



WIRELESSLY PROTECTED



Sales Department at 1-800-800-3624.

- For more information on Telguard from EM24, contact the Sales Department at 1-800-800-3624.
- Telguard gives alarm dealers the tools to break their dependence on landlines that will soon be sunseting.
- Telguard delivers 24-hour wireless protection by transmitting full data from virtually any security system.
- Your company will save money by offering this turn-key system for monitored intrusion and fire systems.
- EM24 offers another option for alarm dealers to transmit signals to our nationwide network of central stations throughout the United States.



# EM24 is Now a Telguard Master Reseller Convert Your Customers to EM24 and Pay Only 1 Bill!



# The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

Fall 2013

## Choose Digital Invoicing to Minimize Hard Copies and Improve Efficiencies; Access Billing Online

Review the illustrated explanation of the new EM24 digital invoices that are sent by email

In addition to online bill payments (see Page 2), EMERgency24 now offers its dealers paperless billing that is sent the moment the invoice is generated to a designated email account you choose.

The illustration to the right can be used as a reference guide to the new billing format.

To receive digital invoices in .pdf format by email, log-in to the Dealer Secure site, go to the "Admin" link, then "Billing & Payments," then click on "Invoice by Email."

From this page you can then input an email address to which the digital invoices will be sent. Also note that by signing up for invoices by email, you will no longer receive a paper bill via the U.S. Post Office.

**Digital Invoicing Benefits**  
Although the "paperless" work place is no where near a reality yet, most companies are now opting to receive billing in virtual "real time" online, as opposed to waiting for "snail mail" to arrive.

Also, by receiving invoices by email, you will have a simple storage method to keep your accounts in order.



Chicago Washington D.C. Detroit Milwaukee Los Angeles

Questions? Call 1-800-725-0222 x 5406

## July 2013

**INVOICE**

- NEW ACCOUNTS INVOICE
  - 3rd-Party Charges
  - Charges on Account
  - Extra Traffic
- YEARLY ACCOUNTS INVOICE
  - Renewal for yearly accounts
- QUARTERLY ACCOUNTS INVOICE
  - Renewal for quarterly accounts

Dealer Number:	Invoice Number:	Billing Cycle:	Issue Date:	Invoice Total:	Due Date:
09991	54321	NEW	08/02/13	\$120.17	Due upon receipt

Account	Subscriber Name	Service Period	Type of Service	Price List	Amount Due
R81234	ADVENT, JOHN	06/01/13-06/30/13	GSM CELLULAR STAND ALONE	GS 1	\$10.00
123456	BROWN, MARY	07/20/13	3-18 CONDITIONS	A2 1	\$7.67
234567	CANDYLAND	07/12/13-07/11/14	19-99999 CONDITIONS	A3 125	\$33.00
234567	CANDYLAND	07/12/13-07/11/14	OP/CL LOG ONLY local	IC 1	\$68.75
345678	DOOR DISTRIBUTION	07/01/13-07/31/13	EXTRA TRAFFIC (NW)	E1 5	\$0.75
			INVOICE TOTAL		\$120.17

Please detach and remove remittance stub below with your payment.

Dealer Number:	Invoice Number:	Payment Amount	Due Date:
09991	54321		Due upon receipt

**Check Account Balances Online**  
Another paperless method to check your account with EM24 is to log-in to the Dealer Secure site, go to the "Admin" link, then "Billing &

**Payments,"** then click on "Current Balance." This will display the dealer balance to date and also allows dealers to access their current and past invoices in a .pdf format.

EMERgency 24, Inc.  
999 E. Touhy, Suite 500, Des Plaines, IL 60018  
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**Check out EM24's new website with many more dealer features!**

## Order FREE Copies of Fall/Winter Security Seeker for Your Subscribers

A new issue of *Security Seeker* with a Fall and Winter theme is available for FREE to EMERgency24 alarm dealers who request copies for their subscribers.

The cover story of this edition explains to end users that the 2G cellular network will be retired by the end of 2016 and that customers should contact their EMERgency24 alarm dealer to see if their system will be impacted. This give you the opportunity to up-sell those customers when they call.

Also on the home page is an article explaining that interactive home services, such as remote thermostat control or video-camera access — the same services advertised on TV by new industry competitors — are now readily available with a system upgrade. By being able to match these services as a trusted local company, you should not have problems competing with the industry’s giants.

Additionally, this issue addresses the dangers of carbon monoxide build-up that most commonly occurs during the winter months, as well as the importance of system maintenance, including replacement of smoke detectors every 10 years to ensure proper operation.

To order copies of *Security Seeker* for your customers or to be included in sales packages, call 1-800-800-3624 or e-mail [publicrelations@emergency24.com](mailto:publicrelations@emergency24.com) with your account number, how many you would like and the shipping address.



### Some Cellular Alarm Devices May Not Work after 2016

Telecommunications giant AT&T recently announced it will be retiring its 2G cellular network by the end of 2016, and many other telcos are setting their own schedules in order to use that bandwidth for newer generations of cellular products.

The move was done to increase nationwide cellular capacity 100-fold to allow for a growing demand of data use for phones, alarm systems and other technologies that use cellular transmission of information.

**How Does This Impact My Alarm System?**  
It may not, actually.

It all depends upon the “communication technology” of your alarm panel.

The communication technology — which could be a telephone line, radio system, Internet transmission or cellular — is what delivers the alarm signal from your property to the central station for dispatching of emergency responders.

Only devices that rely on the 2G cellular network to deliver the alarm signals will be impacted. Contact your alarm dealer to see what communication technology is used at your protected property to learn more about the real-world impact.

**How Can an Entire Telephone System be Retired?**  
Unlike the forced 2008 retirement of the Advanced Mobile Phone System technology by the Federal Communications Commission, there is no process of appeal to a government agency this time. That’s because 2G cellular networks are owned by private companies, such as AT&T, that have legal rights to make decisions on how to best use their assets.

### Internet Communication Devices Offer Longevity and More Robust Capabilities

While there are several code-compliant communication solutions available for use with alarm systems, one that seems poised for longevity and the ability to upgrade over time is Internet Protocol (IP) alarm transmission.

Although technology advances daily, IP technology appears to be stable enough that currently available equipment will not be obsolete in just a few short years.

This does not necessarily mean you need a new system. For existing installations, your alarm dealer may be able to install a compatible after-market device that converts the system to IP communication. This eliminates the cost of replacing the installed alarm panel.

Although the initial cost of an IP communicator can be steeper, understand that IP devices may eliminate the need for phone lines and that you will save money compared to current cellular fees. Over time, the installation cost will be recaptured.

**You Can Have All Services Advertised on National TV**  
Recently, the industry’s largest companies have aired TV commercials touting “smart home” capabilities that are possible with their alarm systems.

These services include remote video camera access, thermostat and lighting control, real-time updates of signals coming from the system and even the ability to lock or unlock doors to allow access when you are away from the property.

The good news is that your alarm dealer already offers all of these services!

If you are interested in adding these capabilities to your alarm system, contact your alarm dealer today so that they can review your needs and give you a quote.

## Download Customizable Bill Inserts to Warn Your Subscribers of Scammers Targetting Them

In a recent hard-copy billing, there was an insert to let you know of a scam that is impacting the alarm industry across the United States.

State and local officials across the country are warning people about unscrupulous phone callers who may intentionally deceive your subscribers by claiming to have information about their alarm system, or by offering them free upgrades to the existing system.

By downloading customizable billing inserts for your next mailing, you can warn your customers so they are not deceived — and so you don’t lose an account.

These inserts allow you to digitally add your company name and phone number and asks the subscriber to call you if they ever receive unsolicited calls “from their alarm company.” To download these billing inserts, go to [www.emergency24.com/ScamCalls](http://www.emergency24.com/ScamCalls)

“We wanted to come up with a method for dealers to be able to warn their customers and we thought this type of message is much more powerful when you can include your company’s information,” said National Sales Manager, Kevin McCarthy. “After you download the .pdf file to your computer, click in the grayed out boxes to add your company details. The file was designed so that three inserts can be printed from a single page. With your information in place, save the file and then print as many as you need to inform your customer base. Keep in mind you will need to cut the printed sheets into thirds before mailing. This will minimize the impact of scams.”

### Your Subscribers May be Targeted by Teams of Unscrupulous Phone Callers

State and local officials across the country are warning people about unscrupulous phone callers who may intentionally deceive your subscribers by claiming to have information about their alarm system, or by offering them free upgrades to the existing system.

Alert your customers that if they receive unsolicited calls like this, before taking any action, to contact your company at the phone number you provided them.

To educate your customers about this scam, download printable and customizable bill inserts at [www.emergency24.com/ScamCalls](http://www.emergency24.com/ScamCalls)

The editable file should be printed, cut into thirds and used as bill stuffers for your next customer mailing to help minimize attrition. Chicago Washington D.C. Detroit Milwaukee Los Angeles



## Sign Up for Online Bill Payments

EMERgency24 now offers the option of online bill payment using a credit card.

To begin paying your bills online, log-in to the Dealer Secure site, go to the “Admin” link, then “Billing & Payments.” You can then add a credit card for current and future payments.

This new capability was developed to complement the recently offered digital invoicing option that will help minimize paperwork and make document storage much more cost effective.

## Many Uses for Video – Including RMR Expansion

EMERgency24 alarm contractors have an opportunity to increase their recurring monthly revenue by educating customers about the many benefits and variety of uses of video equipment, which is the fastest growing segment in the industry.

Video — whether for event verification, staff supervision or access control — is being employed much more commonly now that cost and quality have stabilized at a market-friendly level. Those factors allow contractors to confidently include video options in their proposals without the fear that cost will immediately scare off potential customers.

### Video for Event Verification

An issue that the alarm industry has worked to improve upon is minimization of false alarms. While protocols like SIAC’s enhanced call verification have the backing of the industry and are very effective when community leaders put them in place, some emergency response agencies still require confirmation that a crime is happening before dispatching police.

One solution to ensure response when needed is to incorporate video equipment that triggers a signal should an alarm-event condition be met, such as motion being detected when an area is to be vacant.

When an alarm event happens, a video clip automatically transmits to EM24’s central station for immediate review. Our monitors then become digital eyewitnesses to the actual event, thus empowering them to tell

## Be Sure to Change Default Passwords on Components

A recent news story that went viral was the result of hackers gaining access to a “nanny cam” and taking control of the system by panning, zooming and tilting — even speaking horrible things to the toddler for whom the camera was to provide protection.

the PSAP that there is a crime in progress by describing what they saw at the property. This witness verification raises the priority for dispatch and hastens response by officers who want to make arrests at the scene.

### Video Guard and Tours

These are custom applications EM24 dealers can offer clients as another method to maintain security in a specific area or throughout a property while minimizing labor cost.

For Video Guard service, the subscriber specifies a window of time during which a central-station operator monitors a recurring event via a system-connected video camera. Often, this is used to ensure the validity of a transaction, such as delivery of materials or depositing of funds into a safe each night.

This real-time observation of events can potentially replace or reduce the cost of guard services and/or personnel who are hired to ensure the integrity of such events. Also, by outsourcing the supervision of recurring transactions to a third-party company, the possibilities of collusion are virtually eliminated.

A Video Guard Tour is another customizable service that could eliminate or significantly lessen the cost of hiring a team of guards. For both homes and businesses of all sizes, EM24 monitors are able to “tour” a property by accessing a specified list of cameras and scanning for exceptional conditions, events or unauthorized entry. This type of visual tour of the property can take place

multiple times each day, depending upon the dealer’s instructions.

### Digital Doorman

As another labor-minimizing service, EMERgency24 can act as a customer’s doorman. Depending on the level of security needed at the facility, Digital Doorman service can be arranged to keep an image record of every person entering a premises for later review (if needed) or a central-station operator can be empowered to grant or deny access to certain zones, as spelled out in dealer-defined protocols.

The image-logging service is a simple and cost-effective way for a customer to see who was in the premises at a certain time/date should there be an incident that requires investigation. The more intensive access-control service requires central-station operators to confirm identification information – often a passcode – before allowing a person access to certain zones.

As with any alarm system, dealers must first analyze the needs of their customer and design the system accordingly. Although cost is almost always a factor in a customer’s decision making, dealers can more confidently create proposals that include video services. By pointing out how the customer can improve security and transfer costs from human supervision to technology solutions, video will continue to gain acceptance, especially as each new generation of product becomes more robust and at the same time, less expensive.

“Any time a piece of equipment is accessible online, it is vulnerable” said Kevin McCarthy. “I wanted to share this news as a reminder of the impact to your business should a customer’s video system be hacked. News stories like this remain hot for a long time!”