

Securing New Ground™

SUMMER 2008 VOLUME 4, NO. 3

THE BUSINESS OF SECURITY



PLAN TO ATTEND

Securing New Ground 2008

Tuesday & Wednesday, November 11-12, 2008
The Roosevelt Hotel, New York City, NY

**The industry's #1
conference where...**

- ✓ Deals are done.
- ✓ Information is gleaned.
- ✓ Growth plans are developed.
- ✓ Industry leaders and investors meet.



“SNG is the State of the Union for the security industry. Industry thought leaders and business leaders explore and exchange ideas on what’s current and what’s coming up in the future.”

— **Paul Boucherle CPP CSC, Principal, Matterhorn Consulting LLC**

“This is an incredible networking event, enabling attendees to quickly get in touch with people who are making the industry move in a very positive direction.”

— **John Romanowich, President and CEO, SightLogix**

“Presenters and attendees are a Who’s Who of the security industry. I was struck by the common sense discussions of what can actually be done at the price points that are affordable and people are willing to accept today.”

— **James Talbot, CEO, Ionit Technologies**

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Worldwide President
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Schneider Electric
Senior Vice President
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Come for SNG; Stay for Security 500

Maximize your time and travel investment. Securing New Ground 2008 starts on Tuesday morning, November 11, and ends after lunch Wednesday, November 12—just in time for you to attend the afternoon sessions of the 2008 Security 500 Conference.

Day 1 - Tuesday, November 11

7:30AM - 8:30AM	Registration & Continental Breakfast
8:45AM - 9:15AM	<p>Keynote Speaker — Global Perspectives Naren Gursahaney – ADT Worldwide, President</p> <p><i>Where better to start the day than with a global perspective of the security market from the leader of the “world’s largest electronic security provider to residential, commercial, industrial and governmental customers.” Learn what Mr. Gursahaney’s views are on the security industry and the trends that will shape security providers throughout the world.</i></p>
9:45AM - 10:15AM	<p>Featured Speaker — Life Among the Giants Robert Immelé – Schneider Electric, Sr. VP Corporate Strategy & Acquisitions</p> <p><i>Schneider Electronics is the world’s largest maker of electronic components and Robert Immelé is there to not only define the strategy, but to ensure its execution. He will address issues ranging from where he sees the security business within Schneider to what the expectations are from the customers and investors.</i></p>
10:30AM - 11:30AM	<p>Follow the Money Walter Bailey – Macquarie Securities USA, Managing Director Bill Polk – CapitalSource, Managing Director TBA</p> <p><i>This session comprised of active investors and lenders has become a benchmark for industry financing, valuations and investment trends. This year their opinions are even more significant as they also explore the impact of Lehman Brothers’ (a SNG founder) exit from covering the industry – isolated case or endemic?</i></p>
11:30AM - 12:30PM	<p>The Bridge to the Customer James E. Henry - Henry Brothers Electronics, Chairman & CEO Dan Mocerri – Convergent Technologies, CEO & Co-Founder David Powell - Red Hawk, President</p> <p><i>Integration objectives, whether at the manufacturing level or through the talents of a systems integrator, are the same: providing customer solutions. Each of our presenters approaches the challenge of satisfying customers differently. Through their unique perspectives they provide views on how they see this solutions focus creating new revenue and new markets.</i></p>
12:30PM - 1:45PM	Lunch
1:45PM - 2:45PM	<p>Jumping Through Regulatory Hoops Rob Douglas – L-1 Identity Solutions, President of the Enterprise Access Solutions Division Denis Hebert – HID Global, President & CEO Rob Zivney – Hirsch Electronics, Vice President</p> <p><i>The threat landscape is changing to where information based assets are equal to or more important than physical assets. With that being the case, the challenge and opportunity for access control, authentication and securing personal identities has never been greater. Our presenters, representing leading companies, bring us up to date on the regulations, privacy issues and other activities driving this market or in some cases holding it back.</i></p>
2:45PM - 3:45PM	<p>Building the Video Market Eli Gorovici – DVTel, President & CEO Fredrik Nilsson – Axis Communications, General Manager Terence Yap – China Security & Surveillance Technology, Vice Chairman & CFO</p> <p><i>Network-centric systems, the move toward digital, the increased use of video in the public sector and uses beyond security are some of the key drivers continuing to fuel the growth in this market sector. To understand this growth and where it will take us you will hear from companies who are already securing new ground.</i></p>
4:15PM - 5:30PM	<p>View From the Top Mark Barry - GE Security, President of Americas Lisa Roy - Johnson Controls Inc., Vice President of Global Security and Strategy Dean Meyer – Pelco, President & CEO Bill Stuntz – Cisco, General Manager & VP Physical Security</p> <p><i>This hallmark SNG session features executives from companies that have already been instrumental in changing the security market landscape. In addition to sharing their views on the trends, opportunities and challenges facing the industry in 2009, they will address what they see as the long view for the industry.</i></p>
5:30PM - 7:00PM	Networking Reception - The #1 place to network with industry leaders and investors.

Substitutions may be made up to 24 hours in advance of the conference. Program content is subject to change without notice.

Register Online at www.securingenewground.com | Save \$100 — Register by Oct. 11

Day 2 - Wednesday, November 12

7:30AM - 8:30AM

Registration & Continental Breakfast

SESSIONS BEGIN - PLEASE CHOOSE ONE TO ATTEND

8:45AM - 9:30AM

Keynote Address
— Securing the Global Enterprise

SECURITY 500

John McClurg – Honeywell Global Security Organization, Vice President and CSO

“Our greatest challenge is staying aligned with business initiatives,” states John McClurg who is responsible for the strategic focus and tactical operations of Honeywell’s internal global security services, both physical and cyber. John will share his management and leadership experiences driving the seamless integration of Honeywell’s various security offerings to improve the effectiveness and efficiency of security initiatives at this \$31 billion global enterprise.

Wall Street Insights

Jeff Kessler – Jeffrey T. Kessler Consulting

Although no longer at Lehman Brothers, Jeff remains Wall Street’s leading authority and “guru” on the security industry. Jeff will provide his views on the current security market, what sectors and companies are best positioned for growth and who and what to watch for in 2009. Jeff’s 2008 Security Industry Financial Outlook and Trends will be given to SNG paid attendees at no charge.

9:45AM - 10:45AM

The 2008 Security 500: The Biggest & the Best

Using unique industry-by-industry metrics, the top 500 end-user security organizations are revealed including the trends they are applying to their security programs. Mark McCourt will present findings of the Security 500 Report that identifies the top security organizations and the measurements applied within specific markets. Learn how these top organizations are managing security and measuring results.

11:00AM - 12:00PM

My Turn: Comparisons & Unique Issues Within Vertical Markets

SECURITY 500

Security best practices, management, solutions and execution become both more vertically focused and more commoditized. In this dynamic panel, we bring security leaders representing vertical markets to share, compare and contrast what is working for their unique markets as well as solutions that are universally applicable. Discover how they are building a world class security operation.

A New Way to Look at Dealers

Jim Callahan – Ackerman Security, COO
 Richard Ginsburg – Protection One, President & CEO
 Lou Stilp – InGrid, Founder, President & CEO

If you are under the impression that all alarm dealers are created equally, you have not met our presenters. They are stand outs in their field and are among the most creative business people within our industry. Discover how small companies or those with humble beginnings have created businesses and skills that ensure profits and a competitive advantage.

12:00PM - 1:00PM

Convergence, IT, Lions, Tigers & Bears... OH MY!

SECURITY 500

Convergence presents a tremendous change to end-user organizations as well as the entire industry. As always change presents opportunities as well as threats to anyone involved in the changing market. How will the convergence of video surveillance, access control and fire/life safety systems over to true IP based solutions impact IT, the IT channel and current security on enterprise security strategies? This panel explores the possibilities and next generation solutions.

RMR: Revolutionizing Monitoring Revenue

Woodie Andrawos – National Monitoring Center, Executive Vice President
 Steve Ipson – Diebold, Director of Monitoring Services
 Don Young - CIO, Stanley Convergent Security Solutions

Delivering “peace of mind” is more than intrusion alarms. It can include PERS, remote video, access control, process and business monitoring. Is growing these markets the real future of central station services and recurring revenue or is it not? Obtain opinions and views about the business of monitoring, the challenges of delivering these services and what else to expect in 2009 and beyond.

1:00PM - 2:00PM

Lunch (Networking lunch and open discussion conclude the conference.)

SNG attendees may stay for the afternoon sessions of the **SECURITY 500** for an additional fee.

Keynote Address: Leading By Example

Bill Jacobs – Cisco Systems, Corporate Director of Global Risk Technologies

Cisco’s security philosophy is like hearing a blueprint for the skill sets required of the next generation of security professionals. Join Bill for a holistic view of security across global operations to collaborate in real time, thereby enabling business continuity and operational efficiencies. He will also share Cisco’s Global Risk Management model that ties security investments to the bottom line.

Business Solutions Panel

Representatives from our sponsors, including peers from end-user organizations, channel partners and business leaders discuss specific case studies and implementations that have gone beyond security and solved both business and security problems for their organizations.

Physical Security Information Management: Fire at Your Fingertips

With all the complexity involved in an enterprise security system, it is no surprise that managing all this technology is overwhelming to those charged with preventing and responding to events. How do you prepare a report to show productivity, defend your budget or mitigate heightened risks without the data available to support your case? PSIM’s bring all the data, technology and noise together by applying people, process and technology enterprise-wide to enable you to keep your eye on the business ball.

The Security 500 Concludes with a Networking Reception.



Two Ways to Save on SNG 2008

4 Easy Ways to Register

1. Online at www.securingenewground.com

Just complete and submit the secure registration form online.

2. Phone: 440-286-4900

We'll confirm your reservation with you on the phone.

3. Fax: 440-286-9169

Fill out the registration form and fax it to us.

Print registration form

4. Mail:

Securing New Ground
10100 Sherman Road
Chardon, Ohio 44024

Print registration form

Save \$100 on Your Registration Fee

If you register by October 11, 2008, you'll pay \$1,395, a savings of \$100 over the standard registration fee. You may pay by American Express, MasterCard, Visa, or company check. Group discounts are available.

Your registration fee includes:

- **New in 2008!** A copy of the "Security Industry Financial Outlook and Trends Report" by Jeff Kessler. Read Jeff's interview.
- The Security 500 research report (\$395 retail value), plus all conference materials and handouts.
- Cocktail and networking reception, breakfasts, lunches and refreshments during the conference.

Cancellations must be requested in writing before October 28, 2008, and are subject to a non-refundable deposit of \$295. No refunds or credits will be given for cancellations after October 28, 2008.

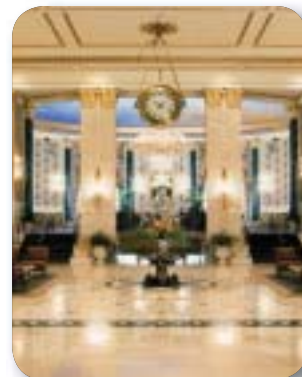
Can only attend one day?

- Attend Tuesday, November 11 only, pay \$1,195.
- Attend Wednesday morning, November 12 only, pay \$995.

Save Money on Your Hotel Room

SNG will be held again at the spectacular Roosevelt Hotel. Known as the "Grand Dame of Madison Avenue," the hotel is located at 45th and Madison Avenue, close to Grand Central Station, the Empire State Building, 5th Avenue shopping and the Broadway theater district.

To make room reservations, call the hotel directly at 212-661-9600 or toll free at 888-TEDDY-NY (888-833-3969.) Standard room rates are \$400 and up per night, but attendees can save big by taking advantage of the special SNG room rate of \$309 plus applicable taxes. This rate is available only through October 6, 2008—or until all rooms are reserved. Call soon. Rooms at this rate typically sell out quickly.



The Roosevelt Hotel Lobby

Who Should Attend Securing New Ground?

YOU should attend if you are:

- A security industry decision maker.
- Responsible for your organization's success in the security industry.
- An industry veteran looking for new ideas, fresh perspectives and relevant information.
- An investor or lender interested in the security sector's trends and growth prospects.
- A new entrant in the market or considering entering the market.

An Interview with Jeff Kessler

For 12 years, Jeff Kessler's "Wall Street Insights" presentation has been a highlight of the SNG Conference, focusing on macro trends in the security industry that are impacting individual companies and the implications of those trends for investors and industry observers. Although Jeff is no longer with Lehman Brothers, he continues to follow the security industry and will share his insight into industry trends at the 2008 conference. All registrants will receive a copy of Jeff's 2008 "Security Industry Financial Outlook and Trends Report."

Offering a preview of his remarks, Jeff said, "We will continue to talk about issues facing alarm monitoring



dealers, including how to turn best practices into growth and profits and where the near-term challenges lie. We'll also provide an update on a trend we saw beginning in 2007, which is the networking of physical and logical security at the end-user level. We're now seeing that trend maturing, as evidenced

by more orders from large end users and a growing number of integrators using the best technologies to give their clients better security and talking to their clients at a much higher level." Jeff adds that he considers it critical that integration companies doing big jobs for end users have

people who are:

- Fluent in both physical and logical security.
- Comfortable talking to end user IT and senior people about the network.
- Proficient in provisioning access control, video cameras, alarm monitoring, etc.

"There are a lot of small companies providing technologies that are of use to integrators," continues Jeff, "and I think we'll see more consolidation among the ones that have good technologies, but not the resources to stand alone. In turn, this consolidation will continue to firm up the capabilities of larger integration companies. The 2008 SNG conference will provide a stage for many of these companies and integrators."

Don't miss Jeff's "Wall Street Insights" presentation at 8:45 a.m. Wednesday, November 12.

cernium

1400 1500 1600 1700 1800 1900 2000

Proactive threat assessment means rapid response.

At Cernium we know security requirements change frequently, and the best analytics-enabled video solutions are those that can easily be adapted to ever-changing environments while still maintaining a full breadth of capabilities.

Our patented solutions identify suspicious or unusual behaviors to enable proactive assessment and response to potential security violations while freeing security personnel to handle additional responsibilities. Whether protecting perimeters, security checkpoints, public areas or secure areas, Cernium solutions enhance security and reduce risk. They enable you to maximize the performance of your cameras and security forces—and ultimately achieve your mission.

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The Security 500 Conference

“Solutions for Enterprise Security Leaders”

The second annual Security 500 Conference will be held on Wednesday, November 12, from 8:30 a.m. to 6:30 p.m., at New York City’s Roosevelt Hotel. This breakthrough conference, presented by *Security Magazine*, brings together security leaders from large organizations and focuses on management and measurement of the security function within organizations.

Jeff Kessler, Wall Street’s leading authority on the security industry, says “The Security 500 Conference is a more important part of SNG every year because it provides guidance about where our industry needs to focus its development dollars in order to serve large end users. The industry can’t afford to develop technologies that end users aren’t interested in. The Security

500 research is very good at identifying what works and what doesn’t for large enterprises.”

SNG attendees can choose to attend one or more Security 500 sessions on

Wednesday morning as part of their SNG registration (See Wednesday morning agenda)—and will hear Mark McCourt, publisher of *Security Magazine*, present findings from the research report identifying the 500 biggest and best buying organizations of security products and services in the U.S. A copy of the report (a \$395 retail value) also is included in your SNG registration fee. SNG attendees who



wish to stay for the afternoon session may do so for a small additional fee. The cost of the afternoon Security 500 session is \$195, but you can save \$45 and pay only \$150 by registering on or before October 11, 2008.

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*Two words that show you **HUGE** benefits.*

When you, the end-user, see the “ImmerVision Enables” certification label on your video surveillance equipment, you know you are getting superior 360° panoramic functionality. You know you’re assured of distortion-free performance, direct and immediate access to all views at all times, and the patented panormorph lens technology that has already made ImmerVision a world leader.



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