

A New Central Station Access Control Model for Security Alarm Dealers

Introduction

Security alarm dealers have recognized that offering access control is not only extremely beneficial to customers but also a large incremental business opportunity. However, in the past, adding access control has proven to be too complicated and expensive to become a mainstream offering. The solution to this problem is giving dealers the ability to offer an access control system that works with/complements the central station automation software already in place, creating one system that manages and monitors both access control and alarm systems.

This white paper introduces a new family of access controllers designed specifically for the security alarm dealer offering central station monitoring services. It further details how offering access control services can bring added value to end-user customers as well as generate substantial recurring incremental revenue to the dealer.

Offering Access Control in the Past: Valuable, Yet Complicated and Expensive

It is important for a business to ensure security by controlling access to the facility. Today, most businesses want even further benefits from an access control system, possibly including time and attendance features, restricting access to sensitive areas and easily adding and removing new and former employees from the access control system database. Any business can benefit from access control – from a single door retail shop to a large enterprise.

Until now, alarm dealers have had different options when adding access control to an existing alarm system. One option is to hook up access control readers through alarm panel connectors. The result is an access control system with extremely limited functionality; basically a system that can lock and unlock doors and nothing else.

A second option is to install an access control system separate from the main central station alarm system, creating a separate access control station co-located within the central station facility. This means operators have to use multiple databases and train on multiple systems. With this option, operators cannot view all of a facility's systems on one screen, but have to use an operating environment for access control that is different from the one they use for alarm. This is very expensive and complicated to install, maintain and use.

A third alternative is simply to install a separate access control system at the end-user site. This approach is not new, but it means the dealer has to adopt a completely new set of skills and business model.

If access control is complicated and expensive, why should dealers be interested in it?

Access Control Means Recurring Monthly Incremental Revenue for the Dealer

Dealers that offer access control services can benefit from substantial incremental revenue by selling access control devices and providing installation and recurring support services.

Approximately 85% of commercial alarm monitoring customers do not currently have electronic access control, a large market virtually untapped until now. The opportunity applies to both the current customer base and for new customers. For current customers, an access control panel solution is a valuable add-on to any existing system. Alarm dealers can call-on and upgrade virtually any existing customer. Also, offering a product that is the only one-of-its-kind on the market creates customer loyalty and makes it difficult to be displaced from accounts.

For new customers, this can provide dealers with a competitive advantage when competing for new contracts. A proposal that includes cost-effective, fully-featured access control instantly has more value than one that does not.

Reducing False Alarms: Another Benefit to Security Alarm Dealers

With one central station operation controlling access control and alarm systems, the potential for false alarms is reduced. When an event such as a proper entry under improper disarm conditions occurs, the central station operator can see all systems on one screen. He can quickly look at alarm information and the corresponding entry information and decide what further steps need to be taken, if any. With an integrated access control panel and central station system, law enforcement officials or private security agencies will only be dispatched when absolutely necessary.

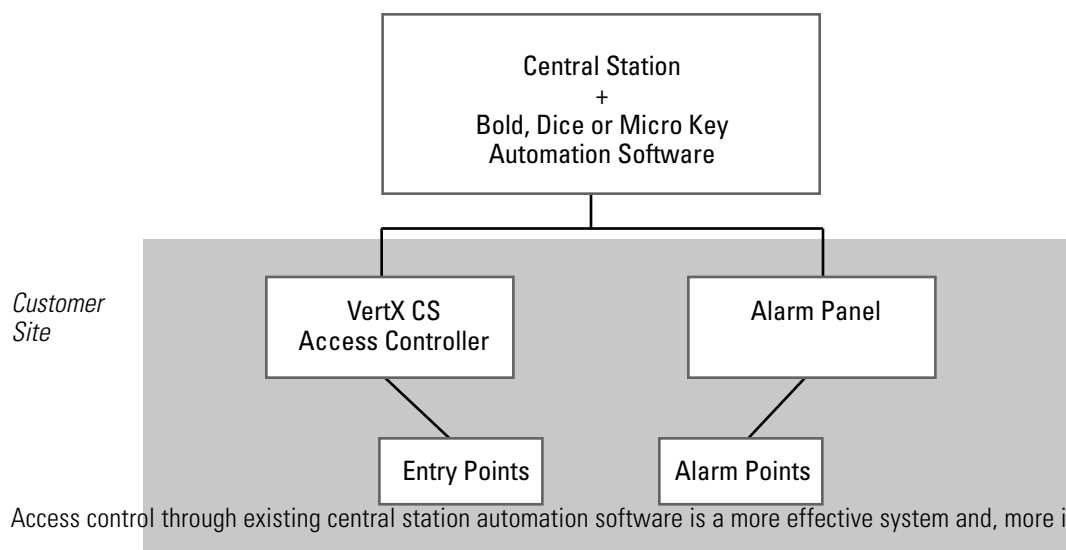
In order for security alarm dealers to add access control to their service offerings and realize recurring monthly revenues while reducing false alarms, they need a central station-based access control solution that fits the security alarm dealer model.

Security Alarm Dealer Model is Closely Tied to the Central Station

- Dealers utilize a Central Station with central station automation software for their main platform as a service provider.
- Dealers monitor and manage the customer's systems.
- Dealers derive a majority of their revenue from recurring services.
- Dealer products are generally set-up for communications to the offsite central station operating system.
- Dealer products normally do not require certified software training.
- Dealer products are normally plug-and-play installations.
- Dealer's central stations are organized into service cells. Anything new managed by the central station must be able to fit into the central station and people model.

A New Approach: Integrating Access Control and Central Station Automation Software

VertX CS is an entirely new class of access controllers from HID, the worldwide leader in access control cards and readers. It represents a new central station access control model for security alarm dealers. When used with existing central station automation software (remote or local) from Bold Technologies, DICE and Micro Key, VertX CS is a fully-functional access control system that allows access control to be managed and monitored by the central station. There is no need for a separate access control system because the central station monitors and manages the whole facility: access control and alarm systems.



Access control through existing central station automation software is a more effective system and, more importantly,

extremely cost-effective and easy for a business to add on. With VertX CS, the central station operator can see access control and alarm systems on one screen. This allows more prompt and efficient response to events.

Businesses will get all of the benefits of a fully-functional access control system, plus those that come from being managed by a central station monitoring company. For example, if someone forgets to lock up, all he has to do is call the central station and they can remotely lock the building. Also, configurations are available to install an unlimited number of doors, making it easy for a business to add more doors as it grows.

VertX CS Provides a New Access Control Solution That Truly Fits the Security Alarm Dealer Model

The access control opportunity for security alarm dealers is significant. HID has established close, collaborative partnerships with the industry-leading central station automation software vendors, Bold, Dice and Micro Key. Together with the powerful, interoperable design of VertX CS, it is through these partnerships that HID is able to deliver a plug-and-play access control solution to security alarm dealers that conforms with their existing model and provides recurring revenue opportunities.

	Reports to main Central Station Automation Software	Access Control Integrated into CS Host Software	Fully Featured Access Control Functionality	No Added Software Needed for Access Control	Plug-and-Play Installation	Fits Dealer Model
AC Readers Connected to Intrusion Panels	yes	no	no	no	no	70%
Separate Customer AC System	no	no	yes	no	no	15%
Separate AC System in Central Station Locations	no	no	yes	no	no	50%
VertX CS Access Controllers	yes	yes	yes	yes	yes	100%