

Connect2014 Roundup

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gave a humorous and insightful talk to the appreciative crowd. He discussed the need to be adept at social media to boost company reputations and branding, because “the old way of selling doesn’t work anymore. Social media has changed the way you sell and serve forever.” (See story page 27)



Alex Ismail

A wide range of breakout sessions were held at Connect2014 as well.

Dan Jarnigan of Guardian Systems, Dave Hood of EPS and Alan Buffaloe of Gill Security discussed their approaches to customer upgrades during “Communication Strategies—2G, 3G, 4G and Beyond.” At another session, Jeremy Bates of Bates Security, Larry Comeaux of Acadiana Security Plus and Rence Coassin of American Total Protection talked about tailoring “connectedness” to meet customers’ needs, while reminding customers that security comes first.

Honeywell’s Jan McBride presented “The next BIG THING: Emerging Technologies.” It’s not just wearable devices, she said, showcasing a number of other products—“not sure if they’re creepy or cool”—that could impact the industry. Those include Bluetooth-enabled gloves; smart appliances that can text you when, for example, your clothes are finished in the dryer and refrigerators that can track your eating habits; smart doorbells that allow you to “answer the door” via cellphone even when you’re not home; and home robots that not only can read to your children, but can remind you of appointments and take photos of your events so you can be in the pictures.

Eye-tracking technology, gesture recognition (to pull down window blinds, for example) are all here now, McBride said. “These trends will be a driving force in terms of home automation. The impact on our business is whether these things are of real value or are these applications a passing fad?”

On the final day of Connect2014, Steve Means, district sales manager for Honeywell in Texas, encouraged dealers to leverage Honeywell’s services to grow their businesses. “Connected solutions are what your customers want, and it will be good for your business,” he said during the morning’s general session. From detecting mold to being notified when kids get home from school, along with myriad other applications, it’s the way to go, he said.

Russ Ackerman, district sales director for Vector Security, said his company’s RMR will be up 20 percent this year because of Connected Home. He doesn’t care about competition. “I don’t care what Comcast and AT&T are doing. Competition is for crybabies, sissies and whiners. I don’t want to compete. I want to dominate.” Connected Home will “help get us there,” he said.

New selling techniques are required. Where before Vector would use with its

customers a “security evaluation questionnaire,” now it uses a “lifestyle analysis,” Ackerman said. Vector gives prospective customers a test drive of its products rather than “glossy pictures” of those products. It shares a two-way voice demo during the sales presentation.

“We’re closing 83 percent of presentations on the first call,” he said.

Other speakers drilled down on Connected Building for the commercial sector.

During “Building Your Brand,” John Schwartz, marketing director for ADS, discussed a number of branding myths. One, for example, is that branding is complicated, expensive and has to be done solely by marketing professionals, he said. Another concerns advertising vs. branding—advertising is pushing the message out, branding is solidifying that message. He also emphasized social media’s power, both pro and con—“If someone is mad at you, they can go on every social media outlet and let everyone know.”

Sales people should be involved in branding, with input from customers, Schwartz said. Companies should pick one word they want to be associated with, such as “trust,” and take it from there, he said. Facebook can be used for “sideways selling:” let people know how your company helps the homeless or conducts other community service projects, he said.

At “Creating a Culture People Love,” LOUD Security’s John Loud explained how his company, with 57 employees, has built its culture to be engaging and fun. It all starts with company leadership, he said. Events for employees, teamwork and recognition all matter, he said. (See story page 1) **SSN**

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—John Schwartz, ADS

Mega-brewery protects workers with Eaton EMS

Great Southwestern Fire & Safety installs ALERiTY platform at site

By Amy Canfield

SARASOTA, Fla.—When MillerCoors sought a new integrated emergency communications solution for its 150-acre mega-brewery in Fort Worth, Texas, it went with Eaton.

Eaton’s ALERiTY mass notification platform is being deployed in phases at the 1.2 million-square-foot facility, which employs 700.

“The customer was looking for ease of deployment to get messages out to everybody. We are the kind of solutions provider that offers

real simplicity with a push of one button [from a facility manager in a central location,]” Ted Milburn, vice president of marketing for Eaton’s Cooper Notification Business, told *Security Systems News*.

The WAVES wide-area MNS, part of Eaton’s ALERiTY platform, was installed by Great Southwestern Fire & Safety, an Eaton channel partner based in Dallas.

Great Southwestern conducted a site analysis to gather data used in the phased approach for design and installation of both an exterior and interior solution.

The system includes high-fidelity speakers outside and, in the very loud industrial environment inside, an IP-based speaker and speaker strobe installation that will alert employees about extreme weather events, such as tornadoes, or, for example, about a hazardous spill on site, Milburn said.

Alerts also will go to employees’ cell phones and soon to “giant outdoor voice speakers” to protect employees who may be in parking lots or in between the facility’s multiple buildings, he said.

Upcoming are visual alerts, such as LED display signs.

“The facility is OK with deployment in phases. It’s not uncommon for facilities like that to add [to the solutions] over a period of time. They’ll add things as they go. What we provided was a platform they can add to at a later

date,” he said.

That platform includes a software package that is integrated into the outdoor/indoor system and the infrastructure and connections to the hardware that Eaton provided, including the giant outdoor speakers and other speakers for the interior of the multiple buildings on the site.

The large project was nothing new for Eaton, Milburn said.

“We grew up in the military sector and have done this type of work in active war zones. We have moved our product into the commercial sector,” he said.

Eaton has worked with industries, including mining operations and petroleum refineries, military bases and college campuses, such as the University of Central Florida.

“This for us is a normal job,” he said of the MillerCoors installation. **SSN**



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