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# SECURITY SYSTEMS NEWS

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## ASIS 2014 Roundup

ADT and TycoIS woo small business, more 4K converts, lots of partnerships, APIs catch on, and other news from the show floor

By Martha Entwistle

ATLANTA—In contrast to recent years where attendance appeared to be down significantly, the 60th annual ASIS conference, which took place here Sept. 29-Oct. 1, drew an estimated 20,000 people who crowded the aisles on Day 1 and Day 2. The show floor was less crowded on Day 3, but exhibitors expressed satisfaction with foot traffic and the quality of attendees.

The start of ASIS coincided with the expiration of the non-compete agreement between TycoIS and

ADT. When Tyco and ADT split, the agreement stipulated that Tyco could not serve businesses of less than 7,500 square feet and that ADT could not serve businesses greater than 7,500 square feet in size.

Those restrictions were void as of Sept. 29, the first day of ASIS, and both ADT and TycoIS used the show as a platform to discuss their plans to dominate the small business market. (See related stories starting on page 20.)

Below is a roundup of my

meetings at ASIS.

### Day 1

My first meeting was with Axis Communications' **Fredrik Nilsson** and **Kelley Brescia**. Axis likes its themes. At ISC West the company talked about the "power of four" and here at ASIS, they continued on that theme. (See story page 36.)

At Protection 1's meeting room, which overlooked the show floor, I spoke with a group of folks including **Jamie Haenggi** and **Christopher BenVan** about several news items including the fact that its Network Operations Center (NOC) has received

ASIS see page 14



Jamie Haenggi

## Bold acquires ABM

ABM users can now integrate a slew of add-ons from Bold's Manitou product lines

By Leif Kolbe

COLORADO SPRINGS, Colo.—Bold Technologies, a provider of central station and PSIM software, has acquired central station software provider ABM Data Systems, based in Round Rock, Texas, the company announced recently.

Chuck Speck, president of Bold Technologies, described the acquisition as a good fit for several reasons. From a human capital standpoint, the deal gives Bold an influx

BOLD see page 29

## SPECIAL REPORT: WOMEN IN SECURITY

### Collaboration is key for Christine Lanning

IST president Christine Lanning advises women to get involved in industry events, organizations

By Martha Entwistle

HONOLULU—Christine Lanning, president of Integrated Security Technologies, a systems integration firm based here, always expected to have a technology-centric career. As a child, she soldered LED lights onto circuit boards for fun, she was the first kid on the block to have a home computer, and the only third grader who turned in school reports printed out on a dot matrix printer.

"I think it was an Apple 2E. My



For the sixth consecutive year, *Security Systems News* is profiling women who are making their mark in the traditionally male-dominated world of security. Look for the logo on the pages inside to find the five women featured this year.



C. Lanning

dad and I played around with programming and making cool graphics," Lanning told *Security Systems News*.

In high school she was the sole female in an elective electronics class. She'd had a lifelong interest in technology, but the security industry was not on her radar

LANNING page 25

## 'Human-centric' company is goal

Inder Reddy, new president of Honeywell Security Products, talks about dealer programs, user experience

By Martha Entwistle

MELVILLE, N.Y.—Making Honeywell Security Products more "human-centric" tops the to-do list for this company's newly installed president Inder Reddy.

Reddy told *Security Systems News* he wants to continue to bring "innovative products and solutions to the market that provide safety and security for end users [that will also] make more profit for our channel partners."

"But my focus and my team's focus is going to be on the user experience for the channel," he said.

To do that Honeywell needs to move away from its "tech-centric" approach and make its products and services "much more human-centric," Reddy said.

Honeywell Security Products Americas is a provider of intrusion, access control and video surveillance technologies. It runs

REDDY see page 37



Inder Reddy

# MONITORING

## Managed video training partners

By Leif Kolbe

LANCASTER, Pa.—Nearly two years after launching its advanced services division, Security Partners, a wholesale monitoring company based here, is partnering with CheckVideo to help drive managed video sales.

The partnership with CheckVideo, a provider of intelligent cloud-based video management services based in Falls Church, Va., enables Security Partners to provide comprehensive managed video sales training programs to authorized

dealers.

The division has made significant strides since its inception, increasing its video monitoring customer base by 40 percent, Andy Stadler, division manager, advanced services, told Security Systems News.

Despite strong growth overall in the division, Stadler says some dealers—particularly smaller ones—encounter difficulties when selling managed video services—a category that includes video verified monitoring, virtual guard tours, video escorting, cloud storage and remote access management,

among other services.

"Security Partners decided it needed a positive, consistent message on education with our dealer base," Mike Bodnar, president of Security Partners, told SSN.

"The folks at CheckVideo similarly saw the need to provide more education on how to go about selling the services."

He added: "We all acknowledged that there's a real need out there for video and CCTV and even more critically the driving of live footage and archiving through the cloud. There's so much technology that our dealers should have at their fingertips to benefit their

subscribers.

The training program will focus on three core recurring revenue models for managed video: video verification, video hosting and video guard services.

By enhancing their ability to sell such services, dealers will be better equipped to go beyond the "one and done" solution, Stadler said.

"Why stop there?" he said. "Why not expand the service options and make it more of a success. We believe the training on products and especially the sales portion will make this a more consistent offering for our dealers." **SSN**



Mike Bodnar

## Moretti: Knowledge equals respect

By Leif Kolbe

ARLINGTON, Mass.—There were very few women in the security industry in 1985, when Maria Moretti, upon graduating from Northeastern University in Boston, joined American Alarm, based here. While her introduction to the industry was something of a happy accident, her decision to make a career in security was deliberate—a result of the satisfaction she derived from helping people in critical situations.

A criminal justice major, Moretti, command center manager at American Alarm, had planned on going to law school—until her



Maria Moretti

final job through Northeastern's Cooperative Education program placed her in a security job at American Alarm. Initially, she was just pleased to be employed at a company in her hometown. But soon after starting the job, things changed.

"I was very inspired—there was great satisfaction in everything that I did because I was helping people all day long," Moretti said. "I just got drawn into that daily act of helping people, whether it was

answering panic signals during a robbery at a bank, or if there was a smoke carbon monoxide

**MORETTI** see page 29



## Bright outlook for mobile worker apps

By Leif Kolbe

SAN ANTONIO, Texas—Among recent trends gaining traction in the security industry, mobile worker apps stand out as one of the most highly deployed and frequently discussed. Such tools have transformed the way field sales personnel and technicians do business, allowing them to be more efficient and effective on the job.

The mobile worker app market is fragmented and "finally beginning to receive the attention it deserves," according to Jeanine Sterling, principal analyst at Frost & Sullivan, who recently led a webinar focusing on the current state and future outlook of the mobile worker app market.

In Frost & Sullivan's survey of 300 North American businesses, both large and small and across a range of industries, 82 percent said they deploy mobile worker

apps. Though Sterling noted they're well on the way to becoming "ubiquitous," she cautioned that the high adoption rate covers a range of mobile worker apps that vary in complexity. Another interesting finding from the survey: 79 percent of businesses plan to add one or more new employee-facing mobile apps by late 2015.

Sterling said mobile worker apps have been mischaracterized, to some extent, as being untapped and difficult to manage. The Frost & Sullivan survey, however, seems to paint a contrary picture, with only 26 percent of respondents viewing usage of unauthorized mobile apps to be a problem.

"Companies are deploying mobile worker apps because now more than ever they expect real, quantifiable business benefits," including "more productive workers and better sales processes," Sterling said. **SSN**

## BRIEFS

### I-View Now integrates with SIMS software

HENDERSON, Nev.—I-View Now, a provider of cloud-based video verification services, now integrates with SIMS central station automation software, allowing dealers to sell a range of central station video services—including device monitoring, video verification, guard tours and cloud storage—to existing and new clients, while leveraging all the features they already use with SIMS automation software.

"Working with I-View on the integration with the SIMS software platform will allow us to offer video alarm services in a cost effective and logistically reasonable manner," Dan Small, general manager, Armstrong's National Alarm Monitoring, said in a prepared statement. "We are very excited about this partnership and looking forward to the continued advancements from I-View and SIMS."

Tom Utley, technical services, SIMS, said the I-View Now integration provides SIMS central stations with a one box solution to offer video verification to clients. "Along with the great solutions this offers for the central station, the mobile capabilities for end users are what we here at SIMS believe is the future of our industry," Utley said.

### Skylink introduces DIY solution

Skylink, a provider of DIY home safety solutions, recently introduced an alarm system kit that allows end users to secure and monitor their homes, according to a news release from the company.

The SkylinkNet Alarm System Kit is controlled by an Internet Hub and includes a motion sensor, keychain remote and two door/window sensors.

An app integrated with the system allows users to have complete remote control of the solution through iOS- and Android-compatible devices. The app also enables end users to view events that set off alarms through live video monitoring, which can be observed through a smartphone.

### Global Link adds monitoring for Bosch systems

LANCASTER, Pa.—Security Partners and WAVE Electronics recently introduced the 4-Star Program, a collaborative rebate program between the two companies that gives security dealers a profit advantage for products purchased from WAVE Electronics with monitoring services from Security Partners, according to a statement from the companies.

The 4-Star Program features the Linear 2GIG security panel, and dealers participating in the program will receive rebates for each new 2GIG panel or kit purchased from WAVE Electronics and activated at any one of Security Partners' three national monitoring facilities.

## How Habitec reduces false alarms

By Leif Kolbe

TOLEDO, Ohio—Habitec Security, a monitoring company headquartered here, continues to upgrade its robust false dispatch reduction strategy, and internal company metrics show those efforts are working.

"We're now closing in on a 57-percent reduction in false dispatches," said John Smythe, president of Habitec Security,

In 2012, when Habitec first put enhanced call verification in place, it realized a 20-percent reduction in false alarm dispatches. As part of its strategy, the company has since implemented a false alarm abuser mailing campaign and

**"We're closing in on a 57-percent reduction."**

—John Smythe, Habitec Security

developed internal alarm procedure changes to decrease false panic alarms and false exterior motion.

Habitec Security also joined the Security Industry Alarm Coalition and the Toledo Police Department to work on a false

alarm department policy for the city.

Acting on advice from SIAC, Habitec eased the implementation of ECV by adopting an opt-out policy, effectively making ECV the default standard for customers, according to Smythe.

"Basically, almost every single one of our customers chose to go with ECV by not opting out of it," he noted. **SSN**