

# MONITORING

## BRIEFS

### CSAA makes a move

VIENNA, Va.—The Central Station Alarm Association will start the new year in a new, larger office near its current location. The new address will be 8150 Leesburg Pike, Suite 700, Vienna, VA 22182. Phone and fax information remain the same.

"The workload of the association and the increase in staff to continue to offer quality services necessitated the relocation to new offices," said Steve Doyle, executive vice president of CSAA in a statement. "In addition, we are excited that the move to the new building allowed us to get extra space to host the Central Station Industry Museum."

### ADS Security wins big at First Alert

NASHVILLE, Tenn.—ADS Security received eight awards during the First Alert Professional Convention held Nov. 13-16, 2008 at the JW Marriott Grande Lakes in Orlando, Fla. ADS Security chairman and CEO Mel Mahler also was awarded the 2008 First Alert Professional Medal of Honor, recognizing his service in promoting the First Alert/Honeywell Security dealer network.

ADS Security senior vice president of monitoring Lela Mullins said her team of operators and data entry personnel took great pride in ADS' accomplishments. "The central station operators and data entry departments are always very proud of any awards honored to ADS Security as a company or individually, you know, to our associates throughout the company."

### ADT consolidates Neb. central, cuts 380 jobs

BOCA RATON, Fla.—ADT Security Services in December announced it is closing its Papillion, Neb., central station, eliminating 380 jobs as it integrates its electronic customer monitoring and account retention systems with similar services around the country.

ADT spokeswoman Ann Lindstrom said that this was not an example of a facility closing due to economic pressure but was, instead, one aspect of an ongoing move on ADT's part to consolidate. "We're not calling this a lay-off, because, frankly, it isn't," Lindstrom said. "I know that there are individuals who are impacted, but it was truthfully a consolidation. This has been part of a long term consolidation of the customer monitoring function." ADT has been in the Omaha area since 1892.

Lindstrom said she is uncertain if any of the 380 employees affected by the Papillion central station closing have applied for other positions with ADT. "We are offering them positions, if they're willing to move and if they're in a job that can transfer over to some other position," Lindstrom said. "Wherever not, many people are being offered severance benefit packages."

## 'Evolutionary leap forward'

Brink's Home Security, G4S choose SGS' software, stages

By Daniel Gelinas, associate editor  
IRVINE, Calif., and IRVING, Texas—Brink's Home Security announced on Dec. 4 it had implemented a total deployment of Secure Global Solutions' new monitoring software solution, stages, across all of its accounts.

SGS vice president Hank Goldberg said the agreement with BHS displays the power and reach of the stages system. "Brink's Home Security has converted a hundred percent," he said. "So we have one-point-three million accounts being monitored at Brink's Home Security on our software already."



Hank Goldberg

Equipment and software were installed in two Brink's Home Security facilities—Dallas and Knoxville, Tenn.—where the company's monitoring operations are located.

Rob Trotter, senior vice president and chief information officer at BHS, said he appreciated the smooth, trouble-free manner in which the complex, company-wide switch to stages was handled. "It's one of the best experiences I've ever had," Trotter said. "We needed to be off of our platform that we were on, that we'd been on for 20 years ... The stages product gave us more flexibility," Trotter

said. "It's easier to integrate into current and future systems."

Goldberg said he was excited about what stages will bring to the industry. "The fundamental issues are, number one, it's an advanced application that's browser based. Which means that there's only one application to maintain," Goldberg said. "So we have a much lower cost, which we reflect in a much lower price." Goldberg would not go into specifics of pricing, but said stages is "extremely cost-effective, not only to purchase but to maintain."

Despite the low cost, Goldberg insists stages is not just another piece of software, but is instead a powerful new tool that will

STAGES see page 29

## Pay up, or lose utilities

By Daniel Gelinas, associate editor  
CORDELE, Ga.—City commissioners here voted in early December to adopt a new ordinance, which took effect Jan. 1, that will tie false alarm fines to end users' public utilities, including water, sewage, gas and garbage collection.

Cordele chief of police Dwayne Orrick said the new fining system is an attempt to recoup the cost of lost resources. "At the end of the month we review the incident locations and then we pass the address on of those locations that exceeded the amount of alarms that we allow, and the number of inci-

dences that they had there," Orrick said. "Then the finance department adds that to the utility bill, which covers water, sewage, gas and garbage. And so if they don't pay the utility bill, there's already a process in place for having the utilities discontinued."

Alarm users are allowed five false alarms for the year, with fines for the sixth through 13th running from \$50 to \$500.

Cordele city commissioner chairman Zack Wade said the ordinance is not designed to hurt anyone. "We don't feel like these are criminal," Wade said, "but it's something that's really a

nuisance. Hopefully they will be corrected. [But] an alternative would be to cut all the services off for those who don't pay ... Hopefully we won't have to do that to anybody."

The ordinance extends to churches and schools as well as residences and businesses. Users will be required to fill out an application and register their alarm systems through the Cordele Police Department and pay a registration fee of \$10. Anyone failing to register an alarm system will be fined \$100.

Georgia Electronic Life Safety  
CORDELE see page 29

## Seattle police push for false alarm compliance

By Daniel Gelinas, associate editor  
SEATTLE—The Seattle Police, in an Oct. 22 letter to alarm companies, announced that on January 1, 2009, it would begin enforcing alarm company requirements from the Seattle Municipal Code.

Detective Christopher Hall, false alarm administrator at the SPD, said that the letter, sent to more than 300 alarm companies, was not about cracking down. "In 2004, they rewrote the law that basically started billing the

alarm companies instead of the consumer, and it included all these provisions, and now we're finally getting around to enforcing them," Hall said.

First among the requirements is that Seattle monitoring companies be licensed with the city. Licensed companies will be issued a unique identifying number, or UIN, which the company will need to provide when calling in an alarm. Failure to provide a UIN will result in non-response.

Washington Burglar and Fire Alarm Association Western Chapter vice chairman Shannon Woodman, vice president of sales at Washington Alarm, said Washington Alarm has been ready for the compliance date. "We've had our UIN for a while," she said. "It just never gets asked for."

Alarm companies also need to utilize enhanced call verification every time they call in a burglary/motion/intrusion alarm. The SPD will institute

SEATTLE see page 29

## SecurTek offering VaaS

By Daniel Gelinas, associate editor

YORKTON, Saskatchewan—SecurTek said in a recent interview with Security Systems News it would begin offering managed IP video as a service and hoped to attract more dealers through the wider range of services video monitoring can provide. SecurTek general manager of marketing and dealer relations Leanne Woodhouse said SecurTek's offering would allow dealers to provide more services to end users. "We've added OzVision's IP-based video service, called OSN [OzVision Secure Network], to our services," Woodhouse said. "It offers customers video verification through a monitoring station."

OzVision, a developer of advanced video solutions for the security monitoring market, launched OSN in 2006. OSN is a hosted IP-based video moni-

**"If you cannot bill it, just kill it."**

—Avi Lupo, OzVision

toring network that enables security service providers to generate new RMR streams.

OzVision founder and senior vice president of strategies and business development Avi Lupo said it's all about creating RMR while providing choice to the end user. "We have a saying at OzVision: If you cannot bill it, just kill it," Lupo said. "For many years CCTV was a one-time sell. There was no engine to create recurring revenue ... This can be a recurring revenue business because they buy services."

Woodhouse said the savings inherent in VaaS are evident. "We work with a gas station called FS Partners," Woodhouse said. "It's called Auto Attendant. We monitor a few of their gas stations remotely, so they don't need to have anyone on staff."

Woodhouse said SecurTek's entrance into the VaaS arena has been quiet by design. "We've kind of been slow and cautious into the market, to make sure we do it right," Woodhouse said. "But we're ready to kick it up a notch." **SSN**



## Stages

*Continued from page 27*

revolutionize the way the industry monitors. "It isn't a quantum leap, it's an evolutionary leap forward."

On Nov. 18, G4S, known in the United States more for its guard division, Wackenhut, and access control and video solutions division Amag Technologies, announced it had reached a global agreement for deployment of stages in all G4S central stations throughout the world, except the United States (see related story on page 1). G4S is the world's largest security company, employing more than 500,000 employees. **SSN**

## Cordele

*Continued from page 27*

& Systems Association president Mike Latty said Cordele's method of managing the fines would be cost saving and effective. "Most of the jurisdictions have to create some sort of an administrative division to help manage the false alarm problem, and I think, with the economy the way it is, they've made a good move in the way that they're going to manage this without having to create a separate division in the police department," Latty said. "I think it's going to be very efficient for them to manage it this way."

Orrick asserts that end users have plenty of opportunity to make sure they are not assessed fines. "We have a secondary notification requirement in there before they notify the 911 center to dispatch an officer ... And if you have a repeat alarm—four or five times in a couple days—then you say, 'Look I'm having a problem with the alarm system don't send any body, and I'll notify the alarm company and have it serviced.' So it gives them the opportunity to use a little judgment, too." **SSN**

## Seattle

*Continued from page 27*

a policy of not dispatching officers to alarm calls when the alarm company has not used ECV. Alarm companies will be instructed to call back when they have made two call-verification attempts and must be able to provide the numbers called.

Hall stressed that alarm companies should not be surprised by any of the requirements of the Seattle Municipal Code: "We're not trying to knock anyone out, put anyone out of business ... We want to get everyone playing on an even playing field and everyone following the same rules." **SSN**

## CSAA seminar a success

*Fall Operations Management attendees warned of liability*

**By Daniel Gelinas, associate editor**

PEABODY, Mass.—During the opening session on the last day of the CSAA Fall Operations Management Seminar, speaker Jeffrey Zwirn, president of Teaneck, New Jersey-based IDS Research, warned attendees to "make your paperwork right—get it

in order—live it, breathe it." Zwirn, admonished central station operators to make sure their operating instructions are iron-clad. "It's not up to you to make the decision if there is a liability ... The judge or jury is going to decide that ... When I do my research, I'm looking for

standards, treatises, ordinances ... I'm looking for support. You need to look for that support also, before a loss occurs."

CSAA education committee co-chair Pam Petrow, of Vector Security, organized the Nov. 9 through 11 event and served as MC of the

weekend's seminars, including the popular Open Forum closing hour, during which attendees were encouraged to bring their questions and solutions into the open for the benefit of all.

"Our goal is to have a premier educational event that is customized just for central station operators, supervisors and management," Petrow said. "We think that we've been very effective with that."

**CSAA** see page 30

## Advertiser

# SafetyCare's new Partners

By Daniel Gelinas, associate editor

PALM BEACH GARDENS, Fla. and AUSTIN, Texas—SafetyCare on Nov. 4 announced two new additions to its national Authorized Partner Program. Lifecall, LLC of Palm Beach Gardens, Fla., will now offer SafetyCare's security monitoring and emergency response communication service to its clients in

South Florida and the Treasure Coast, while Austin, Texas-based Independent Living Solutions will supply SafetyCare's security and emergency response solutions to clients in central Texas.

Lifecall president Steve Palermo expects to see an increase in sales and satisfaction due to the partnership. "In evaluating the SafetyCare

products and services, it was the quality of the product—the fact that it had a longer-lived battery than the competition," Palermo said. "Especially down here in South Florida with the potential for hurricanes."

SafetyCare general manager Michael Bodnar said the PERS industry is on the rise. "PERS is a

hot topic now for a variety of reasons," he said. "We have an aging population with the Baby Boomer generation coming to this kind of young senior category right now," Bodnar said. "In competitive times and down economic times in the traditional security industry, I think that PERS has piqued the interest of your traditional burglar and fire alarm companies because it's an alternative source for recurring revenue." **SSN**

## CSAA

*Continued from page 29*

Morgan Hertel, vice president of operations at The Command Center, Inc., said, "By coming to these [events] you find a whole slew of different ways of dealing with the same problem ... It doesn't get any more concentrated in terms of information than one of these programs." **SSN**

## G4S

*Continued from page 1*

Wackenhut and, initially, will offer its services as value adds to the established G4S Wackenhut customer base. "We made some decisions a few years ago, strategic decisions, to say that what we really wanted to do was change the guarding business so that we provided a total solution, meaning manned services as well as technology solutions," Cordasco said.

Cordasco said that G4S plans to expand from its Boston-area base: "Other people have tried to mesh technology and guarding before, and no one has been terribly successful. We really believe that we have the formula for doing this, in terms of having our own technology available, plus partnering with some key technology partners. So this resulted in our desire to build the first of what will be many of these, a number of these, monitoring centers."

Cordasco said the recent acquisition of a Boston-area technology company, which Cordasco preferred not to name, along with the existing technology of G4S' technology arm G4 Tech, will add many services to the G4S monitoring and data center offerings. "We'll provide other video-related things like remote video guard tours. We'll provide remote video escorts," Cordasco said. "This software allows us to provide other remote hosted services to customers, things like incident management, visitor management, remote management of their access control. So we'll not just be providing alarm monitoring, we'll be providing video monitoring, we'll be providing other video services, we'll be providing data services, so that we'll do things like help with storage and retrieval of customers' data, including their video information."

Cordasco believes that G4S is positioned to be the U.S. security leader as the security industry changes in the coming years. "Our idea is that this is really the very beginning of what we believe will be a whole change, over the next five to 10 years, a complete change in the way security technology is implemented." **SSN**

## Advertiser