

The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

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Provide AHJs With All Alarm Data Available

Fire marshals, inspectors and chiefs carry the heavy burden of a community's life safety on their shoulders. Should a tragedy occur, they are the first ones called to the carpet to explain what and why something bad happened on their watch.

For this reason, these professionals "take ownership" of the life-safety regulations and many times insert their own preferences into the local code, which is their office privilege.

Across the board, however, the one element that each and every authority having jurisdiction (AHJ) wants is comprehensive data about the status of all of the commercial fire-alarm systems within their jurisdiction. No AHJ would ever object to receiving a report that clearly states which properties in a jurisdiction do not have an operational fire-alarm system.

Fortunately, this information is readily available from EM24 to share with AHJs on a daily basis or even multiple times a day.

Contractors can use this offer as an opportunity to speak with the AHJ about any properties for which they have special concern due to its use, such as hospitals, schools or other high-risk facilities.

(Continued on Page 3)

Promote Mobile Notification to Help Keep Subscribers Connected

Emergency 24 will immediately notify subscribers via e-mail or through a text-messaging device when an alarm event happens

As an added benefit, EM24 alarm dealers should offer customers the ability to receive notifications via their mobile devices' text messaging capabilities, email accounts or both.

By encouraging end-users to receive mobile-device notifications, they will be better informed about the condition of their property and any signals coming from their alarm system regardless of their location.

Another benefit is that mobile-device notification will help cut down on false dispatches that most often occur when alarm-system owners are leaving a premise. This capability could help your customers avoid fines for false dispatches of emergency personnel.

Explain to Customers the Benefits

We live in a connected society that lets us know instantly of emails, Tweets and Facebook posts.

With urgency, many of your customers grab their phones or tablets to read a forwarded chain letter, learn about

what their friend had for lunch or find

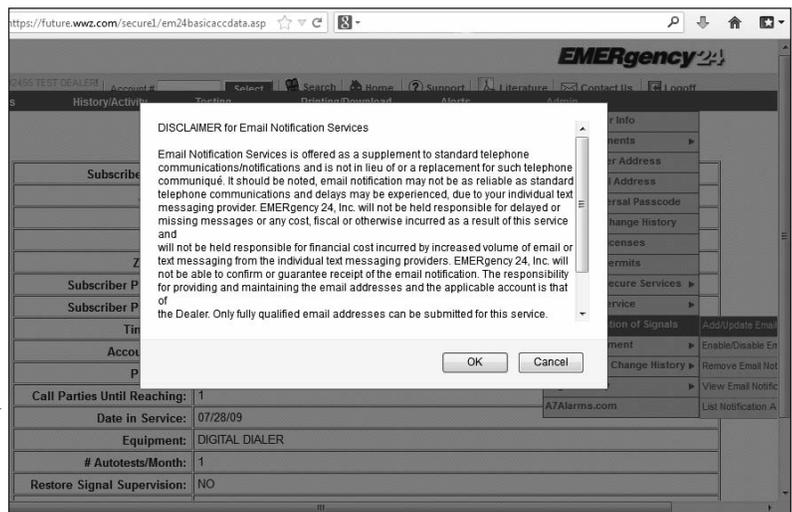
out the latest celebrity gossip.

Those same customers would certainly want to receive instant notification of alarm events at their properties. Let them know that they can receive instant notification of signals, such as:

- ▶▶ Arm/disarm system or alarms
- ▶▶ Access to dangerous/restricted areas
- ▶▶ Power/mechanical failures
- ▶▶ Abnormal interior temperatures
- ▶▶ Hold-up, panic or medical alerts
- ▶▶ Chemical/gas alerts

Setting Up Mobile Notifications

- 1) Log In to Dealer Secure Services.
- 2) Select an account you want to have mobile notification.
- 3) Using the drop-down menu, go to the **Admin / Email Notification of Signals / Add/Update Email Notification**.



(Continued on Page 2)



Visit www.emergency24.com/blogs for the latest security industry news!

(Continued from Page 1: Mobile Notifications)

4) A disclaimer appears: click **OK**.
5) Select option 3 so subscribers only receive text notices for a **Specific Condition Code**. Click **Continue**.
6) On the left side of the screen, click the checkbox for the **Event Qualifier** for which you'd like to generate a text message to inform the subscriber.

1. Check to receive text messages on account (all conditions).
2. Check to receive text messages on category of conditions which you will select on the next page.
3. Check to receive text messages on specific condition(s) which you will select from current condition list on next page.

Event Qualifier	Event Code	Partition	Zone	Internal Code	Call Back	Authority Name	Email Address *
<input type="checkbox"/>	D1			341-LOW SIGNAL STRENGTH	3-ALARM CO. ONLY	LOW SIGNAL STRENGTH	
<input type="checkbox"/>	D2			342-FREQUENCY ERROR	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	D3			343-MODULATION ERROR	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	D4			344-SUBSCRIBER JAMMED ON	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	D5			345-REPEATING ALARM	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	D6			346-REDUNDANT SUPERV	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	D7			347-NODES ARE DOWN	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	DA			348-REDUND SUPERV RESTOR	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	DB			349-MULT NODES ARE DOWN	3-ALARM CO. ONLY	AL CO. NAME	
<input type="checkbox"/>	DC			350-AUTHEN TAMPER	3-ALARM CO. ONLY	TAMPER ALARM	
<input type="checkbox"/>	DD			351-AUTHEN. NO RESPONSE	3-ALARM CO. ONLY	AL CO. NAME	

On the right side of the screen, you will need to list the **Email Address** that will generate a notification text message through the subscriber's cellular carrier.

Remember that you are responsible for inputting correct subscriber data into the system. It is strongly recommended that you send a test message from your email to the subscriber's mobile device to ensure you've listed it properly.

Smart Phone App in Development

Emergency 24's team of in-house software developers and smart phone application writers are working on a new tool that will help alarm dealers to easily access information about their monitored accounts.

The initial release of the new app will include the ability to:

- ▶ View customers and search accounts
- ▶ View account information, including address, map of location, phone, parties, passcodes and conditions
- ▶ Place accounts on test
- ▶ View recent history for all accounts or a specific account
- ▶ View a list of reserved account numbers including format and main/backup receiver numbers
- ▶ See accounts nearby based on GPS

"The new application will organize data for dealers to make their job easier," said Kevin McCarthy, National Sales Manager. "After it is released, we will continue to update with new features so we will be seeking your feedback. Ultimately, we plan for this application to be a customer relationship management tool accessible anywhere, any time."

Door-to-Door is an Acceptable Practice if Done Within the Law

Like it or not, door-to-door marketing is becoming the norm for alarm dealers as many in the industry have taken to the streets in order to compete with one of the fastest growing companies in our sector.

While Emergency 24 encourages alarm dealers to go to market in whatever way that best suits their company, it is important that they do so within the confines of the law.

That means being familiar with local regulations, such as allowable hours of door-to-door sales and which communities require peddlers' permits. Additionally, it is suggested that companies using this marketing method provide their staff with identification cards that include a recent photograph, state the person's name, give a physical description (height, eye and hair color) and clearly shows company affiliation.

That way, there can be no confusion about who your sales team represents. Relatedly, be sure that your sales team is properly trained for technical knowledge, as well as people skills and common courtesies.

"A lack of ethics — and sometimes illegal behavior — is the biggest complaint about door-to-door sales. Yet, it is very successful," said National Sales Manager Kevin McCarthy. "If you are planning to send teams door-to-door, be sure they represent your company in a manner consistent with your existing brand. It takes just one incident to sully a reputation."

If you would like to order copies of the full-color bill stuffer below for your customers, please send your request to publicrelations@emergency24.com.

Summer Scam!

Each summer, groups of young people are dispatched across the United States with the sole purpose of convincing home owners to sign security system contracts that supersede current agreements with their alarm dealer.

These con artists look for security signage and often pretend to be a company representative offering a "free, one-day only" equipment upgrade. **THIS IS A SCAM!**

Your Alarm Dealer will never arrive unannounced for system checks or for any other reason.

Should you be contacted in this fraudulent manner, please call the police immediately and they will investigate the solicitor's true affiliation, review vendor permits and check other requirements based on local laws.



More Flexibility to Classify Accts.

A change to EM24 Account Data settings allows dealers to better classify their accounts with Autotests as Commercial or Residential.

"Previously, any account with a Supervised Autotest was categorized as a Type 3 account, which prevented it from being designated as Commercial or Residential," said National Sales Manager, Kevin McCarthy. "Now dealers can identify between the two types of accounts, which makes their record keeping easier because they may have different methods and strategies to contact home or business owners."

Does *Security Seeker* have Value for Subscribers?

With a new Summer edition of *Security Seeker* available for **FREE** to EM24 alarm dealers, this is a perfect time to ask if the end-user newsletter provides value, helps increase sales or minimizes attrition.

Every EM24 dealer who completes the entire survey and sends their responses to publicrelations@emergency24.com will receive a **\$5.00 credit to their account***.

1) Have you ordered copies of *Security Seeker* within the past five years?

IF YES, go to Question # 2; if not, please proceed to question #7.

2) Did you send copies of *Security Seeker* to your customers?

3) Has *Security Seeker* generated customer feedback? Please explain.

4) Do you believe *Security Seeker* generated any upselling to customers?

4) Do you believe *Security Seeker* has minimized your customer attrition?

5) What content would you want to see in upcoming issues of *Security Seeker*?

6) What content would you want us to **AVOID** in upcoming issues?

7) Please provide any and all input you have to make *Security Seeker* more valuable to you and your customers.

8) Why haven't you requested FREE copies of *Security Seeker*?

*** To be eligible for the \$5.00 credit, responses must be emailed by June 21.**

ORDER SUMMER ISSUES TODAY!

A Summer-themed issue of *Security Seeker* is available for FREE to EM24 alarm dealers.

The cover story of this edition focuses on your ability to offer smart-home service to customers who use smart phones. The article explains current capabilities that enable you to match the marketing message from national TV ad campaigns.

Additionally, this issue addresses VoIP and explains how it can disrupt alarm service; the value of personal emergency response; the need for back-up communication; and the benefits of a monitored system.

To order copies, call 1-800-800-3624 or e-mail publicrelations@emergency24.com.

(Continued from Page 1: Provide AHJs with Info They Want)

For those properties, the AHJ may want to receive instant "push reports" when there are operational status changes. That means any status change would result in a message being sent to one or more designated fire officials in their preferred medium, such as text message, email, FAX, etc.

More advanced protection becoming available from Emergency 24 includes the capability to link video from surveillance systems to give the maximum amount of information about a fire scenario.

The life-safety benefit of sending video clips from impacted zones to alert firefighters about what they will face is a game-changing capability.

Systems Out of Commission

Per NFPA 72, there is a multi-step action plan that must be taken when a trouble or equipment-maintenance signal is received from a premise.

After the operator notifies the designated people at the premise and lets the prime contractor know so they can begin dispatching service personnel, NFPA 72 requires AHJ notification if the interruption of service will be longer than four hours. (Some AHJs do not require this.) The next provision calls for written notice to the AHJ of restoration of service, the nature of the signal and time of the occurrence if the system has been out for more than eight hours.

It is this system "down time" that is most worrisome to AHJs, especially if it extends to overnight hours when the building will be unoccupied, as the only notification of a fire will come when it is large enough to be visible to people passing by the location. Not only does this result in unnecessary facility damage, it also endangers lives and adjacent properties.

Community-Wide Status Report

Too often, the four and eight-hour requirements to notify the AHJ are skipped for a variety of reasons, including the "protection" of the property owner who could be forced by the AHJ to hire a fire watch until the issues are resolved.

These provisions put the contractor in an awkward situation to decide whether to follow the code and inform the AHJ or risk damaging their relationship with the customer.

A simple solution is to remove yourself from the decision-making process by electing to have Emergency 24 provide automatic system-status reports to AHJs for each account in the jurisdiction. Contractors can then explain to customers that this new procedure is a best-practice intended to increase their protection.

Not only will property owners understand and appreciate the reason behind the new procedure, you will be providing the AHJ with daily data that they can act upon to help increase life-safety in their jurisdiction.

Online Bill Payment Available Now; Digital Invoicing in June

Emergency 24 now offers the option of online bill payment for its dealers.

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.

Also, in June, EM24 will roll out a new digital invoicing option so dealers can download their statements as a Portable Document File (.pdf).

This will allow dealers to quickly search the billing and help minimize hard-copy paperwork and storage. *More details to come soon!*

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.



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