

Securing New Ground™

FALL 2008 VOLUME 4, NO. 4

THE BUSINESS OF SECURITY



NOW, MORE THAN EVER,
IS THE TIME TO ATTEND
THE INDUSTRY'S PREMIER
BUSINESS CONFERENCE.

Register Today!

November 11-12, 2008
The Roosevelt Hotel, New York City



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

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

Market turmoil, looming recession, a new President. It's more essential than ever to get insight and information from security industry leaders about market-changing events and growth opportunities you can put to use immediately to assess and validate or adapt your business plan. Securing New Ground, the only conference that focuses on the business of security, is a must attend in 2008. There's still time to register.

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New for 2008!

The Securing New Ground and Security 500 conferences are being held in concert, creating a high-powered networking and informational event for security industry leaders and investors.

Register Online at www.securingenewground.com



Don't Miss the 2008 SNG/Security 500 Conference



The Roosevelt Hotel Lobby

The registration fee for Securing New Ground is \$1,495; the ideas you'll take away for growing your business in the coming year from Securing New Ground are priceless. There's simply no other security business conference that enables you to rub elbows with the most prestigious leaders in the industry and learn from them what's ahead for the market and the best ways to take advantage of a changing market.

In 2008, the Security 500 Conference is being held in concert with Securing New Ground. Jeff Kessler, Wall Street's leading authority on the security industry, says this is important because "The Security 500 Conference 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."

SNG attendees can attend one or more Security 500 sessions on Wednesday morning as part of their SNG registration—and will hear Mark McCourt, publisher of *Security Magazine*, present findings from the 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) is included in your SNG registration fee. SNG attendees who wish to stay for the Wednesday afternoon Security 500 session may do so for an additional \$195.

Ready to register? It's fast and easy using one of these three options.

Top 10 Reasons to Attend

Why industry professionals tell us they attend—and keep on attending—Securing New Ground.

1. Network with the industry's top executives
2. Identify growth trends and opportunities
3. Validate your business plans
4. Uncover new sources of revenue
5. Find potential funding
6. Meet investors and learn what attracts them
7. Discover what customers really think about today's products and services
8. Hear how ADT, Cisco, DVTel, Henry Brothers, HID Global, Honeywell Global Security, Pelco, Protection One, Schneider Electronics and others are changing the playing field
9. Obtain valuable market reports
10. Gain Wall Street's perspective on the market

Your registration fee includes:

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

Can only attend one day?

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

Hotel reservations

SNG will be held again at the spectacular Roosevelt Hotel, located at 45th and Madison Avenue, and special rate SNG rooms have been set aside. To make reservations, call the hotel directly at 212-661-9600 and ask for the Securing New Ground rate. If the hotel says the special rate rooms have sold out, call the SNG Office at 440-286-4900 and we'll check for additional availability.

3 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](#)

Register Online at www.securingenewground.com

Trends in IP Surveillance

by Fredrik Nilsson, General Manager, Axis Communications
Hear more from Nilsson about these trends during the SNG
Building the Video Market panel on Tuesday afternoon.



The earliest adopters of IP technology were K-12 schools, retailers, and government. They were the first to take advantage of three IP advantages: Cost efficiency, higher image quality, and scalability. IP technology improvements are attracting more market users. The new H.264 compression standard, for example, is more efficient than standard compression, offering new possibilities within video surveillance. Because H.264 can provide the same image quality using about half the bandwidth and storage, it enables IP video users to:

1. Increase recording frame rates without increasing system costs.
2. Increase camera resolution, and take advantage of higher megapixel cameras, without increasing costs.
3. Keep the same specs and cut their storage costs by half. Because stor-

age is about 20-30 percent of total system costs, users can shave 10-15 percent off those costs.

The ability to get higher performance at a reasonable cost using less bandwidth has attracted more users, notably in the gaming and transportation markets. H.264, which we expect to become the video standard of choice, is particularly well suited for the needs of highway and large airport end users, as well as in casino environments requiring a full 30 frames per second.

The SaaS opportunity

There is no more intriguing trend than the extension of the IT market trend, Software-as-a-Service, into Security-as-a-Service (SaaS). Instead of installing and running software or hardware on their own network, companies rent

it from a provider who hosts the application across the Internet and charges a fee. Because installed cameras can be automatically located and connected to the remote system in these solutions, network camera installation is simplified and costs reduced.

We're starting to see SaaS in the outsourcing of access control and video. The benefits are particularly attractive to smaller businesses and retailers that don't want to invest in and operate their own system. Renting a system from a service provider reduces a company's initial capital and installation costs and its investment in ongoing security operations, maintenance, and support. SaaS could create potentially huge business opportunities and additional RMR for security dealers and integrators in coming years.



RMR x 2: IP Access Control Meets Video

by Steve Van Till, President and CEO, Brivo Systems LLC
For more information, visit www.brivo.com.

Centrally hosted IP-based access control has made new RMR streams available to a growing segment of the security industry since its advent in 2002, when Brivo Systems launched its ACS WebService offering. Since then, there has been a steady increase in the value placed on the service component of security offerings, with higher multiples given firms that provide or enable recurring revenue streams.

Six years after its introduction to the security industry, there is widespread acceptance of hosted services—or Software-as-a-Service, as most IT industry analysts call it—and it is converging with two other trends to give the right technology players an opportunity to generate double, triple, or even greater RMR than IP access alone can provide.

First, the IP video market share is growing, along with increased

availability of the lower-cost bandwidth needed to support its use at customer premises. While IP video enables many improvements in localized deployments of video surveillance systems, it does not significantly change RMR opportunities without adequate bandwidth back to a service provider.

The second trend is growth in end-user demand for deeply integrated applications that operate fluently across both video and access domains. It's no secret that a significant percentage of the so-called "integrations" between security products are both superficial and mismatched—rather like Frankenstein, just with better make-up. What customers want now is access plus video—delivered at the level of functional integration they have come to expect of top-tier IT,

desktop, and Web applications.

These two trends are rapidly converging for the prospective RMR provider in the form of applications that are both deeply integrated and "hostable." This "multi-tenant architecture" allows millions of end users to securely coexist within a single application, just like common banking and e-commerce solutions.

At Brivo Systems, our business is to deliver deeply integrated, multi-tenant applications as either outsourced services or licensed solutions. These two models—outright purchase or pay-as-you-go—enable integrators and dealers to choose the best mix of capital expense, operating expense, and technology support profiles for their unique needs. Plus, with an integrated access and video IP solution, that's twice the RMR for them.



100s of Cameras and Still Blind!

by Alessandro Gasparini, SVP Sales & Marketing, Chief Commercial Officer, ImmerVision
For more details, visit www.immervision.com.

Security managers across the globe face a troubling reality. After investing large sums of money in sophisticated video surveillance equipment and installing hundreds of cameras, their security system is still blind! These companies use a combination of numerous fixed and PTZ cameras to capture quality images of individuals entering their premises, but they still can't relate events and people in one single, coherent view.

For a growing number of small and large organizations, the remedy is to add 360-degree panoramic cameras to complement their existing video surveillance installations. Thanks to panoramic imaging technology integrated within their security systems, they have eliminated all blind spots and, thus, will never miss a thing again.

ImmerVision's IMV1-1/3 panomorph lens, when added to existing CCTV

analog or IP cameras and coupled with ImmerVision Enables DVR/NVRs, provides the quickest and most efficient way today to remove blind spots and add complete situational awareness to video surveillance systems. Panomorph optics provide consistent 360-degree viewing, live and playback, of an entire area, which is particularly critical in the banking, gaming, retailing, petroleum, public transit, manufacturing, and government sectors where video surveillance "blindness" is dangerous and costly. These end users, and others, are demanding to "see everything, anywhere, at anytime" in order to detect perimeter intrusions and threatening behaviors, manage traffic and crowds, track interactions between individuals, and rapidly reconstruct the sequence of events in case of an incident.

Security experts and end users can find superior 360-degree performance

and compatibility within a growing number of ImmerVision Enables DVR/NVR/VMS from manufacturers such as Aimetis, Chubb, Cieffe (A March Network Company), Petards, Salient Systems, Silicor, Stanley, and Verex.

ImmerVision, based in Montreal, Canada, is the leading expert in 360-degree panoramic imaging technology and inventor of the IMV1-1/3 panomorph lens. ImmerVision's mission is to "invent and bring panoramic technologies to the world" by developing panomorph optics and software algorithms to enable panoramic functionalities for any video device application used for security, video conferencing, consumer electronics, automotive, medical, aerospace, and defense. To date, ImmerVision has established six worldwide patents for its visionary panomorph optics technology and software.

Storage: The First Step Towards IP

An Interview with Bud Broomhead, CEO, Intransa
For more information, visit www.intransa.com.



Since its creation in 2001, Intransa has developed a reputation for technical leadership in scalable shared external storage solutions for video surveillance. "Our solutions aren't just for big systems," says CEO Bud Broomhead. "Whether you have one video recorder or ten thousand, our shared storage solutions will enable you to leverage existing infrastructure, overcome the analog limitations of that infrastructure, and take the first step in the transition from analog to IP.

"When added to existing DVRs," continues Broomhead, "Intransa solutions address the three Rs:"

- **Retention:** Demand for longer video retention is driven by compliance requirements, higher resolution IP cameras, and the potential cost/risk of not retaining video. Instead of purchasing more DVRs to increase

retention, shared storage users can expand their system, Broomhead says, "basically to infinity."

- **Resolution:** Storage restrictions force companies to reduce resolution and frame rate in order to meet longer retention requirements. Shared storage enables companies to get higher resolution and longer retention. "Storage drives retention and resolution," states Broomhead.
- **Reliability:** Reliable hardware and software strategies are too expensive to implement in every DVR," notes Broomhead. "With a shared system, companies can implement reliability strategies once and amortize the cost over all video recorders."

Intransa's shared storage solutions provide a common platform for both analog and IP equipment. "Shared storage helps companies move towards

IP with zero rip and replace," adds Broomhead.

Shared storage has not been the storage solution of choice because, as Broomhead says, "Shared storage is not as familiar as video recording. It's tough to overcome the 'We've never done that before' objection. But the industry is growing more familiar with the benefits of shared versus captive storage, especially the potentially huge cost savings, and we're seeing increasing adoption. The same cycle occurred in the IT industry in the 1980s."

"No matter how many or how few video recorders you're installing," concludes Broomhead, "you also should put in shared storage. It will lower capital and operating expenses, make your system more efficient, reduce overall storage requirements, and start you down the IP path."

Who Will Deliver Convergence?

by Felix Gonzales, VP Strategic Initiatives & Business Development,
Stanley Convergent Security Solutions, Inc.



With customers and technology driving the industry towards convergence, the merging of Information Technology (IT) and physical security, the question comes to mind, in a world where physical security specialists and IT technicians are typically mutually exclusive, who will deliver convergence?

To answer this question, Stanley Convergent Security Solutions, the third largest electronic security provider (based on total revenue) and one of the top systems integrators in the U.S., has implemented IT Matters, an internal Stanley certification program designed to foster IT knowledge throughout the organization in order to increase expertise of computer, networking and enterprise system technology and best practice concepts. Taking care of the customer in the most efficient and expedient manner is Stanley's top priority. Enabling employees to quickly navigate through

specialized material by using IT skill sets/training allows them to answer questions and respond to customer situations and challenges more quickly and accurately.

Adding customer value with employee certification

"This six-week program is an investment in our employees," states Tony Byerly, Stanley Convergent Security Solutions COO. "Using case studies, assigned reading, online live instruction and Web-based certification exams, we have designed a program that works on every level. IT Matters gives employees an overall understanding of comprehensive networking information that will substantially increase added value to all Stanley customers.

"There are few companies willing to invest in the future education of their employees in this capacity," continues Byerly. "This program is offered at

no charge to our staff to strengthen Stanley CSS' presence in the industry." While this program is optional, it is encouraged for all local, regional, and national sales and operations Stanley CSS associates. Select employees continue on with further advanced training and certification—all sponsored and paid for by Stanley.

The marriage between IT and physical security is a very real challenge to customers in today's integrated security marketplace and Stanley is prepared to meet the demand. Through the IT Matters certification program, Stanley has stepped up and developed a realm of IT awareness that proves it is on-track as a leader in the converging physical security industry.

Don't miss Stanley CIO Don Young's presentation at SNG on RMR: Revolutionizing Monitoring Revenue at noon Wednesday.

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