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More UTC changes

New roles for Barry, Orbegoso, Haskins, Hamberlin

By Martha Entwistle

HARTFORD, Conn.—Since UTC announced Sept. 28 that it merged UTC Fire & Security and Carrier Corp. to form UTC Climate, Controls and Security Systems under the leadership of Geraud Darnis, more personnel changes have been made that affect the security and fire businesses.



Mark Barry

Mark Barry, who in May was named president of UTC Fire & Security's Global Fire Product, has been appointed president of Automation & Controls Solutions. A

Nov. 10 news conference, where Barry was to explain his new role and the new organization's business structure, was canceled and had not been rescheduled as of press time.

However, *Security Systems News* received copies of two internal notices—with limited distribution externally—that explain further personnel changes. In a Sept. 30 message from Darnis to some integrator customers, Automation & Controls Solutions, comprises all "detection and control devices that sense, operate, interface, detect, communicate and manage HVAC, fire and security systems in buildings and other applications around the world." It includes building automation with Automated Logic Corp., HVAC controls **UTC see page 32**

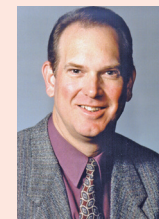
Smart hiring with HRGroup

Safeguard Security says it took 'the guesswork out of hiring.'

By Martha Entwistle

SCOTTSDALE, Ariz.—Several years ago Safeguard Security, a super-regional based here, was experiencing very high turnover in its central station. Working with a company called HRGroup, Safeguard learned how to recruit and hire the right people, not only for its central, but also for all areas of its business, Mike Bradley, president of Safeguard Security, told *Security Systems News*.

"The turnover in our central in those days was probably 40 percent and my guess is that now it's down around 15 percent," he said. "That's huge for us. It's expensive to hire new people, it takes 90 days to get them up to speed and it can take a full year [for those employees] to develop a level of independent competency," Bradley said.



Mike Bradley

Safeguard has worked with HRGroup to develop hiring **SAFEGUARD see page 23**

ISI Alarms relocating to facilitate growth

By Tess Nacelewicz

CONCORD, N.C.—ISI Alarms, a super-regional based here, is relocating its headquarters and call center to a new community and a much larger space, and is planning to hire as many as 200 additional employees over the next

ISI see page 30

Verizon security play examined

Experts say Verizon unlikely to be 'game changer' but telecoms should be taken seriously as competitors

By Tess Nacelewicz

YARMOUTH, Me.—Telecom giant Verizon grabbed headlines in January when it debuted its new home security/home automation offering at the Consumer Electronics Show in Las Vegas. Then, in October, Verizon announced that the company had finished beta testing its new \$9.99-per-month product with about 80 customers in New Jersey—and launched it for real to Verizon's 8.6 million broadband customers nationwide.

Verizon is not the first telecom to expand into the security industry—Comcast, for example, last year launched a home monitoring

and security solution. But is this growing trend a cause for concern on the part of professional home security providers?

Judging by a recent SSN Newpoll, in which 218 readers had participated by early November, some in the industry are worried. A significant 59 percent of respondents answered "yes" to the question of whether they believed Verizon's offering will cut into home security providers' business. Only 11 percent of the readers in the unscientific sample thought the market is large enough to accommodate everyone.

However, the consensus among industry experts interviewed by SSN is that while the telecom trend is certainly something to watch and be aware of, Verizon and other telecoms are basically just more competitors in a competitive market.

They say smaller security can compete against them if they're smart about promoting what makes them stand out—such as their security alarm expertise and personalized service.



Michael Barnes

"Competitive new players in the space? ... Yes. Game changers? ... Probably not," Michael Barnes, a partner in the consulting and advisory firm Barnes Associates, which specializes in the security alarm industry, told SSN in an email interview.

He said that, "absent any material advantages, they [Verizon and other telecoms] will be governed by the same operating and cost dynamics as everyone else."

Verizon's Home Monitoring and Control Service—which currently has no professional monitoring component—costs customers just a penny less than

VERIZON see page 25

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and selected others—apprised of anything that's going on with the DVR.

March Networks was domiciled in the ScanSource booth, where Amy Schneeberger, distribution channel account manager, was showing the companies' new 3 megapixel and 5 megapixel WDR cameras and its Command Soft-

ware, which can handle up to 128 cameras from a single site server and 128,000 cameras from a multiple site server.

At another corner of the ScanSource booth was Sun Surveillance. Chris Phillips said the company offers "much more than solar ... [it offers] cameras and wireless that are integrated into one package. All the installer needs to do is basically get the unit and stick it in a hole in the

ground," he said.

Brent Doherty of Open Options was at the show on the hunt for dealers. "We're looking to expand into this market. We have a few dealers, but we want to add a few more," he said.

Downstairs at the show was SecuritySpecifiers.com's "Crunch and Learn" educational program. Founder Ray Coloumbe said he was pleased with the "first-ever consultant education event co-

sponsored by ISC." He said "all attendees found the experience—which included 10 non-commercial sessions, all of which qualified for AIA credits/ASIS CPP, PSP credits—extremely worthwhile."

Coloumbe said both he and attendees are looking forward to the next Crunch and Learn installment at ISC West.

At the Panasonic Booth, Seth Cirker of SituCon Systems showed reporters how his cam-

era integrates with a classroom security system—and new at this



Seth Cirker
ity," he said.

show—how an emergency situation is broadcast to a screen on a telephone. "We've merged safety and security with desktop functional-

Verint was back at the show for the first time in five years. Verint's Courtney Mamuschia said Verint has a very big presence in New York City. "We always say you can't get out of Manhattan without being recorded by Verint. We're in all the bridges and tunnels."

Mobotix America GM Steve Gorski said it was Mobotix' first time at the show. Now based in Manhattan, it made sense for the company to exhibit, and Gorski is very glad it did. "We had a couple of really good leads today, including a significant end user who is coming to our office on Friday." **SSN**

Vivotek moves

By SSN Staff

SAN JOSE, Calif.—IP camera company Vivotek says it's growing fast and needs more space, so it's moving from its Sunnyvale, Calif., office to a bigger space here in San Jose. The company, which is listed on the Taiwan Stock Exchange, created Vivotek USA and established its U.S. office in 2008.

The new facility is four times larger than the previous office and will eventually include a new testing facility, according to the company. For integrators, the testing space will include a demo area of the complete Vivotek line. It will also be used to ensure and demonstrate that Vivotek products integrate with a variety of VMS and NVRs.

"Software partners will have direct access to the dedicated environment to test and evaluate integration for overall quality," the company said.

Vivotek cameras' image resolution ranges from VGA to HD to 3 megapixels, "including models that provide many advanced features such as Supreme Night Visibility, exceptional 60 frames per second video recording, H.264 compression, removable IR-cut filter with built-in IR illuminators, P-iris, wide temperature range capability," the company said. **SSN**

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