

# Newsline

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## CHAPTER OF THE YEAR



Tennessee Burglar &  
Fire Alarm Association

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# In Case You Missed It:

## Catch Up On All the Excitement at This Year's Business Focus Event



### NBFAA business FOCUS

Attendees at NBFAA's Business Focus Event this past June were treated to the association's first training seminar focused entirely on the business of running a business. Six presenters gave attendees the opportunity to learn how to expand their business, gain new customers and retain the ones they already have. Four articles from presenters are featured on pages 14-21. These articles are a small sampling of the insight and knowledge gained by those in attendance.



*(Left to Right) Presenters Dan Dunkel, New Era Associates, Paul Boucherle, Matterhorn Consulting Inc, and Andrew Davis and Cathy Rempel, The Summit Group, enjoy socializing at a reception.*

"The Business Focus Event was an exceptional opportunity to network with other business owners and key executives and to gain industry perspective. The event also identified opportunities and strategies for building and improving my business."  
– **Richard Spencer, NoBi Corp, Elkhart, Ind.**

"As business owners it is our responsibility to increase our knowledge base to intelligently answer questions from the customer, the banker and the accountant. We must stay on top of technology, find ways to grow our businesses more efficiently and keep our employees and customers satisfied."  
– **Barbara Kessinger, Safe Harbor Security Inc, Vermilion, Ohio**

"It was an engaging two days. There were six seminars, and each one was interesting and informative. The next time NBFAA offers this opportunity, make sure you take the time to work on your business."  
– **NBFAA Vice President David Koenig, partner, Capital Fire & Security Inc, Madison, Wisc.**

"I enjoyed all of the sessions and consider them money well spent. I brought home some valuable information to share with my staff and some programs to implement right away. The NBFAA staff did a very good job organizing this event, and I know I will be sending someone from our company to another meeting in the future. I would encourage all alarm companies to attend this type of format."  
– **James Lee, AlarmGuard Security Inc, Greensboro, N.C.**

"I thought the topics were very applicable to our industry. The networking was also very valuable. It was definitely worth the investment to attend."  
– **Bob Cegon, Allied-Security, Portland, Ore.**

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## Convergence Offers Return on Security Investment



By Paul Boucherle, CPP, CSC

It is true that the convergence of information technology (IT) and electronic security brings with it high expectations. Even though convergence promises unique benefits, it also necessitates new ways of doing business. Often convergence can give the impression of being something to be feared like the convergence of two vehicles resulting in a fiery mound of unidentifiable pieces and parts. Indeed, convergence is defined as the occurrence of two or more things coming together, but as described in the old adage, two heads are better than one, the convergence of two technologies inevitably engenders a superior result.

Like it or not, as members of the security industry, technology convergence will have an impact on our business, our customer's business and our competitor's business. While none of us can stop the march of technological development, we can be prepared to leverage technology into innovative new applications to create profitable niche markets. The key is in understanding how to solve our customers' business problems, simultaneously delivering solid return on investment by utilizing new applications convergence makes available.

Convergence impacts three key groups of management – IT management, security management and senior management. It is a growing trend that today's IT and physical security managers both report to the same company executive. As a result, security and IT professionals have to develop their business acumen and skills in order to deliver the Return on Security Investment (ROSI) that

is promised by the integration of technologies and that is expected by senior management.

Information technology is a process-driven culture that must find common ground with physical security processes. Key sectors of these security processes include video over Internet Protocol (IP) and intelligent video (IV), along with smart access control cards and dual technology, and radio-frequency identification (RFID) with supply chain management and asset tracking. Manufacturers within these sectors are driving changes by innovation in applications, product design and communication standards, including wireless and network-based infrastructure.

Today's security expenses may be more readily accepted, but the expenditure is expected to produce much more than asset protection. It is expected to provide correlated, prioritized and actionable information upon which critical operational procedures can be analyzed and improved upon.

Central station monitoring with video provides an example of some of the extended applications available through convergence of technologies such as: alarm verification, pre-event monitoring and action, virtual guard tours, guard performance monitoring, janitorial monitoring, incident investigation,

compliance monitoring and maintenance alert and notification.

On the access control side, physical security access control systems are often computer-based and network-based systems that can be interfaced with human resources information systems for integrating physical and logical user provisioning. Forging connections with those functions is part of convergence too.

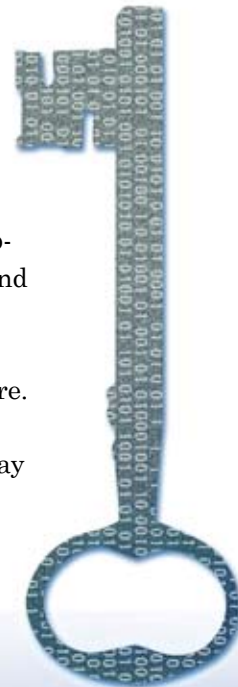
Technology is an enabling tool that can dramatically reduce response time, deliver more actionable data and automatically deliver real-time information to multiple locations. When married with highly trained personnel, and well planned processes, converged technologies begin to deliver on their promise of ROSI.

### In summary, the key challenge in convergence is

**NOT the technology;**

rather it is people who must find new ways to work together to successfully deliver competitive

advantages for their businesses. □



*About the Author: Paul Boucherle, president of Matterhorn Consulting Inc, is a professional security consultant and Board Certified Protection Professional (ASIS) with 30 years of diverse security and safety industry experience. An accomplished and dynamic public speaker who speaks at 20-plus engagements a year, Boucherle is an innovator and thought leader in the security industry.*