

The Transmitter

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EM24 is Now a Master Reseller for Telguard

Emergency 24, Inc., has recently signed up to be a master reseller of Telguard cellular services to provide yet another option for alarm dealers to transmit signals to our nationwide network of central stations throughout the U.S. Telguard combines detection devices, communications and alarm transmission into a turn-key system for monitored intrusion and fire systems — independent of a traditional landline. These field-proven solutions deliver 24-hour wireless protection by transmitting full data from virtually any security system to EM24 using robust cellular networks.

“The Telguard offering was designed to give independent alarm dealers the tools to break their dependence on landlines,” said National Sales Manager, Kevin McCarthy. “Planning for the eventual sunset of POTS is important for alarm dealers to maximize the overall value of their businesses in the years to come.”

Additionally, Telguard offers a secure Internet portal that gives dealers and end users control over the system. “Telguard Online is easy to use, has multi-level user authorization and provides total account management,” McCarthy said. “To learn more about this new offering, call our Sales Department at 1-800-800-3624.”

Make Sure You Understand EM24's Technical Capabilities

Like many disagreements, the rift between the alarm industry and the Illinois municipalities that entered into the alarm-monitoring business was a result of a lack of communication.

Using broad strokes, this is what happened in northern Illinois: about a decade ago, an aggressive salesman began promoting wireless-mesh radio networks to local fire chiefs who were fed up with antiquated direct-connect copper lines. Back then, that technology provided a solution to the chiefs' problems.

Granted, the private alarm industry offered the same exact technology — at a lower price — but alarm dealers and the central-station community did not effectively communicate that to the chiefs. Another factor in play was that the model followed by the private alarm industry did not put government entities at the receiving end of the revenue stream.

The result was that a handful of communities borrowed money to purchase alarm-receiving equipment and wrote ordinances that made them the sole provider of commercial fire-alarm monitoring. Those communities' leaders then said they had to displace the private sector for “public safety reasons.”

Whether that was true then is debatable; however, based on the technology that is now readily available, the public-safety argument

does not hold water. The private alarm industry offers superior technology.

It's your job as an alarm installer to understand exactly how that technology can be used to satisfy the chiefs in your market.

Customized Solution for Chiefs

All of the fire chiefs we have spoken with recently want access to comprehensive alarm-system data.

Some want notification immediately about alarm events so that they can begin the emergency-response process right away. The predominant reason is to meet the response-time goals of the accreditation model that they are following.

Other chiefs are happy with the current dispatch process in their community, but want to know when a system has been taken off line. For them, auto-generated reports can be sent at specific intervals in the medium of choice, i.e. email, text message, FAX, etc. Additionally, every chief could have online access to the history reports for all systems in their jurisdiction.

Fortunately, the technology exists — and is being used in the field now — to satisfy all of their wishes.

Split Signals with Real-Time Data

Advanced technology being used in the field today allows fire chiefs to pre-determine what information they

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

EM24's *Security Seeker* Available for End Users

A new issue of *Security Seeker* geared toward alarm system end-users is now available. It explains why a comprehensive alarm system monitored by EM24 is the best solution to increase security for any type of facility.

The full-color newsletters are folded to fit into a regular envelope to make it easy for you to include in upcoming billing statements or other customer communications.

This issue explains how your subscribers can fortify their alarm system to protect their garage so there are no carbon monoxide incidents or hidden burglars.

Other topics covered in the issue include a safe way to help police catch burglars, as well as how to ensure continuous protection even if the phone line is cut or disabled.

These newsletters are available to Emergency 24 alarm dealers only.

To order copies for your subscribers or potential customers, call us today at 1-800-800-3624.



New ASAP Alarm Protocol to be Offered by EM24

By the end of 2012, Illinois should be among the 19 states that allow Public Safety Answering Point centers (PSAP) — which are 911 dispatch centers — to receive alarm signals directly into a Computer-Aided Dispatch (CAD) system, thus greatly reducing the number of calls traditionally handled by direct-dial phone lines.

Developed by the Association of Public Safety Communications Officials International and the Central Station Alarm Association (CSAA), this new protocol routes signals through the International Justice & Public Safety Network (Nlets), which then forwards the information to the correct PSAP via the appropriate state's servers.

Emergency 24 is one of the charter central stations that will be able to offer this service to its alarm dealers to satisfy fire and police chiefs who want to receive alarm data in this manner.

"Nlets is the clearinghouse that links a great majority of the nation's 6,500 PSAPs to federal and state criminal-justice and public-safety related databases," said Senior Vice President, Patrick Devereaux. "When Nlets receives a signal from a central station, its system validates the data; routes it through the appropriate CAD; and then auto-populates most data fields that a 911 call taker would normally have to complete after going through a series of questions with our monitors. It saves a lot of time during the dispatch process. But at the same time, monitors are — and always will be — critical to the entire process."

The CSAA has fittingly branded this data-exchange application as ASAP, which stands for Automated Secure Alarm Protocol.

ASAP Alarm Transmission

The ASAP application was developed to meet three goals:

- 1) Reduce phone call volumes between central stations and PSAPs.

- 2) Reduce miscommunications and potential mistakes made during the verbal handoff of alarm-notification information between a monitor and a 911 call taker.

- 3) Reduce PSAP processing time, resulting in an equivalent reduction in response times by first responders.

Field Tested in Three U.S. Markets of Various Sizes

According to Devereaux, in the three fully operational test environments where the ASAP system has been deployed, each of these goals has been accomplished.

"York County [VA] and Richmond, Virginia began the first tests almost three years ago and those PSAPs received more than 13,000 alarm notification of all kinds — fire, burglary and medical emergency alarms. The automatic transmission of data accounted for 15,000 fewer phone calls to the PSAPs by central stations," Devereaux explained. "Not only does that reduce the burden on PSAPs, but the quality of dispatch information is at the highest level. There is no chance of humans transposing address digits or misspeaking, which jeopardizes life and property. In fact, not one mistake has occurred through the use of ASAP."

Houston's Emergency Center (HEC), the fourth largest 911 PSAP in the U.S., was the third to implement ASAP. Although HEC has not been online as long (since April 2011), they already have a larger data sample than the Virginia test beds combined. The agency estimates it will save up to \$2 million annually once more central stations are connected in this manner.

"Since Houston launched with only a couple of central stations, they have realized a 13 percent reduction in 10-digit call volume, which is quite significant in such a large metropolitan area," Devereaux said. "Having test environments in such different sized communities was a good assessment of the system. The data they collected shows that ASAP will be beneficial in every community where it is available."

Already, ASAP has weathered the storm — and an earthquake too.

"Another benefit of ASAP is when there are wide-spread emergency situations, just like the recent earthquake and hurricane that centered right on the two Virginia PSAPs. Both of those 911 centers were able to maintain normal operation because the signals were going through ASAP direct to the dispatchers. They did not experience critical delays," Devereaux said.

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want from a central station, when they want it, who should get it and even the medium in which they receive it.

For example, if the chief wants immediate notification of a fire at certain (or all) properties, he and others can be informed as soon as the central station receives the signals. Concurrently, human monitors begin the verbal dispatch process and start making call-list notifications.

The chief and whoever else he designates will receive the complete alarm signal with point-address data and will continue to receive real-time updates about the alarm event, such as adjacent zones going into alarm.

The obvious benefit is that firefighters are armed with the most complete set of facts available when they arrive at the scene. The precious minutes lost by examining the fire panel can now be spent addressing a known situation. Plus, as more live signals come in, firefighters can react accordingly. Using the same technology, in the future, chiefs will even have access to live video from the impacted zones, as well as other information like blue prints or space-usage advisories.

The point is, alarm installers and the central-station community need to be more proactive in educating fire and police chiefs about the ever-advancing capabilities of the private industry.

Sell Emergency 24's Advanced Technology Benefits to Every Local Chief

"Chief, I'm an alarm installer with customers in your community. I'd like to speak with you about the latest advancements in technology that greatly increase life safety and won't cost taxpayers a dime."

Those words should grab the chief's attention immediately. But even if you have to call a few times to arrange that meeting, you must do so because it's your responsibility to educate local police and fire chiefs, as well as inspectors, about the capabilities of the private alarm industry so that the situation in Illinois does not germinate in your market. Find out exactly what the chiefs want and share that with the EM24 Technical Department. It's likely you already have a solution to the problem.

EM24 Offers Service for After-Hours Answering

EM24 now offers an after-hours answering service to notify alarm dealers when subscribers require immediate attention to their system. Giving end-users access to a live human being at all times is a proactive way to minimize attrition. "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 an machine, hoping for a call back," National Sales Manager Kevin McCarthy said. "EM24 can field those calls and make notifications as you determine. To learn more about this new service, call our Sales Department at 1-800-800-3624."

Signed Subscriber Monitoring Agreement Required for Any New Customer Activated

The Emergency 24 Subscriber Monitoring Agreement is a contract that contains an exchange of promises with specific legal remedies for breach. It was written to create a financially fair balance of liability for the third-party services we provide dealers and their customers. As such, Emergency 24, Inc. cannot provide monitoring services for any account without the signatures of its alarm dealer and their subscriber.

"Without a signed contract by all parties, our company assumes too much risk," said Emergency 24 Senior Vice President, Patrick Devereaux. "Without a contract, we would have to act as an insurer and a completely different calculation of cost would be needed to offset the potential risk with a just reward. That's why EM24 will not monitor an account unless all of the paperwork is signed."

Understanding EM24 Account Numbers

Programming the proper account number and receiver telephone number into an alarm panel and/or dialer greatly decreases the possibility of missed or false alarms.

Here are a couple of helpful reminders about Emergency 24's account numbers:

1. For a six-digit account number, the first two digits indicate the linecard and the final four digits indicate the account number. (Example: AA-BBBB means AA is the linecard being called and BBBB is the account number being transmitted.)
2. When programming a panel for an EM24 account, technicians should program the last four digits into the dialer or communicator. The only exception at this time is for a DMP alarm system, for which the technician programs the

last five digits. DMP accounts begin with the letter 'C.'

3. The difference between a 3+1 standard format account and a 4+2 standard format account is the placement of a zero (0) as the third character of the six-digit account number. (Example: AA-0xxx). If the account does not have a zero as the third digit, it must be programmed as 4+2 format.
4. For each digital (i.e. telephone, not cellular or network) linecard, there are two unique telephone numbers that need to be programmed into the panel. Whenever the first two digits of the six-digit account number are different, it means that the receiver telephone numbers are different.
5. Emergency 24 Central Station Operators can verify the receiver numbers for an account.

