

The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

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Review Activity Reports Daily to Improve Service

By consistently reviewing activity reports, alarm dealers will come away with knowledge that will help better serve their subscribers.

Every single day, an alarm dealer should review the activity report from subscribers' systems. When there are invalid signals, dealers should proactively address an installation error or correct data entry mistakes right away so that the system operates flawlessly.

Taking these steps will go a long way toward eliminating possible concerns from your customer. In other words, they will know the system is functioning as intended.

Find Trends in History Reports

Another reason to look for invalids is to identify trends so you can investigate the root causes. You may uncover a fault in the system design or realize that a particular installer needs additional training. Either way, your company is better off knowing the origin of the problem so it can be fixed with minimal subscriber impact.

Dealers should also look for any excessive signal traffic, such as numerous open/close signals from individual accounts. Should an end-user have a habit of coming and going more than originally expected, a dealer can establish terms with the subscriber to

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You Can Provide Smart-Home Capabilities for Your Customers

Match the 'national players' that are creating a market demand for interactive services by promoting the same capabilities to customers

Turn on the television and you will see what your competition is up to and the market demand they are creating for "smart-home" technologies via an alarm system.

With many new participants in the market — some of which already provide the communications vehicle to and from the property — the demand for interactive services will only increase as time passes.

That means you must start marketing to your existing and potential customers that you can provide the same services.

Depending on the systems you have in place, you may even be able to upgrade service packages with the existing control panel.

Let your customers know that with an interactive alarm system, they can:

- Learn instantly when any alarm event happens at a home or business.
- Learn about activity in specific zones, including opening/closing of doors, when the security system was armed/disarmed or if an office, gun safe or liquor cabinet were opened.
- Add or delete user accounts to control access to a protected property.
- Receive video clips — such as when a child arrives home safely from school — through any smart phone.
- Access exterior or interior video

cameras at the property on your smart phone to keep an eye on workers or other occupants.

■ Control a networked thermostat remotely to help minimize utility costs, especially for travelers who want to return to a comfortable indoor environment any time of the year.

■ Control interior/exterior lighting to stay a step ahead of burglars who will look for a pattern of light usage at a property they believe is unoccupied.

■ Receive environmental alerts, such as extreme temperature notifications or even the absence/presence of chemical exhausts.

■ Receive mechanical alerts, such as the operational status of HVAC and/or other building systems.

EM24 Gives You Options to Choose
We support all of the leading platforms to provide interactive services to your customers.

Telguard: Telguard Interactive works with almost any of your customers' existing panels using Contact ID for retrofit installations without the expense of replacing legacy alarm panels. This gives you an opportunity to easily increase your RMR not only from new installations, but also from your existing customer base, regardless of their currently installed security system.

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Show Your Customers What They Miss by Not Having Video

Let your customers know that with the advancement of hardware and communications capabilities, remote video monitoring is now a cost-effective method to protect almost any type of asset.

A remote video monitoring system gives your customers the ability to “look in” on their assets from virtually anywhere in the world with Internet access.

Perfect for both interior and exterior applications, remote video monitoring greatly increases the likelihood of a priority response by emergency agencies because there is visual evidence that help is needed should there be a legitimate alarm event.

In fact, several police departments across the United States have recently designated alarms with video verification to be their highest priority for response. This is due to the education they received from a new organization called Partnership for Priority Video Alarm Response (PPVAR), which brought together stakeholders impacted by property crime, including the International Association of Police Chiefs, National Sheriffs Association and the National Insurance Crime Bureau that represents 1,100 property/casualty insurers. The PPVAR project is delivering arrest rates of more than 50 percent and reducing insurance losses in many jurisdictions.

Your customers may benefit from remote video if they:

- Leave assets outside, such as cars, boats or ATVs
- Store large amounts of cash, metal or lumber
- Have a Dumpster® on their property
- Own multiple homes that are often vacant
- Live on remote acreage
- Have problems with off-road vehicles
- Own chemicals or other hard-to-obtain materials
- Drop ship equipment or building materials to job sites
- Have children that let themselves in after school
- Want increased protection and minimal false alarms

(continued from cover: Offer Customers Smart-Home Capabilities)

Connect24: The cellular-based C24 Interactive home-management platform uses WiFi and Z-Wave® technologies to connect wireless devices throughout the home. Through the Web portal, scheduling and interoperability is made easy with step-by-step programming wizards. Plus, your customers receive unlimited video storage and there is no limit on the number of zones that can be monitored.

Uplink: Offered now with 4G technology, Uplink Remote is compatible with most alarm systems with an Uplink communicator, a keyswitch zone and a programmable output. Mobile phone apps are free to download and these enable users to view arming status, system history and

EM24 Offering After-Hours Service to Answer Your Calls

Are you happy with your solution for overnight calls?

Emergency 24 offers an after-hours answering service to notify alarm dealers when subscribers require immediate attention to their system.

Marty Mayo, President of TAS Security Systems in Albuquerque, NM, explained that, “Emergency 24’s answering service allows for a seamless connection for our customers on the service side of the business. Many times the issue is solved by the central station and does not require a technician call or service stop in the middle of the night. It saves us time and money!”

Giving end-users access to a live human being at all times is a proactive way to minimize attrition, said Emergency 24 National Sales Manager Kevin McCarthy. “There is nothing more annoying to a customer than to be awoken in the middle of the night with non-stop beeping from the alarm system and then having to leave a message on a machine, hoping for a call back,” McCarthy said. “EM24 can field those calls and make notifications based on the conditions the alarm dealer defines. We will handle those calls in any way you would like us to.”

To learn more about EM24’s after-hours answering service, call our Sales Department at 1-800-800-3624.

Digital Invoicing and Online Bill Payment Capabilities are Coming

In the coming weeks, Emergency 24 will be offering online bill payment, as well as a new digital invoicing option that will help minimize hard-copy paperwork and maybe even your own postage costs.

To sign up for these services, login to the Dealer Secure site, go to the “Admin” link, then “Billing & Payments.” You can then add a credit card for future payments.

More details on these new options to come soon!

other data. Additionally, Uplink Remote is designed to be dealer-branded so customers see your contact information for service, sales and support inquiries.

TotalConnect: With Total Connect Video Solutions, your customers can keep an eye on the interior or exterior of their homes or businesses from any remote location with Internet access. There is no need for IP addressing or firewall manipulation. There is no security risk to customer networks, nor is service required for premise router changes. Customers can view all cameras on a single screen or one at a time. For maximum control, users can pan, tilt and cover multiple angles of a room as needed.

(continued from cover: Review Activity Reports Daily)

increase traffic levels so that the account's RMR is not dwindled away one signal at a time after the subscriber passes their monthly threshold.

Low-battery signals or missed autotests for established accounts provide dealers with a service or up-sell opportunity by contacting the end-user about the problem. In addition to battery replacement revenue, the subscriber may have changed to a VoIP telephone provider, thus necessitating new communication hardware, such as radio or IP solutions. While on their premise, you might also entice them into choosing additional services that will increase the account's RMR.

Other Benefits & EM24 Capabilities

Analysis of activity reports may even avert a lawsuit. If you are not reviewing — and then addressing — the data from your customers' systems, think about how that will play out during discovery, or worse, in the courtroom.

Even if you are found to not be liable, wouldn't it be better to devote small blocks of time on a daily basis to analyze history reports instead of spending monumental sums on legal defense, as well as time resources?

Although daily analysis may sound like a daunting task for companies with a large subscriber base, you or your staff can tailor activity reports to show only the types of signals you select or provide all history from key accounts.

In fact, dealers can receive almost any system information they want, filtered in a precise manner and sent instantly to them via their preferred medium, i.e. e-mail, text message or FAX.

Field technicians should use real-time, online activity reports to test systems during installation. That saves them from having to call the central station when testing individual devices and zones.

While there are many more possible ways to glean account information from activity reports, the point is, that by reviewing the data available to you, dealers can make decisions that will help them operate much more profitably and increase the overall value of their subscriber accounts.

Order Your Security Seekers to Help Teach Your Customers about Their Alarm Systems

A new issue of *Security Seeker* is available from Emergency 24. This issue explains to end-users why an alarm system monitored by Emergency 24 is the best solution to increase security for any type of facility.

The full-color, tri-fold newsletters are printed on thick, glossy stock to accentuate the image-heavy design and the articles focus on topics that will help you increase sales. These newsletters will fit perfectly with your billing statements.

Bundles of *Security Seeker* are available to Emergency 24 alarm dealers for **FREE**.

To order copies, call 1-800-800-3624. You can also order these via e-mail at Ccage@emergency24.com.



EM24 Supports Several NFPA 72 'Other Transmission Technologies,' aka IP Systems

Code writers have been refining the definition of "other transmission technologies" since the 1999 edition of NFPA 72. The 2010 version establishes performance requirements if a technology operates "on principles different from *specific methods* covered" in Chapter 26.

These performance provisions include monitoring the integrity of the transmission technology. For example, if using a single communication technology, any failure of the communications path shall be annunciated at the supervising station within five minutes. If multiple communication technologies are used, failure must be annunciated at the supervising station AND at the protected premises within 24 hours.

NFPA 2010 also allows for listed equipment if sharing on-premises communication equipment. However, most communications equipment is not specifically listed for fire-alarm applications, but is listed in accordance with applicable product standard for general communications equipment.

Fortunately, Emergency 24 supports several different brands of acceptable IP-based fire-alarm transmission technologies, including:

- AlarmNet/Ademco/Honeywell
- Bosch/Radionics
- DMP
- DSC
- Napco
- FireLite/Notifier/Gamewell/SilentKnight

Benefits of IP-based alarm transmission include:

- Fast alarm transmission (about 15 seconds transmission time).
- Cost savings compared to maintaining two dedicated phone lines, as only the customer's shared IP equipment is required.
- Works over almost any type of customer-provided Ethernet 10/100 Base network connection (LAN or WAN), DSL modem or cable modem.

For more information on using the other transmission methods that are acceptable under NFPA 72, call the Emergency 24 Sales Department at 1-800-800-3624.

EMERGENCY 24

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

EM24 offers another option for alarm dealers to transmit signals to our nationwide network of central stations throughout the United States.

- Your company will save money by offering this turn-key system for monitored intrusion and fire systems.
- Telguard delivers 24-hour wireless protection by transmitting full data from virtually any security system.
- Telguard gives alarm dealers the tools to break their dependence on landlines that will soon be sunseting.

For more information on Telguard from EM24, contact the Sales Department at 1-800-800-3624.



WIRELESSLY
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