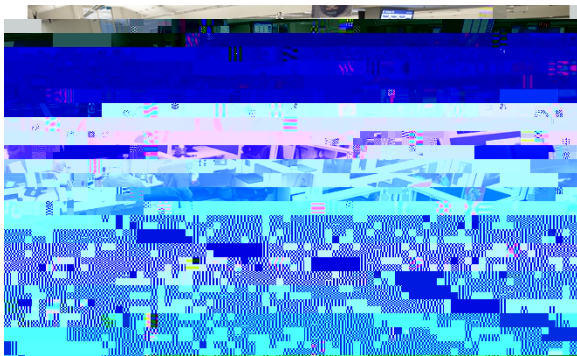




## Trends & Technology Transform Traditional Security Monitoring

Innovative services move the space into new territories, bringing greater opportunities for dealers and monitoring companies.



Today's monitoring centers have many more things to monitor and technologies to monitor them with. *Photo by Shane Harder courtesy of ADT*

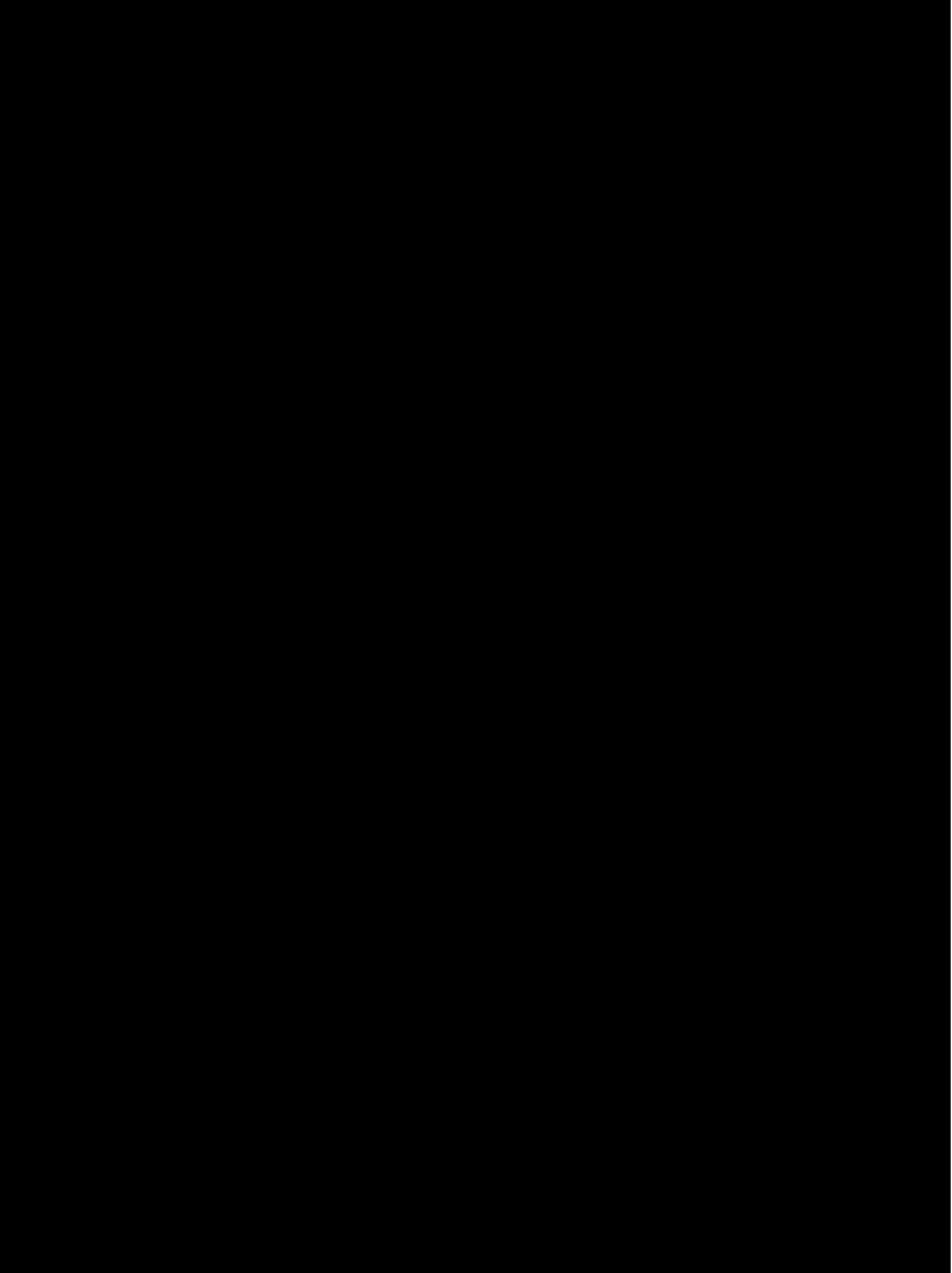
*January 1, 2018*  
*Derek Rice*

As Jim McMullen, president and chief operating officer of Williamstown, N.J.-based COPS Monitoring, says, for decades, central station communication technology essentially consisted of four main components: phone lines, alarm receiver hardware, **monitoring** software platforms, and telephone systems.

My, how times have changed.

“The way we monitor has completely changed,” says Marci Zissis, director of customer monitoring center, ADT, Rochester, N.Y. (featured on the cover). “Historically you would go to a box and press a button that would send an alarm. Now everything is more customized to the customer. Before there was just one thing; now we look at everything. The entire customer





“The greatest challenge in DIY is the onboarding of the customer into alarm automation,” he says. “With traditional professional installation, a dealer is involved in the installation, training of the customer and onboarding of customer data into the center. With DIY, the customer comes direct to the monitoring company so ensuring that there is proper training and onboarding through a combination of digital offerings and remote support provides a unique challenge.”

With this in mind, monitoring companies can help dealers find an entry into the DIY space, which can allow them to reap the benefits of RMR from a non-traditional source — one that would otherwise be direct competition for them.

“I believe that most dealers will be forced to offer a combination of DIY products and professional installation products,” Graham says. “A full suite of services to fit all the customer needs will be necessary if we wish to remain in all market segments.”

Thankfully, Brown says, there are multiple options out there that provide at least some level of participation for dealers looking for DIY RMR.

## **Network security**

According to Don Young, chief information officer for Boca Raton, Fla.-based ADT (*SDM*'s 2017 Dealer of the Year), protecting end users' networks is becoming just as important as ensuring their physical safety, which is why ADT launched a cyber security service last year for small businesses and commercial customers in four cities across the country. The company plans to expand this offering to residential customers nationwide in 2018.

In partnership with Cisco, BitDefender and others, ADT has created a custom solution that helps monitor network communication, manage antivirus software and create a cloud-based backup to

This monitoring service, particularly the forensic component, provides ADT's customers with the peace of mind they need in the face of today's environment, where network attacks and breaches have become all too commonplace, Young says.

"Everyone is trying to go to bed feeling comfortable that they just deployed firewalls to prevent future attack," he says. "Once the attack happens it doesn't always show itself the day the attack happened. This whole forensic approach making sure people can sleep at night is where we come in."

## Safe haven

Emergency24 offers a "safe haven" service designed to help mothers and/or fathers who feel they cannot care for their children. These locations, usually found at emergency agencies, provide an environmentally controlled chamber in which a parent can safely and legally leave a child to be given up for adoption with no questions asked.

The system is triggered by a contact and motion detector that alerts an operator in the monitoring center of the need for response upon activation, allowing authorized individuals to retrieve the child immediately.

"While it's sad to think that this type of application is needed, we are very happy to be able to help keep that child safe," McCarthy says.

## Expanding mobile capabilities

While mobile applications are nothing new, Guardian Protection Services, Warrendale, Pa., is working to incorporate two new services into those applications: mobile panic devices and remote cancellation, says Jason Bradley, vice president of customer service.



At ADT's monitoring center in Rochester, N.Y., the company identifies both the panels and phone types so team members can match to customers and have the same experience. *(Photo by Shane Harder courtesy of ADT)*



critical for helping security professionals make the best decisions possible regarding the safety of employees, as well as to ensure operational continuity, in the event of a crisis.

“We’ve become a higher-value provider to our customers due to the extremely important role we have in their physical and operational security sphere,” Richmond says. “We also are now extremely important to clients’ big data management and predictive analysis processing, which is key to their proactive and reactive response to risk mitigation, as well as being a much closer

Emergency



Ty Richmond, Allied Universal: “From a digital transformation standpoint, it definitely creates a shift in normal thinking about redundancy, resource allocation and different models of delivery. In the future, monitoring could have various forms of support models and distinct areas of both specialization and consolidation and convergence.”

## **Remote robots**

aka robots. Rather than requiring someone to remotely control the robots, they operate autonomously within a geo-fenced area to provide alerts generated by a number of factors, including thermal imaging, people detection, license plate recognition, audio recording and 360-deg. view. The robots also provide two-way intercom and live and pre