanding into New Markets in the Alarm Industry

By: Jorge Olivieri, Bacalao AI

In an era where security concerns are ever-present, our industry stands as a beacon of protection, offering peace of mind to individuals and businesses alike. As demand for security solutions continues to surge, you may be increasingly looking to expand into new markets to seize emerging opportunities and grow your brand beyond your current zip codes.

Diving into new markets is like stepping into a thrilling adventure filled with excitement and a hint of uncertainty. As a seasoned player with years of experience under your belt, you are like an explorer ready to conquer new territories. You have already proven yourself in an existing market and in your mind, it feels like being the top dog in your neighborhood. After deciding to expand into new areas, however, you quickly realize it's like starting from scratch all over again.

Despite your wealth of knowledge and success in familiar grounds, each new market you step into is like a whole new world waiting to be discovered. You must approach these unfamiliar territories with a fresh perspective, almost like a rookie in the game. It's a bit humbling, but not all doom and gloom. Along with the challenges come opportunities for growth and innovation. By embracing the unknown and being open to new ideas, industry pioneers like yourself can uncover hidden gems and tap into untapped revenue potential.

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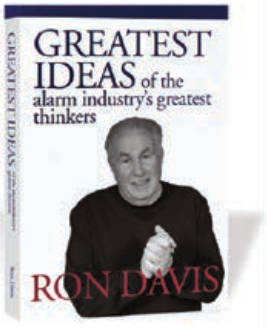

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Before you dive headfirst into expanding into new markets, let's talk about strategy: you've got your existing market all dialed in, your customers are happy, and your revenue is looking pretty good. Now, before you start eyeing those shiny new markets, why not make sure you've squeezed every last drop of potential out of your current one? It's like making sure your foundation is rock solid before you build that dream house. It's a smart move. By maximizing your existing market's potential and solidifying your customer base, you're setting yourself up for success in those new markets. Plus, it's a heck of a lot less risky and costly in the long run.

Let's dive into the next steps. Assuming you've already done your homework on the market opportunity, dotted your i's and crossed your t's when it comes to regulatory compliance and legal requirements, and made sure you've got the right insurance coverage to protect the farm, it's time to bring in some extra firepower. Consider enlisting the help of an industry consultant or a trusted vendor who's been around the block a few times. These folks can be like your secret weapon, helping you navigate through the complexities of entering a new market and minimizing any risks along the way. They'll bring a wealth of expertise and insider knowledge to the table.

Next up: Logistics. Do you need a physical office in the new market, or can you manage things remotely? This is where you'll want to weigh the pros and cons and figure out what makes the most sense for your business. Don't forget about your staff back home! Can you spare a few folks to help in the new market while you're getting established? It's all about finding the right balance and making sure you've got the resources you need to hit the ground running.

Finally, establish your brand. This is your chance to make a splash in the new market and let folks know who you are and what you're all about.

As we wrap up our exploration of expansion, it's clear that this journey is both exhilarating and full of challenges. From seasoned players venturing into uncharted territories to newcomers grinding to make their mark, each step forward represents an opportunity for growth and innovation. By maximizing existing markets, seeking expert guidance, and carefully navigating logistical considerations, companies can position themselves for success in new frontiers. As you embark on this adventure, remember to embrace the unknown, stay adaptable, and never lose sight of the incredible potential that lies ahead. With the right strategy and a dash of courage, the possibilities are endless.

Jorge Olivieri is a seasoned strategic sales expert with over twenty years of experience in enhancing sales growth and broadening client bases across diverse industries. In addition to running his own business for a decade, Jorge also most recently was with Alarm.Com. Fluent in English and Spanish, Jorge is known for his strategic sales approaches, strong client relationship skills, and a robust understanding of market trends and technologies.

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The Path to Career Growth Is at Your Fingertips

By: David Henderson, Global Security Consultants

When I was green in this industry starting out as an installing technician, I had to learn and adapt many skills to sustain myself in the trade. Whether it was drilling, mounting an alarm appliance or how to use a fish tape, questions often arose where I would stop to ask someone I respected in my same line of work. Generally, I found those who are more experienced will be happy to share their knowledge if you're willing to watch, listen and learn.

As in any industry for anyone in a new role, mistakes are almost a certainty. Also not specific to our industry, making mistakes is not exclusive to the level of employee in an organization whether it's sales professionals, seasoned technicians, managers who oversee these teams, and yes, even business owners, too. How do I know this? My career has included positions at all the levels mentioned.

The most important takeaway regarding making mistakes at any level isn't not making the mistake in the first place, but rather not using the mistake as an opportunity to grow your understanding and become a better professional.

Mistakes are a great opportunity to educate yourself. In my last article, I implored readers to utilize all resources available to expand your knowledge through trade magazines and educational media, as examples. These mediums allow for a great chance to learn from articles authored by folks who have been around and seen and walked a path to success. They also provide a glimpse into what trends and technologies are available or on the horizon via the various advertisements. You might find a better tool or tools to equip you to becoming a better professional. There are also endless avenues of consuming continued education whether it be through manufacturer's training or through classroom or online training which often times focuses on a specific venue or technology. You will learn from the trainers' tricks that they know that can help you install and or program the products more efficiently. Accessing the available training during my days as a technician greatly helped me become more efficient whether it was performing an install or service call.

In the same vein, my transition to the world of sales was another steep learning curve. What shortened it was using the same principles which helped me as a new technician. For anyone who is entering the industry as a sales professional, seek advice and knowledge from senior sales reps, sales management or even from the top level sales people.

In my early days in the sales force at Honeywell, that person was Keith Baird, a man who many in this industry knew then and still know now, even after his somewhat recent retirement. Keith was a great mentor primarily because he guided me to the resources and tools to help me best sell the products that we represented.

Another was Ben Cornett, who at the time was the CEO of Honeywell Global Security. Ben's consistent message to me is one that I still share today when working with young sales professionals: sell the product before you sell yourself. It helps to be a person someone wants to do business with, but first be a person who can provide the solution(s) needed.

Once I became more seasoned and comfortable in my sales role with Honewell, I was able to achieved salesman of the year as well as keeping a place in their Presidents Club over multiple years. I can attribute it back to Ben and Keith who are still valuable teachers to me.

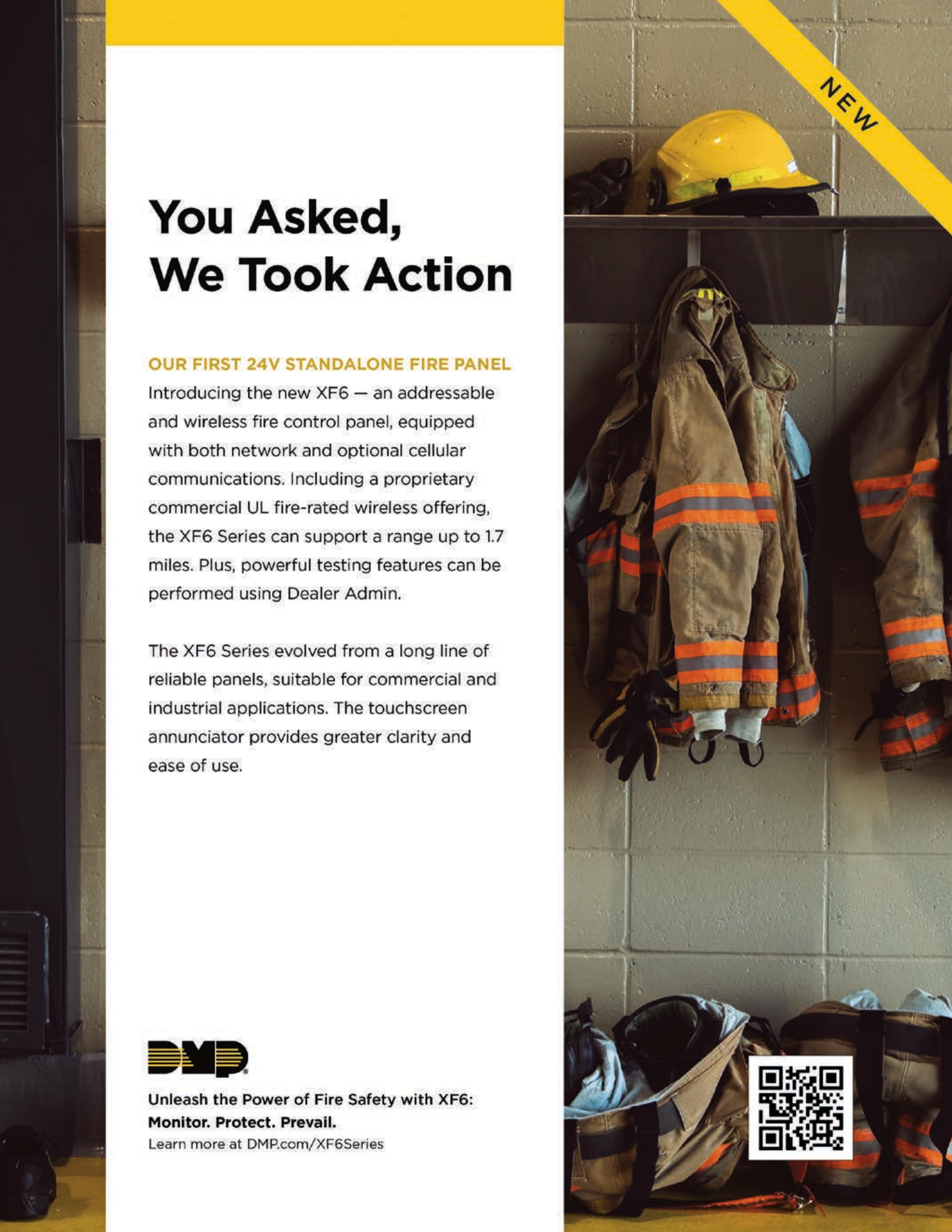
As the years have progressed, my career took me down a different path by entering into the world of starting and building large-scale Emergency Operation Centers in Asia and using this accrued knowledge to assist Chuck Doljes at Pinkerton Shanghai with some issues he had. Leaning on other friends and mentors like Ken Boyda the CEO of GE Security and retired Lt Col Chuck Doljes USMC were pivotal when building EOC's using then cutting-edge ESi software WebEOC, now owned by Juvare.

The key takeaway I hope all who read this no matter what role you serve or who it is you report to, if any, never let yourself believe there is nothing left to learn, especially when a mistake was made in which you had something to do with. Seek those you respect most, utilize the resources available to you, and most importantly, remember what made you successful in the first place.

Dave Henderson is the President/CEO of Global Security Consultants, Limited. Previously, Dave served in Sales and Managerial roles for Honeywell Global Security, including involvement in starting and developing Emergency Operation Centers internationally.

SIAC

Security Industry Alarm Coalition



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Securing the Future: The Role of Veterans in Cybersecurity

EEditor's Note: AllegiantVETS started in 2010 to honor the men and woman who have served and sacrificed for our freedoms, and to support them in their ongoing transition back to civilian life. AllegiantVETS' mission is to provide opportunities for the community to honor, invest, and connect with veterans within the AllegiantVETS network. For more information about how to forge powerful alliances that not only drive your business objectives forward but also honor the service and skills of veterans, visit www.allegiantvets.org.

By: Marus Haney, AllegiantVETS

In today's digital age, the importance of cybersecurity cannot be overstated. As cyber threats become more sophisticated, the need for skilled professionals to protect critical information and infrastructure is paramount. Veterans, with their unique training and experience, are perfectly positioned to meet this demand. AllegiantVETS helps service members transition into cybersecurity roles by facilitating their acquisition of essential credentials and certifications.

Veterans bring a wealth of skills honed during their military service that are directly applicable to cybersecurity. Their experience in handling classified information, conducting risk assessments, and responding to security breaches under high-pressure conditions makes them ideal candidates for cybersecurity roles. Moreover, the disciplined and methodical approach ingrained in them through military training translates seamlessly into the meticulous nature of cybersecurity work.

To support this transition, AllegiantVETS offers comprehensive programs that help veterans obtain cybersecurity credentials. This includes guidance, resources, and financial assistance to ensure veterans are well-equipped to pursue and achieve certifications such as CompTIA Security+, Certified Information Systems Security Professional (CISSP), and Certified Ethical Hacker (CEH). These certifications are highly regarded in the industry and open doors to numerous job opportunities.

The journey begins with an assessment of each veteran's skills and interests, tailoring a personalized pathway toward a cybersecurity career. Training programs cover a range of essential certifications, ensuring that veterans gain both theoretical knowledge and practical skills. Workshops, boot camps, and online courses prepare veterans for certification exams, led by industry experts who provide valuable insights and hands-on experience.

The support extends beyond training and certification. Veterans receive assistance with resume building, interview preparation, and job search strategies, ensuring they are qualified and confident in presenting their skills to potential employers. By bridging the gap between military service and civilian careers, these initiatives play a crucial role in helping veterans navigate the transition smoothly and successfully.

The impact of these programs is profound. By empowering veterans to enter the cybersecurity field, they not only provide rewarding career opportunities but also address the critical shortage of skilled cybersecurity professionals. This synergy enhances national security by leveraging the unique strengths of veterans to protect against cyber threats.

In conclusion, helping veterans transition into cybersecurity roles by obtaining necessary credentials and providing comprehensive career development resources ensures they are well-prepared to excel in this vital industry. As we continue to face evolving cyber threats, the inclusion of veterans in cybersecurity is not just beneficial but essential for safeguarding our digital world.

If you are a veteran looking to transition into cybersecurity or a company seeking highly skilled security professionals, visit AllegiantVETS.org to learn more about how we can help you achieve your goals and secure our future together.

Marcus Haney is the CEO of AllegiantVETS and a battle-tested Marine turned visionary leader behind its' cause, championing the transition of service members into trailblazing careers. His dynamic approach is shaped by resilience and a deep commitment to his fellow veterans and fuels their mission to empower and transform lives through unparalleled support and opportunities.

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How much of your central station operator's time is spent on alarm verification? Does anyone on the emergency call list answer your phone call? Let your customers easily notify you with the touch of a button that this is a false alarm. Prospects are afraid that police are going to show up when they make a mistake. Show them what you have to keep that from happening and save yourself some money, too!

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Ensuring the Security of Critical Infrastructure: Challenges and Innovations

By: Jay Jason Bartlett, Cozaint

Critical Infrastructure Security and Surveillance is essential to safeguarding the systems and assets that are vital to the functioning of our society and economy. These infrastructures include, among other things, public health services, communication networks, transportation systems, and utilities (gas, water, and electricity). A complete strategy, comprising risk assessment, preventative measures, ongoing surveillance, and efficient incident response is required to ensure their security. As a seasoned security specialist, I can confirm that although protecting these infrastructures presents considerable hurdles, recent developments in technology and strategic design provide encouraging alternatives.

Tracy Walder, Former CIA and FBI Special Agent recently stated on NewsNation's The Hill TV show that "we are very vulnerable" and being cognizant that there are over 50,000 different water suppliers in the U.S. alone, Ms. Walter states "I try not to be paranoid, but I personally believe this (critical infrastructure hacking) will happen in the relatively near future."

I have highlighted below some of the components within critical infrastructure in which physical security and surveillance is most crucial: Security and surveillance technologies to safeguard the vital infrastructure of the United States:

In spite of these obstacles, the field of critical infrastructure surveillance and security is making great strides. The following are some important tactics and tools being used to safeguard the vital infrastructure in the United States:

Protective Measures: Physical Security: It's crucial to put strong physical security measures in place, like barriers, security cameras, access controls, and security guards. These precautions serve as a first line of protection against physical attacks and discourage unwanted access.

Monitoring and Surveillance: Video analytics and surveillance cameras Real-time monitoring and the identification of questionable behaviors are made possible by the integration of surveillance cameras with sophisticated video analytics. These devices have the ability to instantly notify security staff of possible threats, allowing for prompt response.

Sensors and IoT: Continuous data that may be examined for irregularities is produced by deploying sensors to track ambient conditions, structural integrity, and other characteristics. Devices connected to the Internet of Things (IoT) improve data collecting and connection, enabling proactive maintenance and threat detection.

Showcasing Current Innovations and Trends

The field of critical infrastructure security and surveillance is always evolving, bringing with it new and creative ideas. These are a few of the most encouraging patterns:

AI and ML (also known as video analytics): As previously mentioned, these technologies are revolutionizing security by making predictive analytics, anomaly detection, and automatic response systems possible. Proactive measures are made possible by these technologies' ability to analyze enormous amounts of data in order to spot patterns and anticipate possible risks. Machine learning algorithms, for example, are able to identify anomalous network traffic that might point to a cyberattack.

Blockchain Technology: This method of managing transactions and data is transparent, safe, and impenetrable. Blockchain technology can guarantee data security and integrity in critical infrastructure by preventing unwanted changes and offering an audit trail that is easy to follow. This is especially helpful in industries where data integrity is crucial, including energy and banking.

Despite the significant obstacles in the field of critical infrastructure security and surveillance, technological breakthroughs and proactive measures present a bright future. We can improve the security and resilience of our vital infrastructure by utilizing AI, blockchain, sophisticated encryption, and establishing public-private collaborations. Sustained innovation in conjunction with a planned, proactive strategy will guarantee that our essential systems continue to withstand changing challenges, protecting our economy and society for years to come.

Jay Bartlett has been in the computer industry for over four decades and in the storage management since 2000. A serial entrepreneur, Jay has founded software and hardware companies and has managed many technical teams to deliver innovative solutions to the market. As the CEO of Cozaint, Jay is driving intelligent surveillance solutions to the physical security market.

The One Time in Their Life...

It's dark — there's a sound — then the siren blasts. Your customer is going to immediately enter their code. Every other system in the world will disarm, silence and send a cancel signal to your central station. The one time in their life that your customer really needs an alarm system, it gets turned off. Not with DMP.
You can sell a system that allows the customer to leave it on and decide if this is a real emergency. Don't install anything less.

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For more prroduct service news, updated daily, visit the news-feed on our website www.snnonline.com/news

SNAP ONE has recently launched a new software update for ClareOne, FusionPro, and the ClareHome App that adds powerful features and improvements for both end users and Snap One Partners. The update expedites system installation and setup, simplifies troubleshooting while increasing flexibility with new third-party integrations. The ClareOne Wireless Security and Smart Home Panel is the first professionally installed controller that includes full-featured home automation and professional security monitoring in a single, unified touchscreen display. "The recent ClareOne software update makes the system even more attractive for Snap One Partners and homeowners by simplifying system setup and empowering end users to quickly solve the most common troubleshooting issues on their own, improving system reliability and experiences," said Clint Choate, Snap One Sr. Director of Security Market. "We also added a more intuitive 'Actions' UI that makes it easier to create automations, notifications, schedules and scenes, along with greater integration support for third-party motorized window shades, garage door openers and smart-lighting systems. ClareOne is more powerful and intuitive than ever before."

NAPCO SECURITY TECHNOLOGIES announced its StarLink Network Operations Center (NOC) is now SOC 2 Rated. In addition to its UL Listed Certifications, Napco's StarLink NOC has undergone rigorous criteria to implement and meet SOC Policies & Trust Services Criteria for cybersecurity and data privacy protection, i.e., providing added security for all Napco's Dealers' Accounts. The Company took these important steps, even as cyberattack breaches & huge ransomware demands are becoming more aggressive and prevalent in the US, and the world at large. Located within its NY Headquarters, processing millions of StarLink signals, NAPCO's NOC is triple-reinforced, climate- & power-controlled, and UL 864 10th Ed, UL 2610, UL 1635 Listed, as well as SOC 2. In case of an emergency, it is also backed for a failover, by a Disaster Recovery NOC in Pennsylvania, for immediate, mirrored emergency switchover. In this way, unlike other manufacturers, All StarLink Signals remain within the US for rapid response in fire life-safety, when seconds saved, could mean lives. Thus, StarLink Fire Communications offers dealers a true UL End-to-End solution, starting from a UL 864 Listed StarLink Fire Communicator, going through its NY HQ's UL 864 NOC to any UL Central Station a dealer chooses. Additionally, StarLink Fire Communicators and the Napco NOC won awards for cyber-security (CyberSecured New Product of Year) for Data Center Security & Remote Monitoring and Management.

MAGNASPHERE CORP. has announced its Magnasphere Anti Cut/Climb System (MACS) fence intrusion detection system and their MSK Radar motion sensor have completed a nine-month evaluation by the National Safe Skies Alliance at their outdoor security equipment test facility. The Safe Skies' evaluation report is now available for distribution to qualified airport personnel at US commercial-service airports and to US government agencies via the Homeland Security Information Network (HSIN) or by request. "We are pleased with the nine-month evaluation and excited about protecting our nation's airports, government facilities and critical infrastructure with our fence cut and climb detection systems as well as our radar motion sensing detector" said Michael Keegan, Vice president of Security Products at Magnasphere. National Safe Skies Alliance, Inc. (Safe Skies), an independent third-party, non-profit organization funded by the Federal Aviation Administration, conducts thorough testing of security systems' detection capabilities, reliability, and maintainability under active airport operational and environmental conditions. Safe Skies performs its evaluations under an ISO 9001:2015-approved Quality Management System.

INTERFACE SYSTEMS announced the launch of an enhanced intelligent voice-down system, seamlessly integrating with Interface Systems' Interactive Security Operations Center (iSOC). The new system now allows for immediate intervention by remote specialists to augment AI-powered automated deterrents. Interface's intelligence voice-down system can proactively detect individuals and vehicles loitering or behaving suspiciously by leveraging state-of-the-art AI-enabled cameras. It uses customizable audio messages, auxiliary lighting, and sirens to effectively alert potential troublemakers to the security presence and possible law enforcement response. "By integrating remote intervention capabilities directly into our intelligent voice-down system, Interface is responding faster than ever to potential threats, safeguarding customer premises and ensuring the safety of their customers and staff," said Steve Womer, SVP of Engineering at Interface Systems. The enhanced voice-down solution can be deployed for retail, restaurant, and car wash chains that are already leveraging Interface's Virtual Security Guard services. This integration offers a comprehensive security solution that combines cutting-edge AI-detection technology with expert human oversight.

ALARMAX recently appointed James Ure as Vice President of Sales and Marketing. With rich expertise in product development, business strategy and customer engagement along with a lifelong enthusiasm for AV technologies, James will be an asset to AlarMax as it continues to grow within the residential and pro AV categories. Driven by a passion he discovered in elementary school, Ure's versatile AV career spans 35 years. Most recently, he as a Key Account Manager for Distribution with the Bosch Group where he played a pivotal role in reintroducing major brands like Electro-Voice and Dynacord to commercial and installed sound markets across 46 states. "Jim embodies the spirit of AlarMax and joins our team at an incredibly exciting time, with

Product Service News continued on page 24

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If you are keeping up with the recent transactions in the industry, you likely know that there are buyers willing to pay attractive prices for commercial security businesses.

If you are considering whether the timing is right, what your business might be worth or if you'd be a viable candidate for these all-cash transactions, Davis Mergers and Acquisitions Group can help you navigate the process.

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- Integration Companies
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Customize your alarm monitoring

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Wholesale Monitoring
Protect what matters most:

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more customers than ever hungry to enhance their product mixes with new AV solutions," said Randy Hall, president at AlarMax. "With his many years of hands-on sound engineering, service and training expertise, and unrelenting curiosity for the AV category, Jim will be a valuable addition to our team as we continue to expand and push the boundaries of cross-category innovation."

NAPCO SECURITY TECHNOLOGIES has recently launched its next-gen StarLink Fire Max 2 5G Dual Sim Fire Alarm Communicator, an innovative UL Listed, NFPA 72 compliant dual sim/dual path model that comes with a host of labor-saving features, and a new low equipment cost & monthly rate with instant rebate (nothing to mail in). The StarLink Fire Max 2 is a UL 864 Listed solution providing a fast, reliable 5G communications replacement for any 12/24V FACP's costly pair of dedicated POTs lines. StarLink Fire Max 2 is a dual SIM communicator, supporting both Verizon and AT&T networks, and auto-selecting the best one, shown via a blue or red indicator inside. With ease of standardization, just one model can be stocked on the technician's truck, working seamlessly regardless of the installation's location or code requirements. The Max 2 offers 3 modes: Sole path cellular, traditional dual path cell/IP, and the industry's only Super Dual™ supervised dual cell-only UL864 dual path (selectable by plan). This product is available at all Napco Distributors today will be and featured at the NFPA Expo in FL.

EVOLON TECHNOLOGY announced the launch of its advanced AI-powered video monitoring service on its Insites VSaaS (Video Surveillance as a Service) platform. This technology is designed to offer small-to medium-sized businesses and commercial enterprises the ability to autonomously monitor their properties with Evolon's advanced video service with the added option of engaging professional monitoring on demand or as scheduled for peace of mind "Evolon's Insites service offers a one-stop video monitoring solution for a business of any scale. This approach introduces an AI-enabled, cloud-based video service that simplifies the path to proactive security operations. The flexibility to add professional monitoring on demand cuts through the usual complexities of long-term contracts, high costs, and ineffective security strategies. Now, we can provide robust, affordable monitoring services whenever needed. This offering opens up a new chapter in video services, where advanced solutions become accessible and customizable to the diverse requirements of today's businesses."said Tom Galvin, CEO, Evolon.

NJELSA Spring Clay Shoot: A Successful Fundraiser for Education

By: Christine Higgins, Executive Director, NJELSA

The southern region of The New Jersey Electronic Life Safety Association (NJELSA) once again showcased its commitment to education and camaraderie with its annual Spring Clay Shoot. Taking place May 9 at the picturesque Pine Valley Gun Club in Berlin, NJ, the event brought together NJELSA members and guests to raise money for the NJELSA Annual Scholarship Fund. The NJELSA awards an Annual Scholarship to the children of active-duty firefighters or police officers in New Jersey, which acts as a small way for the electronic life safety industry to thank our very dedicated public safety community and help pay for advanced education for deserving students. To learn more about the scholarship, read more here: https://njelsa.org/page/Scholarship-Program

Also, our office has moved:
NJELSA
3828 River Road, Suite 200
Point Pleasant, NJ 08742

Attendees of the NJELSA Clay Shoot Enjoyed a Moment Between "Pulls."

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- ***One High-Performance Model to Stock on Your Truck for Commercial Fire Communications:*** *Both Verizon & AT&T Cell Networks plus either sole cell-only or dual path cell/IP reporting, or, exclusive* ***SUPER DUAL™*** *Supervised dual-cell UL 864 Listed (no IP required)*
- ***Automatic Cell Network-Select for Max Signal Strength & Easy ID Cell Indicators, Red (VZ) / Blue (AT&T)*** *inside + See /Set SIM Status Remotely - using any PC or smart device*
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- ***Most Reliable Life-Safety & Liability Protection, UL End-to-End:*** *UL 864 Listed StarLink Fire Communicators ▸▸ UL 864 Listed Napco NY US Network Operations Center ▸▸ Any/All UL Listed Central Station Receivers**

STARLINK: ALL SIGNALS, ALWAYS IN THE USA

StarLink NOC
In Napco NY Headquarters
(Emergency Failover to PA)

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NAPCO

Ask About Napco's Exclusive SUPER DUAL™ for UL 864 Listed Dual Path Communications but without Any IP or IT Hassles or Labor – An Industry 1st

COMPLIANCES: NFPA 72 Eds: 2022, 2019, 2016, 2013, 2010, 2007; UL 2610, UL 985, UL1023, UL864 10th Ed., CSFM, NYC FD, LAFD NAPCO Network Operations Center (NOC) UL 864 10th Ed., UL 1610, UL 1635.

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Is the Timing Right to Sell My Business?

By: Kelly Bond, Davis Mergers & Acquisitions

If you look around any industry convention, conference, meeting, etc. you will notice a lot of the business owners may look…well, familiar. Many started their security businesses in the 1970's and 1980's when the security industry services expanded to include not only physical security but also electronic surveillance and alarm systems. Many of these familiar faces have had great careers operating a successful security business. As it is in any industry, however, the "baby boomers" are looking for their day in the sun and are increasingly looking to sell their businesses.

Their timing may be perfect as the buying pool is deep and our resilient industry is once-again weathering the down economy. The question "Is the timing right to sell my business?" may not be answered by whether there are willing buyers. A better question may be whether your business is ready to be sold.

Selling a company is a significant milestone that requires careful preparation and strategic planning. Most sellers only do it once. As business owners contemplate this big step, they must assess their company's readiness as it is crucial to ensure a smooth and successful transaction.

Most business owners know it's important to have proper contracts, strong reporting and excellent operations to present to buyers, but there are several other key factors to consider. Although these factors are generally not front-of-mind, they are crucial details to determine if your company really is ready for sale.

Business Performance

Financial Health: Is your business profitable? Potential buyers are more likely to pay a premium for a business with strong financials.

Growth Trends: Is your business growing? A business with upward sales and profit trends is more attractive to buyers.

Operational Efficiency: Are your operations streamlined? Efficient operations can make your business more appealing and present an easier transition to new ownership.

Areas of Risk: Do you have a few customers who make up most of your revenue? Will the business, and particularly these large customers, withstand your absence? Plan early to mitigate any risk that you can.

Consult with Professionals

Business Broker: Consider hiring an industry broker (I can recommend one group in particular) who can provide insights on market conditions, identify potential buyers, assist in negotiating a sale and support all efforts throughout the sales process.

Financial Advisor: Consult with a financial advisor to understand how the sale aligns with your long-term financial plans.

Business Valuation

Professional Valuation: Have your business professionally valued to understand its market worth. A valuation will give you a benchmark and help you set realistic price expectations.

Multiples: Understand the multiples being paid for similar businesses in your industry (both of RMR and Ebitda). This can help you gauge if the current market is favorable.

Tax Implications

Tax Consequences: Understand the tax implications of selling your business. Consult with a tax advisor to plan for capital gains and other taxes, especially if you are a C Corporation, prior to putting your business up for sale.

Personal Goals and Readiness

Life Goals: Consider your personal and financial goals. Are you looking to retire, start a new venture, or need a liquidity event for personal reasons?

Emotional Readiness: Are you emotionally prepared to let go of your business? This can be a significant change, especially if you've invested a lot of time and effort into building it. This question is extremely important when considering a succession plan.

The timing to sell your business is right when your personal goals align with favorable market conditions and your business is in a strong position both financially and operationally. Carefully assess each of these factors and seek professional advice to make an informed decision and as always, contact Davis Mergers & Acquisitions Group to assist you through the process.

Kelly Bond brings over twenty-five years of industry experience to her clients. Newly inducted into the Security Sales and Integration Hall of Fame in 2024 at ISC West, she currently serves as Partner with Davis Mergers and Acquisitions Group, representing buyers and sellers of Alarm and Integration companies. .kbond@davismergers.com.

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The M2M Fire Radio is $180 including one year cell service and one year monitoring.

https://usacentralstation.com/m2m-commercial-fire-lte-promo/

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For more industry news, updated daily, visit the newsfeed on our website www.snnonline.com/news

ASIS Releases ANSI Approved Security Risk Assessment Standard

ASIS International announced the release of an American National Standards Institute (ANSI)-approved standard dedicated to security risk assessments. The ASIS Security Risk Assessment (SRA) Standard has been revised and designed to revolutionize how organizations assess and manage security risks. Developed by a team of seasoned security professionals, the ASIS SRA Standard offers an up-to-date and forward-looking comprehensive and systematic approach to identifying, analyzing, and evaluating security risks, ultimately empowering organizations to safeguard their assets, mitigate threats, and enhance resilience. "The ASIS Security Risk Assessment Standard is the result of extensive collaboration and expertise from a diverse group of leading security professionals with expertise in conducting security risk assessments," stated ASIS International's SRA Technical Committee Co-Chair, Jennifer Holcomb, PE, PMP, PSP, CPP, CPD. The ASIS SRA Standard sets the benchmark for excellence in security risk assessment practices. With its robust framework and detailed guidance, this standard equips security practitioners with the tools and methodologies needed to conduct thorough and effective security risk assessments in diverse environments.

Key features of the ASIS SRA Standard include:

Comprehensive Scope: The standard provides a detailed outline of the scope, objectives, and principles of security risk assessments, ensuring that all aspects of the assessment process are thoroughly covered.

Establishing the SRA Context: This section delves into the foundational elements of the SRA, including needs assessment, defining objectives, delineating roles, and responsibilities, and ensuring compliance with legal and other requirements.

Preparing SRA Activities: Offering practical guidance on authorization, information gathering, planning, and documentation, this section prepares practitioners for the execution of the SRA process.

Conducting SRA Activities: From risk identification to evaluation, this section outlines the essential steps involved in analyzing and assessing security risks, providing methodologies for both qualitative and quantitative analysis.

Post-SRA Activities: Following the assessment, this section guides organizations through the process of implementing risk treatments and establishing ongoing monitoring and improvement mechanisms.

General Principles: Emphasizing impartiality, objectivity, competence, and confidentiality, this section underscores the ethical and professional standards that underpin the SRA process.

Contents of the Security Risk Assessment Report: Providing a template for reporting findings and recommendations, this section ensures clarity and consistency in communicating assessment outcomes.

With its emphasis on best practices, transparency, and continual improvement, the ASIS SRA Standard is poised to become the go-to resource for security professionals worldwide. Whether you're a seasoned practitioner or new to the field, this standard offers invaluable insights and detailed guidance for enhancing your organization's security posture.

SIAC Announces Shane Clary to Receive Moody Award

Shane Clary of Bay Alarm Company was recently announced as the 2024 recipient of receive the William N. Moody Award which will be presented at ESX in Louisville, KY.

Established in 2004 by the Security Industry Alarm Coalition (SIAC), the Moody Award is given annually to an individual who demonstrates a passion for advancing positive alarm management and best industry practices. "Shane has made a tremendous contribution to our industry throughout his long career," said Stan Martin, SIAC executive director. "He has been a leader in the development of standards and codes that help govern our industry and that contribute to the overall safety of our communities. SIAC represents one voice for the electronic security industry on alarm management issues – communicating solutions and enhancing relationships with law enforcement. SIAC is comprised of four major North American security associations–Canadian Security Association (CANASA), Security Industry Association

Z-Wave Alliance Announces Improved Support & Compliance for IOT Devices

The Z-Wave Alliance announces full support of the latest cybersecurity labeling programs for IoT and connected devices. In conjunction with the Z-Wave Alliance Summit & Unplug Fest 2024, the Alliance today announces that the Z-Wave protocol security framework meets, and in some cases exceeds, the regulations and requirements set forth by the recently announced U.S. Cyber Trust Mark.

"Robust device security has long-stood as a cornerstone of the Z-Wave protocol," said Avi Rosenthal, Chairman of the Board for the Z-Wave Alliance.

"The Z-Wave Alliance commends all the hard work done by our industry cohorts at the Connectivity Standards Alliance in raising much-needed awareness surrounding the complexities of enhanced cyber security for connecting devices."

Certification is paramount when it comes to the future of connected IoT devices. All Z-Wave devices are subject to a rigorous certification process to ensure device security, compatibility, and interoperability. As Cybersecurity labeling becomes more prevalent, the Alliance remains committed to its best-in-class certification process while embracing evolving programs. The Z-Wave Alliance certification program does not compete with the CSA Product Security Verified Mark nor the U.S. Cyber Trust Mark but instead signals support and compliance for the developing regulations and specifications.

Industry News, continued on page 30

Ring in Streamlined Smart Home Surveillance

Installation wizards and remote management make setup and troubleshooting a breeze.

Crystal-clear HD video with smart features like People Detection—without cloud fees.

Integrates with hundreds of Snap One and third-party smart home and security devices.

Free interactive smart home and affordable monitoring services to grow your RMR.

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CASIA MEETINGS 2024

CASIA'S meetings are held on the 3rd Thursday of the month (unless otherwise noted) at Eli's on Whitney, Hamden, CT

Social hour and networking begins at 6:15 p.m.; meeting over dinner to follow.

June 12 – Wednesday / Lobsterbake @ the beach at Fairfield's Jackie Durrell Pavilion

July 18 - GOLF CLASSIC @ Lyman Orchard, Middlefield, CT

August – NO meeting

September 19

October 17

November @ ISC NY

December 19 Holiday Party

ESX
June 3-6, 2024 - Louisville, KY

CBFAA Industry Get Together & Fundraiser
Top Golf - Centennial
September 26, 2024

AZAA Convention & Golf Tournament
WeKoPa Resort - Ft. McDowell, AZ
September 18-19, 2024

NJELSA Annual Golf Outing Event
October 15
Galloping Hills GC - Kenilworth, NJ

TMA Annual Meeting
October 5-9, 2024, - St. Thomas, U.S. Virgin Islands

SIA Securing New Ground
October 8-9, 2024 - New York City, NY

NSA Industry Get Together & Fundraiser
October 17, 2024

ISC East
November 19-21, 2024 - New York City, NY

ISC West 2025
April 2-4, 2025
Las Vegas, NV

SIA / ISC's Got Talent @ The Rockhouse 2025
April 1, 2025

NAFED
April 1, 2025

Industry News, continued

Report: LiDAR Sensor Installations to Exceed $6 Billion by 2030

In its latest white paper, intelligence firm ABI Research forecasts the worldwide physical security market for LiDAR sensors will surpass 3 million total installations by 2030, with water infrastructure leading the segment. The yearly revenue opportunity will exceed US$6 billion in 2030. "Physical security, specifically PID, encompasses controlling access for both individuals and vehicles into secured areas, as well as preventing objects from being thrown or passed across perimeter boundaries. Moreover, physical breaches often precede cyberattacks, underscoring the importance of intrusion detection in combating Cyberthreats," Explains Dominique Bonte, Vice President, End markets, at ABI Research.
Current security solutions relying on cameras and/or radar struggle to effectively detect and track intruders, and produce numerous false alerts, leading to higher operating costs and alarm fatigue. These legacy two-dimensional (2D) technologies lack accuracy and perform poorly in low light and adverse weather conditions, resulting in missed events, increased liabilities, and high cost of ownership.

ABI Research believes that 3D LiDAR solutions will have a transformational impact on the physical security market, redefining how to protect vulnerable critical infrastructure. "The unique characteristics of LiDAR in terms of detection accuracy and reliability, range and field of view, continuous tracking, ease of deployment, and privacy preservation make it the technology of choice for next-generation physical security solutions to protect a wide range of mission-critical assets in the utility, data center, airport, and other critical infrastructure segments," Bonte concludes.

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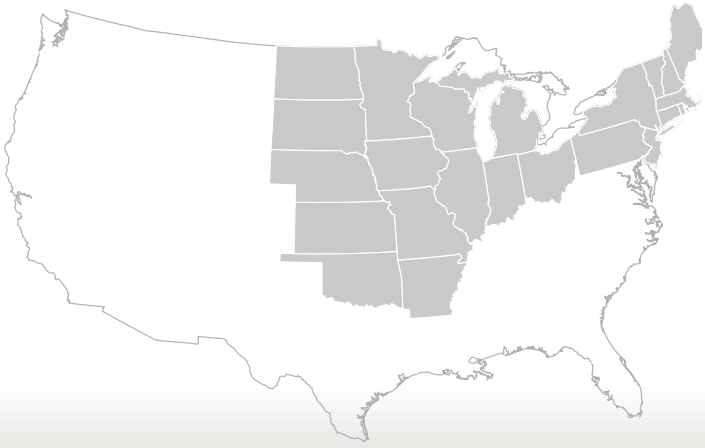

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