

## WATCHMAN

SECURITY &amp; SAFETY TECHNOLOGY - NEWS - INDUSTRY LEADERS - EVENTS - LEGAL ISSUES

## FROM THE PUBLISHER

May 2024

## ISC Emerges

By Jerry Lenander, Publisher

Lots of discussion around the watercooler about the relevance of ISC, its future, and whether the industry needs to have a large platform trade show to support its growth.

ISC West in Las Vegas provided the answer with nearly 30,000 attendees attending the weeklong program at the Venetian Expo. In addition to the show floor, the week was filled with independent forums and company hosted workshops, networking events, and an astounding educational program.

This marked the 35<sup>th</sup> year that I attended ISC, and the event has clearly a firm foundation for growth. Las Vegas was the destination for industry leaders to gather for a week, accomplish their business objectives, and explore emerging trends and issues.

We hosted the Global Electronic Security Forum in our booth with 13 state and national associations offering networking, education, training and legislative affairs information. We found a qualified group of attendees who are seeking out resources that are provided through the Forum.

We introduced THE WATCHMAN at ISC and launched our relationship with SecurityWorld.com which expands our digital presence to more than 20,000 subscribers. Visit [www.snnonline.com](http://www.snnonline.com) if you need free subscription or advertising information on all our publications.

SIA/ISC's Got Talent was held at the ROCKHOUSE the night before the show opening and provided a tangible measurement for interest in the gathering. We welcomed nearly 600 guests (up from 350 the year prior) from 35 states and Canada. Nearly half were qualified buyers and they had an opportunity to network casually with the leading industry vendors.

Our thanks to the generous sponsors who hosted the event for all attendees.

The date for next year's event is April 1, 2025 (no fooling) and we look forward to welcoming our friends once again at the ROCKHOUSE.



## TOP RIGHT DRAWER

## The Power of Expansion through Acquisition

By: Kelly Bond, Davis Mergers &amp; Acquisitions

In the dynamic landscape of our security industry, growth is not just a goal; it's a necessity for survival and success. For companies seeking rapid expansion and market dominance, organic growth may not always be sufficient. Many business owners are looking to strategic acquisitions as a platform to build value rather than starting a business from scratch or relying solely on creating new individual opportunities. Growing through acquisition is not merely about increasing revenue streams; it's a comprehensive strategy that can reshape market positioning, enhance capabilities, and unlock new opportunities.

The security industry is made up of approximately 85% small, family-owned businesses. Many of these business owners have built thriving organizations, but most would agree that their organic growth has been challenging, especially during economic downturns and the pandemic. Author Verne Harnish states that "only 4 percent of all companies in the United States ever exceed \$1 million in revenue". (1) It's fair to say those who break that \$1 million annual revenue barrier may have done so through acquisition.

Successful growth through acquisition requires careful planning and execution. Identifying the right target companies that align with strategic objectives is paramount. Desirable target company traits: revenue, culture, products, etc. may be very similar to what the acquiring business already possesses. A significant part of the acquisition process is conducting thorough due diligence to assess financial health, operational efficiency, and cultural compatibility of potential acquisition targets.

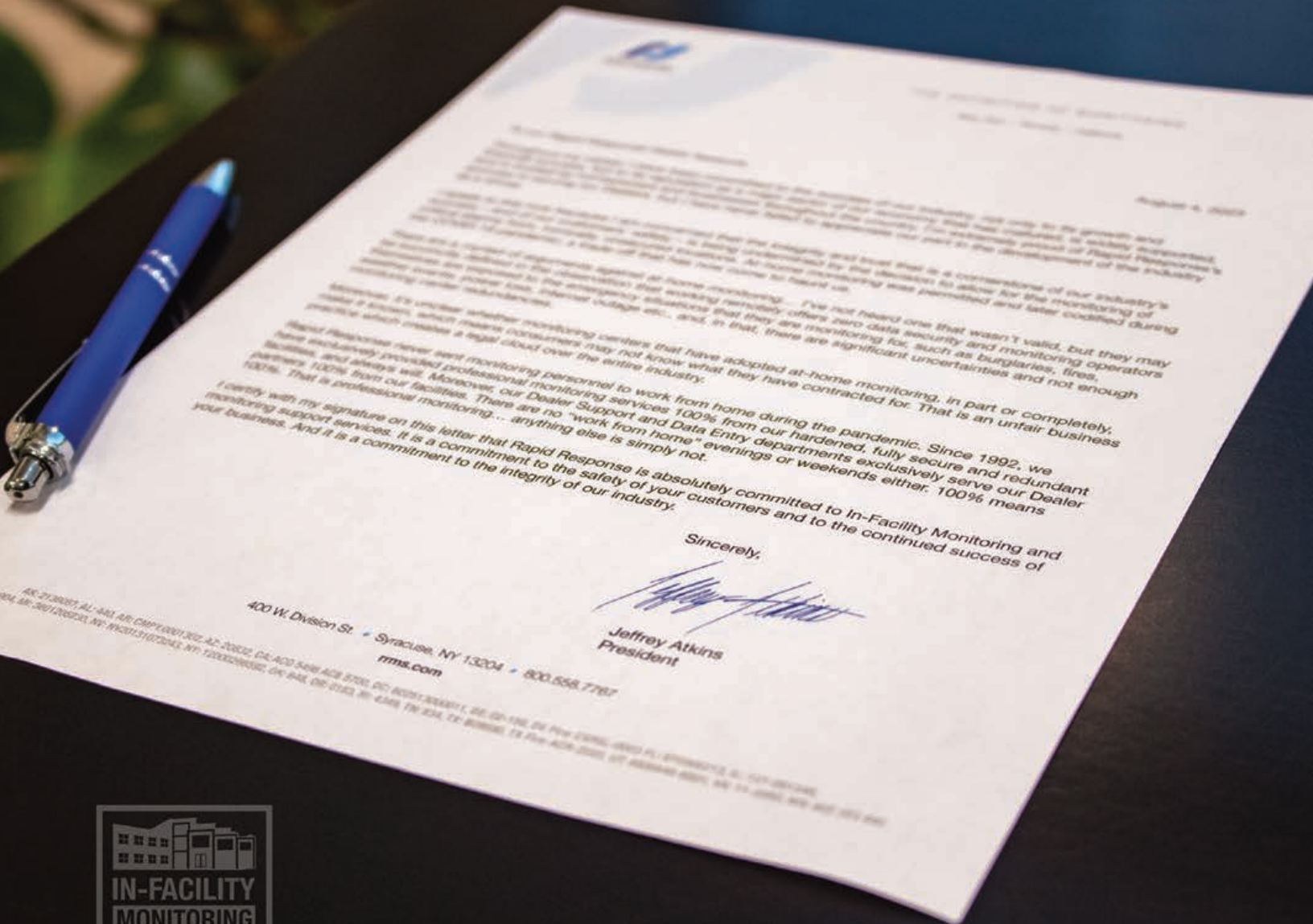
One of the primary benefits of growth through acquisition is the ability to swiftly penetrate new markets. Instead of spending years building brand presence from scratch, acquiring an established player allows companies to instantly gain access to an existing reputation, new customer bases, and specific geographical regions. An educated acquirer searches for these aforementioned synergies during the research process because of the immediate impact to the total organization's ability to become profitable. Strategic acquisitions offer the opportunity to diversify product offerings and expand the range of services provided to a customer base where growth may be flat. This instant access to "low hanging fruit" can add significant value to a business.

An attractive feature in acquisition opportunities is the adopted talent and expertise of the incumbent staff. It's no secret that skilled professionals are in high demand. Acquiring companies with specialized knowledge or a talented workforce can be a strategic advantage. These acquisitions not only bring experienced personnel but the

Top Right Drawer, continued on page 3

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## TOP RIGHT DRAWER

### Top Right Drawer, continued from page 1

infusion of fresh perspectives and skill sets which can fuel creativity in both organizations, driving long-term growth.

To get into the acquisition game, you must wear your thick skin and be mindful of the potential challenges. Having funds in place, whether through personal cash, SBA loan, bank line of credit, venture capital or private investors, is necessary to begin the process. It's important to know that not every deal closes, does so in the expected time frame. The process of getting from "Letter of Intent" to the wiring of funds at closing is arduous and the time, resources and capital spent through this process is significant. The pace of diligence needs to be set early in the process and kept up. The prospect of working with a seller who has not prepared his company for a sale can be difficult; integration complexities, access to data, business commitments, and unforeseen liabilities can pose significant hurdles if not addressed proactively. It's essential to communicate transparently with stakeholders and prioritize alignment in each step of a transaction.

Careful planning for effective integration post-acquisition is crucial to maximizing the value of a deal. This involves streamlining processes, consolidating operations, and fostering collaboration between teams to ensure a smooth transition. The immediate focus post-closing must be on the employees and customers. A buyer and seller should have a carefully orchestrated plan on how employees will be notified and integrated into the new organizational structure. In the transition of owners, there should be a collaborative effort on how the customers will be notified of the sale.

Growing through acquisition is a strategic necessity for companies aspiring to expand rapidly and secure a competitive edge in today's dynamic business environment. By leveraging acquisitions to penetrate new markets, diversify offerings, and acquire talent, companies can unlock new avenues for growth and create value for stakeholders. Success hinges on meticulous planning, diligent execution, and a commitment to seamless integration. When executed thoughtfully, acquisitions can propel companies to new heights and pave the way for sustained success in the long run.

If you are in acquisition mode, and want weekly access to DMAG's current listings, would like to be added to our buyer database, or would like to have a confidential conversation about acquiring or selling a business, send me an email at [kbond@davismergers.com](mailto:kbond@davismergers.com).

*Kelly Bond brings over twenty-five years of industry experience to her clients. Newly inducted into the Security Sales and Integration Hall of Fame in 2024 at ISC West, she currently serves as Partner with Davis Mergers and Acquisitions Group, representing buyers and sellers of Alarm and Integration companies. [.kbond@davismergers.com](mailto:kbond@davismergers.com).*



1.Harnish, Verne (2014) Scaling up: How a Few Companies Make it...And Why the Rest Don't. Ashburn, VA

## Kelly Bond Inducted to 2024 Security Sales & Integration Hall of Fame

Kelly Bond, of Davis Mergers & Acquisitions and regular contributor to SMG Magazines was announced into Security Sales & Integration's 2024 Industry Hall of Fame at ISC West in Las Vegas. SSI created the Industry Hall of Fame in 2004 and is one of the security industry's most prestigious groupings of security professionals, industry legends, and difference makers. Kelly, along with four other inductees—Kirk MacDowell, Aria Kozak, Andrew Lanning, and Jeffrey Zwirn—were celebrated on the ISC West show floor.

Kelly holds much experience with significant impact in the electronic security industry, currently serving as Partner at Davis Mergers & Acquisitions, where she began in 2021. Additionally, Kelly has also served as a volunteer with state and national trade associations. Most notably, her time chairing ESA's Youth Scholarship Committee where she subsequently received the Sara E. Jackson award in 2016, recognizing a member's work on an association committee, task force, or board of directors. She also has been foundational in the development of CAA's recent Women In the Security Evolution (WISE) initiative, launched at the 2023 Winter Convention.

In an expansive profile conducted by Security Sales & Integration, Kelly told the author, Dan Ferrisi, "Because of the type of business I do, making connections and building relationships has

undoubtedly been the biggest key to my success. One significant way I've done this is by getting involved in giving back to the security industry," she added, "Volunteering has brought me into contact with a wonderful, diverse group of individuals who share similar interests and values. Building connections and expanding my network has opened many doors to new opportunities and collaborations."

When asked by Ferrisi about the best part of her job, she stated "Part of my job is to bring sales and purchases of business to a close. Some transactions are easier than others. All of them are important to both the seller and the buyer. For most sellers, they do it one time, and the proceeds are often their retirement. I am always humbled when a buyer or seller chooses me to help them reach their goal. Every transaction closed is a great accomplishment for all parties involved."

To view Security Sales & Integration's full profile of Kelly, visit <https://www.securitysales.com/hall-of-fame/>



SMG Magazine Contributors Kirk MacDowell (2nd from left) and Kelly Bond (3rd from left) were among 5 inductees into SS&I's HOF at ISC West.



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## EDITORIAL CONTRIBUTIONS

Be on the lookout for great future info from Audrey Pierson, Kelly Bond, Jay Bartlett, Marcus Haney, Dave Henderson and many more contributors sharing their perspectives on the industry.

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# SUCCESS AND HAPPINESS

## Success is Achieved in Your Daily Routine

By: David Henderson, Global Security Consultants

Many years ago when I was twelve years old, I started my journey in the electronic security industry to the humble beginnings of helping my father with small, but essential tasks for the alarm company he owned. From washing the company cars to doing the nitty gritty janitorial tasks around the office, everything I did for my father during that time felt like I was a big part of an operation which helped put food on our family's table. As I got into my later teen years, I was given more responsibility by installing alarm systems and ultimately graduating to selling them.

At twenty, I started a position as technical support via telephone for Radionics, which as we know it now to be Bosch Security. I enjoyed it but I wanted more.

I then had a life-changing accident which resulted in eleven brain surgeries. I could barely walk and talk for a year and a half, which to this day, I continue to compensate for lost time as many of my friends and colleagues probably wish I would stop talking so much. I returned to the working world as a Technical Manager and Sales for a Latin-based security company. It was during this time where my memory constantly failed me, which was frustrating because prior to the accident I was such a sponge. From this experience, however, I learned about a new direction in building large company specializing in security, fire, access and life support systems.

Sparing the details, it came down to a few very simple fundamentals.

I wasn't afraid to speak up. Associating and learning from experienced and/or prominent people in our industry also cannot be understated. I had the incredible chance to learn from some of the well-respected people in the industry during my formative years.

Equally important was I also learned from the customers I interacted with. To be fair, some requests I received when working with customers were strange, but I always felt a need of a customer could never be discounted or written off. No matter how odd the request, I took the time to answer as if it were the final question pre-empting a large sale. A unique connection which would help me in gaining a customer's perspective was to research in consumer or trade magazines, letters, and newspapers. It was and still is likely that a consumer's familiarity to our industry comes mostly from information through industry media. Through these mediums we would more often than not find the answer.

Finally, I was never afraid of the time and effort it takes to learn and grow. After becoming well-established in the industry, I was asked to go international. I did. I learned very quickly from my time abroad that different law requirements and associated needs were everywhere. Once again, trade papers, magazines and people who I now call friends would help me contact the manufacturers who could answer specific technical questions. I also would hire the right people who had the same outlook as I had developed to fulfill the customer's needs in every situation.

Wherever you work, your success is in your hands. If you're with the right company, you will be taught the basics - whether it's from an organizational internal training or some form of on-the-job apprenticeship. You get to choose if you are happy with that. If not, you must access the resources to educate yourself on what will help you achieve great success.

*Dave Henderson is the President/CEO of Global Security Consultants, Limited. Previously, Dave served as District Manager for Honeywell Global Security.*



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CBFAA Industry Get Together & Fundraiser Top Golf - Centennial September 26, 2024	ISC East November 19-21, 2024 - New York City, NY
AZAA Convention & Golf Tournament WeKoPa Resort - Ft. McDowell, AZ September 18-19, 2024	ISC West 2025 April 2-4, 2025 Las Vegas, NV
TMA Annual Meeting October 5-9, 2024, - St. Thomas, U.S. Virgin Islands	SIA / ISC's Got Talent @ The Rockhouse 2025 April 1, 2025
SIA Securing New Ground October 8-9, 2024 - New York City, NY	NAFED April 1, 2025





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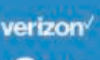
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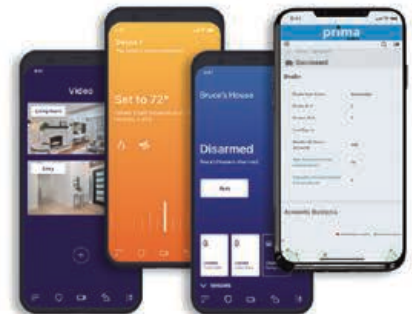


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## Resideo to Acquire Snap One, Expanding Presence in Smart Living Products and Distribution

Resideo Technologies, Inc. and Snap One Holdings Corp. announced a definitive agreement pursuant to which Resideo has agreed to acquire Snap One for \$10.75 per share in cash, for a transaction value of approximately \$1.4 billion, inclusive of net debt. Upon closing, Snap One will integrate into Resideo's ADI Global Distribution business. The transaction will combine ADI's strong position in security products distribution and Snap One's complementary capabilities in the smart living market and innovative Control4 technology platforms, which is expected to drive increased value for integrators and financial returns. Together, ADI and Snap One will provide integrators an increased selection of both third-party products and proprietary offerings through an extensive physical branch footprint augmented by industry leading digital capabilities.

"The acquisition of Snap One is an exciting step in Resideo's continued transformation through portfolio optimization, operational enhancements and structural cost savings actions," commented Jay Geldmacher, Resideo's President and Chief Executive Officer. "ADI and Snap One are highly complementary businesses and together will meaningfully enhance our strategic and operational capabilities as a significant player in attractive growth categories. We look forward to the ADI and Snap One teams working together to drive value for all stakeholders through executing on the substantial business and financial synergies we see in combining the two businesses."

John Heyman, Chief Executive Officer of Snap One, added. "Snap One has grown from a startup built by entrepreneurial integrators to an industry leader in smart technology, delivering seamless experiences to consumers and high-quality services and support to our integrators," "This is the right next step to capture new opportunities to bring our solutions to market. The future of smart living is here. Demand for connected technology products continues to grow, and Resideo is the right owner to drive our expansion. We believe this transaction will deliver compelling value to our stakeholders and will create opportunities for our people and integrator partners."

## Brivo Publishes 2024 Top Global Security Trends Report

Brivo published its 2024 Top Global Security Trends Report, detailing the most important changes for physical security teams across the globe. The seventh annual trends report is based on 850 responses from security professionals across the U.K., U.S., and Europe, asking the opinions of physical security teams in financial services, technology & IT, manufacturing, retail and more.

Among the key trends detailed in the report is the desire to integrate new security technology with existing systems to better manage people and facilities. Another key trend is high expectations of AI technology, with a need for greater skills and access to

data. The report also shows the continuing evolution of the CSO (Chief Security Officer) role in leading AI implementations. While more important than ever, many lack the appropriate budget or authority to take full advantage of new technologies—posing a challenge to upgrading security systems.

Key findings from the report include:

- 36% of security teams lack confidence in their system's ability to keep their employees and facilities safe, with this rising to almost half in front-line roles.
- Ease of integration with other systems was a bigger barrier to adopting new technology than budget constraints.
- 60% of large enterprises in the U.S. will invest over \$1 million annually in AI over the next three years.
- 74% of security professionals see the CSO role as increasingly important in organizations but agree that increased authority and budget are needed to meet security objectives.

"This year's report has a lot to be optimistic about," said Steve Van Till, founder and CEO of Brivo.

"The security industry wants to embrace new technologies, and there is investment and belief in new advances. At the heart of these changes will be the CSO, and they will need support to make this a success.

"Security integrators have an opportunity to be trusted advisors to the CSO. Getting technological change right and integrating it into the greater organizational strategy will require strong partnerships."

## Kirk MacDowell Inducted to 2024 Security Sales & Integration Hall of Fame

Kirk MacDowell, of MacGuard Security Advisors and periodic contributor to SMG Magazines was announced into Security Sales & Integration's 2024 Industry Hall of Fame at ISC West in Las Vegas. SSI's Industry Hall of Fame is one of the security industry's most prestigious groupings of security professionals, industry legends, and difference makers. Kirk, along with four other inductees—Kelly Bond, Aria Kozak, Andrew Lanning, and Jeffrey Zwirn—were celebrated on the ISC West show floor. "This is a tremendous honor," said Kirk MacDowell. "I wouldn't be standing here if it were not for the fantastic community of security industry professionals that I've worked with over the past forty-three years", MacDowell went on, "They have made a difference every day supporting safe and secure environments, as well as volunteering in our important trade organizations."



Kirk's early career was spent in law enforcement with the Los Angeles County Sheriff's Department, where he retired with the rank of Reserve Lieutenant. He then moved on to lead top 50 SDM

*Industry News, continued page 16*





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integrator Post Alarm as well as his own electronic security firm before joining security products manufacturers General Electric, United Technologies, and cloud innovator Alarm.com.

Kirk's service to the industry has spanned decades and has included the positions of past Board of Director of the Security Industry Association (SIA) and The Monitoring Association (TMA), past Chairman of AIREF (Alarm Industry Research & Education Foundation), and past president of the Los Angeles County Burglar and Fire Alarm Association (LABFAA). He was the former Chairman of the Security Industry Alarm Collation (SIAC), and current Chair of ESA's Leadership Identification and Nominating Committee (LINC). Kirk was also the recent recipient of two prestigious awards in 2023 including the William N. Moody Award and the Sara E. Jackson Award for his work serving the trade.

Today, Kirk offers his expertise to the security industry through his consulting services at MacGuard Security Advisors. His personal passion for mentoring others continues with LINC, and he hopes more follow in his footsteps. "I would love to see more volunteers step up to help mentor others. It's all about leaving a legacy that somebody else can grab onto for the betterment of the industry," said Kirk.

## Digital Watchdog Announces New Senior Director of Strategy

Digital Watchdog announces the appointment of Patrick Kelly to the position of Senior Director of Strategy. He formerly held the position of Director of IP Product Sales for the company. In his new position, Kelly will take an active role in designing and executing the company's marketing and sales strategies in the United States and Canada. "Patrick has been instrumental in our positioning and growth throughout many areas of the business for over a decade," said Wade Thomas, President and COO of DW. "All of us on the DW Team congratulate Patrick in his new role and look forward to continued growth together." Patrick Kelly has a long history of success with implementing video systems solutions in a variety of applications, from large school districts to complex installations at regional airports and seaports. Prior to Digital Watchdog, he worked with end users, distributors, regional systems integrators, national and global resellers, integration partners, A&Es and consultants as a manufacturer's representative. "I am honored for the opportunity to help shape the future at DW," said Kelly. "Our industry is in a state of transition with the wide-scale adoption of AI technology and the opportunities it presents while leveraging the potential of the cloud. I'm eager to continue working with the team to provide the best possible experience to our customers."



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**COZAI NT** recently unveiled Marcia, a groundbreaking software platform that dramatically reduces storage costs while making video playback and review effortless. Cozaint Marcia™ represents a significant leap forward in the video surveillance storage market. Traditional solutions often require expensive, disk-only storage infrastructure, leading to high costs and complex management. Marcia disrupts this model by leveraging a managed tiered storage infrastructure. “We are thrilled to introduce Marcia, a software solution that empowers integrators to unlock the full potential of video surveillance systems,” said Jay Jason Bartlett, CEO of Cozaint. “With Marcia, organizations can finally overcome the burden of high storage costs while ensuring they have a clear and readily accessible record of their video data.” Marcia is already available for these organizations using Network Optix’s NxWitness™, Digital Watchdog Spectrum® IPVMS, Hanwha Wisenet Wave, Cook Security Piko VMS, and Cozaint’s BOBBYvms video management software systems. Other VMS to be supported soon. If you are a VMS vendor, speak with Cozaint about Marcia supporting for your system.

**EAGLE EYE NETWORKS** recently launched Eagle Eye 911 Camera Sharing, a first-of-its-kind technology that gives Emergency Communication Center tele-communicators (911 professionals) instant access to security cameras during an emergency, empowering them to deliver critical incident information to first responders through a partnership with RapidSOS. “In a crisis when seconds count, a security camera can provide vital visual information—giving first responders the situational awareness they need to assess and thoughtfully approach a dangerous situation,” said Dean Drako, Eagle Eye Networks CEO. RapidSOS is the intelligent safety platform that directly and securely links life-saving data from more than 540 million connected devices, apps, and sensors to over 16,000 911 and field responder agencies covering 99% of the U.S. population. “First responders do extraordinary work managing hundreds of millions of 911 calls annually,” said RapidSOS CEO Michael Martin. “Now, responders can see directly from the location’s surveillance camera what is occurring at the scene of an alarm or a 911 call, verify the emergency and provide visual contextual information to field responders – transforming their ability to respond.”

**MAGNASPHERE CORP.** announced that its Magnasphere Anti Cut/Climb System (MACS) fence intrusion detection system and their MSK Radar motion sensor have completed a nine-month evaluation by the National Safe Skies Alliance at their outdoor security equipment test facility. The Safe Skies’ evaluation report is now available for distribution to qualified airport personnel at US commercial-service airports and to US government agencies via the Homeland Security Information Network (HSIN) or by request. “We are pleased with the nine-month evaluation and excited about protecting our nation’s airports, government facilities and critical infrastructure with our fence cut and climb detection systems as well as our radar motion sensing detector” said Michael Keegan,

Vice president of Security Products at Magnasphere. National Safe Skies Alliance, Inc. (Safe Skies), an independent third-party, non-profit organization funded by the Federal Aviation Administration, conducts thorough testing of security systems’ detection capabilities, reliability, and maintainability under active airport operational and environmental conditions. Safe Skies performs its evaluations under an ISO 9001:2015-approved Quality Management System.

**HID**, in partnership with Smart Spaces, announced the availability of mobile credentials in Google Wallet, allowing users to access buildings, spaces and systems with their Android devices. Adding mobile credentials in Google Wallet gives employees, tenants and guests easy access to everyday spaces and business systems, using their Android phones. They now have a secure, mobile credential to open a door, access an elevator or release a print job, simply by holding their Android phone near a reader while also taking full advantage of the privacy and security features built into Android phones. Additionally, mobile credentials in Google Wallet are compatible with Signo and iCLASS SE™ readers, which are Wallet ready. “We are thrilled to partner with Smart Spaces and Cohesion to provide their customers and users with a convenient, secure wallet experience on Android phones,” says Sanjit Bardhan, VP of Mobile at HID. “By adding mobile credentials in Google Wallet, users can access everything from turnstiles and elevators to certain floors on a building to computer and printer networks.”

**GENETEC** announced the availability of Security Center SaaS from its global network of certified partners. A massively scalable, open, and unified software as a service (SaaS) solution, the new offering will combine access control, video management, forensic search, intrusion monitoring, automation, and many other advanced security capabilities. “The physical security industry has been eagerly anticipating an enterprise-grade offering that can be implemented in the cloud or in a hybrid deployment based on customers’ needs and requirements. Security Center SaaS not only fills this important gap in the market, but it redefines the possibilities for cloud-based physical security,” said Michel Chalouhi, Vice President of Global Sales at Genetec Inc. In addition to an open portfolio of cameras by a range of manufacturers, Security Center SaaS takes full advantage of the newly announced Axis Cloud Connect solution, and the existing Axis Powered by Genetec network door controller. Building on years of close collaboration with Axis, Security Center SaaS enables customers to securely connect, enroll, and manage Axis devices in a diversity of deployment options, including direct device-to-cloud streaming of video, metadata, and access control data. Together, both ACC and Axis Powered by Genetec offer users a complete enterprise-grade deployment of both network access control and video technologies designed to work seamlessly across hybrid and cloud environments, as well as in fully on-premises deployments. Easily installed and maintained, these Axis devices enable Security Center SaaS customers to deploy a unified cloud-ready installation quickly and reliably.



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## Advancing City Safety Through Surveillance Technology: A Blueprint for Safe Cities

By Jay Jason Bartlett, Cozaint

Ensuring the protection and security of its citizens has become a top priority for city municipalities globally in the modern era. Many cities are adopting the idea of a “Safe City” project to solve the complex issues surrounding urban safety. This approach makes use of state-of-the-art monitoring technologies to improve management and protection of public safety. Surveillance technology has advanced significantly in recent years, providing communities with advanced tools to effectively monitor, evaluate, and respond to a variety of safety risks.

This article examines how safety and surveillance technologies have revolutionized municipal administration, stressing current developments, practical applications, and privacy and citizen concerns. The following are important technology advancements that are advancing Safe City initiatives:

### Video Surveillance Cameras:

Traditional surveillance cameras (sometimes called CCTV systems; although that phrase is a throwback to older technology) have developed into extremely complex camera networks with capabilities like automated license plate recognition (ALPR), facial recognition, pathway detection, objects left behind, and other analytics.

These features allow law enforcement organizations to monitor public areas in real time, identify suspects quickly, and have a better understanding of the issue.

### Intelligent Video Analytics (IVA):

IVA systems use artificial intelligence (AI) algorithms to automatically identify suspicious activity, unlawful access, or odd crowd behavior by analyzing video feeds in real-time. IVA improves the effectiveness of surveillance operations and makes proactive action to avert any security incidents possible by utilizing machine learning algorithms.

### Integration of IoT and Sensor Networks:

Comprehensive monitoring of urban settings, including traffic flow, environmental conditions, and infrastructure integrity, is made possible by the integration of sensor networks and Internet of Things (IoT) devices.

City officials can better allocate resources, detect new safety risks, and enhance emergency response times by gathering and evaluating data from various sources. Predictive policing software helps law enforcement organizations anticipate crime hotspots, strategically allocate police resources, and discourage criminal activity.

It does this by utilizing advanced data analytics and predictive modeling approaches. Predictive policing is a technique that improves proactive crime prevention efforts and promotes community-oriented policing by utilizing contextual information and previous crime statistics.

## Examples of Safe City Implementations in the Real World:

A number of communities worldwide have effectively executed Safe City programs, utilizing cutting-edge monitoring technologies to improve public safety and administrative effectiveness.

### Prominent instances consist of:

**Singapore:** Known for having highly developed urban infrastructure, Singapore has installed a vast network of surveillance cameras with automated monitoring systems and facial recognition technology.

**London, United Kingdom:** To protect the city’s financial area, the Metropolitan Police Service in London has put in place the “Ring of Steel” surveillance system, which consists of a network of surveillance cameras, ANPR cameras, and bollards.

**New York City, United States:** With programs like the Domain Awareness System (DAS), the New York City Police Department (NYPD) has embraced a data-driven approach to law enforcement. DAS is a network of sensors, cameras, databases, devices, software, and infrastructure that provides information and analytics to New York City Police Department (NYPD) officers. The DAS helps officers make tactical and strategic decisions for public safety and to detect, deter, and prevent potential terrorist activities.

The amalgamation of security and monitoring apparatus is transforming urban governance and endowing local governments with the ability to proficiently tackle intricate safety challenges.

Cities may promote resilient communities, improve public safety, and allocate resources more efficiently by utilizing state-of-the-art technology. However, in order to foster confidence and guarantee responsible governance in Safe City projects, city municipalities must carefully address privacy concerns, respect individual rights, and hold stakeholders in open communication.

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*Jay has been in the computer industry for over four decades and in the storage management since 2000. A serial entrepreneur, Jay has founded software and hardware companies and has managed many technical teams to deliver innovative solutions to the market. As the CEO of Cozaint, Jay is driving intelligent surveillance solutions to the physical security market.*







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## Your Competitor's Sale Can Be Good for Business

By Audrey Pierson, Audrey Pierson Consulting

Many longtime alarm company owners are considering exit strategies that include selling their business. If the company you've competed against for years just transferred ownership, it can be good news for you.

They may have sold to a local or national company or been acquired by a private equity group. Your first momentary thought may be jealous of nature i.e. all their extra sleep! Then real concern creeps in about what comes next. What will the new entity do and how will it affect your business?

### Changing circumstances in your territory is good for everyone. Why?

Change creates opportunity.

The acquiring entity must integrate their new subscribers. Not all of them will be happy about being a customer to a new service provider. Some of those customers will want to continue service with a locally owned business, particularly if the new company is one without local name recognition. This provides a great opportunity for you.



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These subscribers will also think about their existing security. Is it time to upgrade? What new technology is available? Are they receiving value for the potentially increased monitoring fees? Touch base with your existing subscribers and ensure they know you are their current provider. Remind them why they love working with you and make sure they know you provide the latest technology. If you haven't spoken with them in a while, don't assume they know everything you currently offer. Don't let them be tempted by someone new. Your goal is to keep them from inviting the competition to provide a proposal to switch services.

This is also a prime time for your sales team to be in the field educating existing clients, as well as those of the recently sold company. Sales reps from your company need to prospect and cold-call in earnest.

Changes to the market can bring awareness of the importance of security to the forefront, which is good for everyone. As the new company makes its subscriber notifications and begins marketing, their customers will think about the state of their security. This is your chance to initiate or step up your own marketing and sales efforts. Use this opportunity to remind people why working with a locally owned and operated company is to their benefit. Take advantage of the new entity's marketing dollars to build awareness of security in general, all while your team re-engages your own company's customers.

Get in contact with your referral partners and reinforce your relationships. If you work with electricians, general contractors, and others who regularly call you without going out to bid, make sure they know they can continue to count on you for the best value and customer service. The new company is likely to push their sales team to build those connections, so fortify your own first.

With potentially one less competitor in the market, you have a better chance to bid more jobs and takeover more systems. It is your chance to increase your market share if you jump ahead of the competition while they are still working on their reorganization.

Lastly, keep your eyes open for acquisition opportunities of your own. Times of change can open the door to increased possibilities. Talk with experts in your industry and learn about the options you may have for expansion so you're prepared when you want to make a move. Anything is possible in the always-growing security industry.

Audrey is a 35-year veteran of the electronic security industry who advises, trains, and coaches security sales teams and alarm dealers to achieve success. Her Security Sales Academy delivers online training and live coaching to participants to expand their skills, gain self-confidence, and increase sales. Audrey can be reached at [www.audreypierson.com](http://www.audreypierson.com), 831-277-7447, or [audrey@audreypierson.com](mailto:audrey@audreypierson.com).





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*Editor's Note: AllegiantVETS started in 2010 to honor the men and women who have served and sacrificed for our freedoms, and to support them in their ongoing transition back to civilian life. AllegiantVETS' mission is to provide opportunities for the community to honor, invest, and connect with veterans within the AllegiantVETS network. For more information about how to forge powerful alliances that not only drive your business objectives forward but also honor the service and skills of veterans, visit [www.allegiantvets.org](http://www.allegiantvets.org).*



## Leveraging Veterans with Clearances for Growth

By Marcus Haney, AllegiantVETS

*in the dynamic realm of corporate security, where operational integrity and strategic advantage are paramount, companies continuously seek ways to enhance their capabilities. One underutilized asset that significantly amplifies a company's security capabilities is the employment of veterans with government-issued security clearances.*

Security clearances confirm that individuals have been thoroughly vetted and trusted to handle sensitive national security information. This rigorous clearance process ensures that individuals meet the highest standards of reliability and confidentiality, which is crucial for roles in sectors such as defense, technology, and private security.

Veterans who possess these clearances bring a wealth of experience in security protocols, risk management, and crisis resolution. Integrating these seasoned professionals into the workforce allows companies to leverage their expertise to enhance security measures, ensure compliance with stringent regulatory requirements, and manage risks more effectively. One of the significant advantages of hiring veterans with active security clearances is their operational readiness and reliability. They can bypass the time-consuming and costly hurdles associated with vetting new hires for sensitive roles, offering immediate contributions and the ability to engage with classified materials from day one. This readiness makes them invaluable in roles that demand a high degree of trust and integrity.

Incorporating veterans into the corporate security strategy positions the company as a secure, trustworthy, and strategic entity capable of handling high-stakes projects and sensitive information. This reputation can be a critical differentiator in industries where security is a paramount concern, helping to attract more business and forge stronger partnerships. Moreover, veterans are not just short-term solutions; they represent long-term value to organizations. Their ability to mentor younger employees, lead by example, and enhance team dynamics enriches the company's culture and bolsters its resilience against security threats. The ongoing professional development of veterans, supported by their adaptability and commitment to excellence, ensures that the company remains at the cutting edge of security practices.

For businesses looking to harness these benefits, forming strategic partnerships with organizations like AllegiantVETS.org is a savvy move. We connect you with skilled veterans who possess active security clearances, streamlining the recruitment process and ensuring a match that supports the company's growth and security objectives.

Employing veterans with security clearances offers more than just filling a job opening—it is a strategic decision that can significantly impact a company's growth, reputation, and operational effectiveness in the security sector. These veterans bring a level of preparedness, reliability, and expertise that is uniquely aligned with the needs of high-security environments, making them a potent asset for any forward-thinking company.

*Marcus Haney is the CEO of AllegiantVETS and a battle-tested Marine turned visionary leader behind its' cause, championing the transition of service members into trailblazing careers. His dynamic approach is shaped by resilience and a deep commitment to his fellow veterans and fuels their mission to empower and transform lives through unparalleled support and opportunities.*





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# 500+ Attend SMG's SIA / ISC's Got Talent @ The Rockhouse

**SYNCOMM MANAGEMENT GROUP** once again hosted the SIA / ISC's Got Talent at The Rockhouse during ISC West. Taking place Tuesday night, this year's event adopted a greater national presence, with thirty-five states represented by over 500 attendees. SMG also introduced the Association Affiliate program, partnering with 13 state and national organizations to provide a place for members and associates to network while at ISC West. Several vendors, notably sponsors, also utilized the event as a place to host their customers and prospects. "The event at the Rockhouse is always a blast and a great way to kick-off ISC West", noted Duane Warehime, VP of National Accounts for Napco Security Technologies and Platinum Sponsor for the event. "The turnout for the party this year was excellent and the atmosphere was a lot of fun. Everyone between our staff and guests we invited had a good time."

The party also saw significant participation from Reed Exhibitions, producers of the ISC West Expo. Mary Beth Shaughnessy, Event VP for ISC Security Events shared her thoughts, "I always look forward to kicking off ISC West at The Rockhouse to connect with members and friends prior to everyone getting so busy during Show days. ISC customers love networking with their peers and it's great to see so many familiar faces supporting the association and the industry. Thank you to the SMG team for organizing this great event." Lauren Schreiber, Marketing Manager for Reed Exhibitions echoed the sentiment, "The Rockhouse event at ISC West is such a great opportunity to connect with the others in the industry the night before the Show floor opens. It's nice to gather with the attendees, exhibitors, and partners of our Show to celebrate the success of another ISC West".

SMG has confirmed the SIA / ISC's Got Talent at ISC West 2025, set for Tuesday, April 1.



*After a record attendance, a nearly full room remained even as the event wound to a close.*

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## 500+ Attend SMG's SIA / ISC's Got Talent @ The Rockhouse, continued

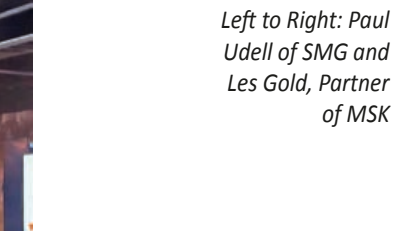


*Left to Right: Jerry Lenander of SMG, Jeanne Wulforst, Executive Director of NSA, CBFAA, PPVAR & Alan Forman, President of Altronix*



*Scott Wulforst (Left) of Everon, joins Observables from Left to Right Abe Schryer, Ron Gans, Scott Jones.*

*SMG and AlarmWatch, including CEO Matt Hoffman (2nd from Left)*



*Left to Right: Paul Udell of SMG and Les Gold, Partner of MSK*





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