

ISSUE 5 | MARCH 2023



# Security Dealer DIGEST

## MAXIMUM SECURITY A Client Satisfaction Survey



People You Know-A Company You Trust

PALM SPRINGS



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ISC and DMP's 2023  
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Introducing a 7-Inch  
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## ALARM MONITORING SERVICES FOR THE SECURITY PROFESSIONAL



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# NOTE FROM HQ

### DMP Values Guide Through Supply Chain Challenges

As all businesses struggled to manage supply chain disruptions the past few years it has proven to be a challenge from many directions. Initial sales disruptions were followed by limited supply of raw materials, then local and even global logistical shipment issues. These combined issues consumed time and resources from all of us. It became more challenging to do what we do best, operate and grow our businesses.

As 2023 begins, there are positive signs for a deeper recovery. Receipt of raw materials on a regular basis is more of a normal experience than the exception. Lead time for new orders has reduced somewhat, but there is still room for improvement for selected items. In early 2020 the existing supply of components was still adequate for electronic manufacturers. Distributors had safety stock as sales demand in some markets reduced consumption of basic components. As global markets began to more fully recover in 2021 demand increased dramatically for electronics needed to support previous business levels. However, the appetite from manufacturers to increase orders well beyond their previous levels created unprecedented lead times for processors, wireless components, power supply related materials, among others.

The last half of 2022 saw an improvement for deliveries of several electronic backlogs and a return to more regular monthly deliveries for most, but not all components. With DMP products manufactured in Springfield Mo, and domestic sourcing utilized whenever possible, many materials only offered minor disruption. Metal fabrication, plastic molding, and other parts sourced in the United States were in good supply which allowed more procurement resources to be applied for globally sourced components. The shorter delivery schedules from domestic supply also reduced the road an item had to travel to reach DMP.

Being a privately held company DMP was able to implement quick decisions as far back as February of 2020 to increase key component supply. This investment continued during 2021 and 2022 for both raw materials as well as finished goods. DMP investment in finished goods more than doubled during 2022. Component deliveries have been increased to not only supply the growing manufacturing schedule, but also raw component balances have been increased nearly 40% to support 2023. This added investment on behalf of DMP dealers is a consistent decision based on the opening phrase of our mission statement, "DMP supplies customer driven products". The word supplies has never been more important for us in daily business operation than it is today. DMP will remain committed to keeping our dealers well supplied as we all get back to doing what we do best, operate and grow our businesses.



Marc Mills, Chief Operating Officer





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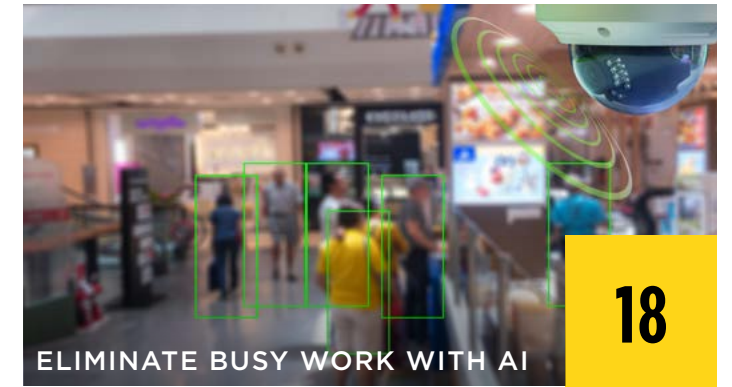
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# EVENTS RECAP



The DMP Executive Dealer Roundtable in San Diego, California, February 6-7, 2023.

## CAA Winter Convention November 30-December 3



The California Alarm Association Winter Convention and Annual Fundraiser is the leading event in California serving the electronic security industry.

This event took place at the Fairmont Hotel in San Francisco, which consisted of four days of inspirational and educational workshops about security industry topics.

## CAFAA Annual Conference January 10-12



CAFAA's annual meeting held each year in Palm Springs. There are meeting sessions with a focus on fire alarm code, as well as a trade show.

CAFAA works with other associations and local/state agencies to provide information from the California Fire Chiefs Organization, California Building Standards Commission, NEMA, IAFC, California Fire Prevention Officers, California Department of Labor Relations, CAA, CAL FIRE, WBFSA and NICET.

## Technician Bootcamp Class #0120



Dealers requested we create a training class at our Headquarters, which they could send their technicians to, and the Technician Bootcamps were born.

*"I think that my biggest benefit from this class is just having a more in-depth knowledge of the product and all the programming fields and jumpers I was previously uneducated on. Seeing everything with an instructor and having the ability to actually work with a real system was very beneficial to my understanding of the products."* - Tyler Hepworth with Per Mar Security.

## Executive Dealer Roundtable February 6-7



The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including President, Rick Britton. The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers around the country. The San Diego Roundtable was one of the best attended since we began hosting them ten years ago. The weather was perfect and the content and networking opportunities for attendees made this a very successful event.

## AAF Annual Convention February 6-8



The 2023 Event attracted 250+ security industry professionals from across the Southeast.

Attendees came together for quality networking, education, and memorable events. This year, the DMP booth was represented by Dean DaDante and Jeff Garetano.

## Sales Academy Class #0217



Jack Conard and Dean Belisle travel the country providing Sales Academy sessions to DMP dealer salespeople — over 800 last year alone.

Here is Dean at a recent Sales Academy with Sonitrol and Kimberlite. To find the next Sales Academy, scan the QR code in the lower right-hand side of the page.

## Advanced Technician Bootcamp Class #0224



This is for technicians who have completed Technician Bootcamp or those with years of on-the-job experience. Advanced Technician Bootcamp tests your knowledge on all the advanced features and applications. If you think you have what it takes, sign up for the class.

## UPCOMING



OWNERS FORUM

MARCH 28, 2023  
LAS VEGAS, NV



MARCH 28-31, 2023  
LAS VEGAS, NV



RLPSA

APRIL 2-5, 2023  
DENVER, CO

View all upcoming events and trainings here:







“The Owners Forum has a well thought out agenda and content; very relevant to what is happening and needed in our industry today. Real life shared experiences. Valuable time spent, without a doubt.” – Cindy Ponder, Vice President of Operations, BATES Security, Lexington, Kentucky.

# LOOKING FORWARD TO ISC AND DMP'S 2023 OWNERS FORUM

**“DMP Owners Forum is by far the strongest networking event this industry has to offer. The hospitality combined with world-class product keeps this event a priority for our company.” - Eric Vann, COO, STS Group, Madison, Alabama**

Each year since 2012, DMP has held an exclusive event for its top dealers the day before the ISC show begins in Las Vegas. It's an opportunity to celebrate the previous year, network with fellow dealers from around the country and hear acclaimed speakers on various business topics that offer our dealers education and training to help grow their businesses.

*“The DMP Owners Forum is a unique opportunity to hear from leaders in the security and business industries while networking with your peers.”*  
- Dr. Colin Ashburn, Vice President of Superior Alarms in McAllen, Texas. *“The ability to interact with DMP's corporate team in such an intimate setting is truly worth your time.”*

Over the years, DMP has moved the event around to a few locations in Las Vegas, but there's a special affinity for the Keep Memory Alive Event Center on the Cleveland Clinic's Lou Ruvo Center

for Brain Health in downtown Las Vegas. This event center located inside the iconic building, designed by Frank Gehry, is a sight to behold and provides the stage for a memorable event.

The Owners Forum, like any DMP dealer event, always includes delicious food... and this year will be a culinary treat as celebrity chef Simon Majumdar is creating a special lunch menu and preparing it live onstage.



Majumdar is a world-renowned broadcaster, author and cook who also is dedicated to “Go Everywhere. Eat Everything.” It is a journey that has taken him to all 50 states and to dozens of countries around the world. He has written three books: *Eat My Globe*, *Eating For Britain* and his latest book, *Fed, White and Blue*, which catalogs his journey to American citizenship.

Simon is also a well-recognized TV personality, regularly appearing on Food Network and Cooking Channel shows such as *Guy's Grocery Games*, *Cutthroat Kitchen*, *Beat Bobby Flay*, *Iron Chef America*, *The Next Iron Chef*, *The Best Thing I Ever Ate* and *Extreme Chef*. He has also recently appeared as an expert commentator on National Geographic's major series *EAT: The Story of Food*.



We will also hear from Fortune Magazine's Senior Editor at Large and CBS Radio daily commentator and bestselling author, Geoff Colvin. Colvin has covered the economic, political, technological and competitive forces disrupting business and how top leaders and companies adapt and transform to win in spite of them. The big takeaway, Colvin says, is that winning companies and leaders summons the courage to act — they stop protecting the past and start inventing the future — and they confront this reality faster than the competition. As business leaders face their biggest challenge ever, Colvin is the voice of experience

who shines a light, revealing a clearer path for an uncertain future. His columns and cover stories for Fortune have earned him millions of loyal fans.

Many of his fans also hear him dispense critical business insights on the CBS Radio Network, where he reaches seven million listeners each week. Colvin's bestselling books include *The Upside of the Downturn*, *Talent is Overrated* and *Humans are Underrated*. In 2022, he and Ram Charan co-wrote an article for Fortune entitled, “Six Crucial Steps for Managing Through Periods of High Inflation.” DMP used that article as a guide for its own business and referred it to dozens of DMP dealers to help them mitigate the inflationary business climate.

And finally, our Keynote Speaker for this year's Owners Forum is Dr. Henry Cloud, a longtime friend and author of one of the DMP core-strategy books, *Integrity*, which is beloved by DMP leadership and Founder and CEO Rick Britton.

Dr. Cloud is an acclaimed leadership expert, clinical

psychologist and New York Times bestselling author. His 45 books, including the iconic *Boundaries* have sold over 20 million copies worldwide. He has an extensive executive coaching background and experience as a leadership consultant, devoting the majority of his time working with CEOs, leadership teams and executives to improve performance, leadership skills and culture.



Dr. Cloud founded and built a healthcare company starting in 1987, which ran inpatient and outpatient treatment centers in 40 markets in the western U.S. There, he served as Clinical Director and Principal for 10 years. In the context of hands-on clinical experience, he developed and researched many of the treatment principles and methods he communicates to audiences now. After selling the company, he devoted his time to consulting and coaching, spreading principles of hope and life-change through speaking, writing and media.

As you can see, the 2023 DMP Owners Forum is an event you

don't want to miss. As Shannon Morrison, Owner of Advanced Alarms in Broken Arrow, Oklahoma put it, *“Attending the owner's forum is a must! Both speakers open my eyes to a few things that have really helped my business after 35 years of experience.”*

Of course, that's not all. We will celebrate and recognize the DMP Dealer of the Year recipients and congratulate all the 2022 Milestone Award recipients and the Diamond, Platinum, Gold and Silver Dealer Award recipients. Recipients are listed on pages 10-13.

*“If you are looking to find answers to future problems and love networking and growing your business, this is the place to be.”* says Joe Castro, Operations Manager, Hoffman Security, Atwater, California.

Not only do other DMP dealers encourage you to attend the Owners Forum — all of DMP does as well. It's a special opportunity to spend time with you and learn more about you and your business. For more information on the DMP Owners Forum go to [DMP.com/OwnersForum](https://DMP.com/OwnersForum).



# Congratulations to the 2022 Dealer Awards Recipients!

**MILESTONE AWARDS**  
THE DMP AWARDS 2022



			<b>Alliance Protective Systems</b>
	<b>Hyper Industrial Technology</b>		
			
			
			
			
			<b>High Security Lock &amp; Alarm</b>
			

**SILVER DEALER**  
THE DMP AWARDS 2022



**SILVER DEALER**  
THE DMP AWARDS 2022



			
			
			
			<b>King Enterprises</b>
			
			
			
			
			
			
			
			
			
			
			
			
			



**GOLD**  
DEALER

THE DMP AWARDS 2022



**PLATINUM**  
DEALER

THE DMP AWARDS 2022



**DIAMOND**  
DEALER

THE DMP AWARDS 2022



**DEALER**  
OF THE YEAR

THE DMP AWARDS 2022





# FEATURE UPDATES



## PUT YOUR INSTALLATIONS TO WORK FOR YOU

Private-labeling the RFID components you offer can help grow your business. Your logo and contact details promote your brand and make it easy for customers to contact *you* for every reorder.

### Branding options available through DMP:

- Durable, UV-resistant, full-color labels for readers
- Scratch- and fade-resistant laser etching for physical cards and tags
- Full-color digital branding for mobile credentials

Contact your DMP Dealer Development Manager to begin promoting your business today!

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## Critical Alerts Support for Virtual Keypad

### "Virtual Keypad" Would Like to Send You Critical Alerts

Critical Alerts always play a sound and appear on the lock screen even if your iPhone is muted or Do Not Disturb is on. Manage Critical Alerts in Settings.

Don't Allow Allow



Available now for iOS - with Version 6.42.11, users can enable Critical Alerts so they are notified when their system goes into alarm no matter what.

Critical Alerts override mute or Do Not Disturb settings and alert users on the lock screen with a notification and a sound anytime their system goes into alarm.

## XT Series 221

All XT30/XT50, XTLplus and XTLtouch Series Control Panels are being manufactured with Version 221 (1/5/23) firmware. Updates are available, free of charge, on Dealer Admin or for download from DMP's Product Software Downloads.

### Panel Features:

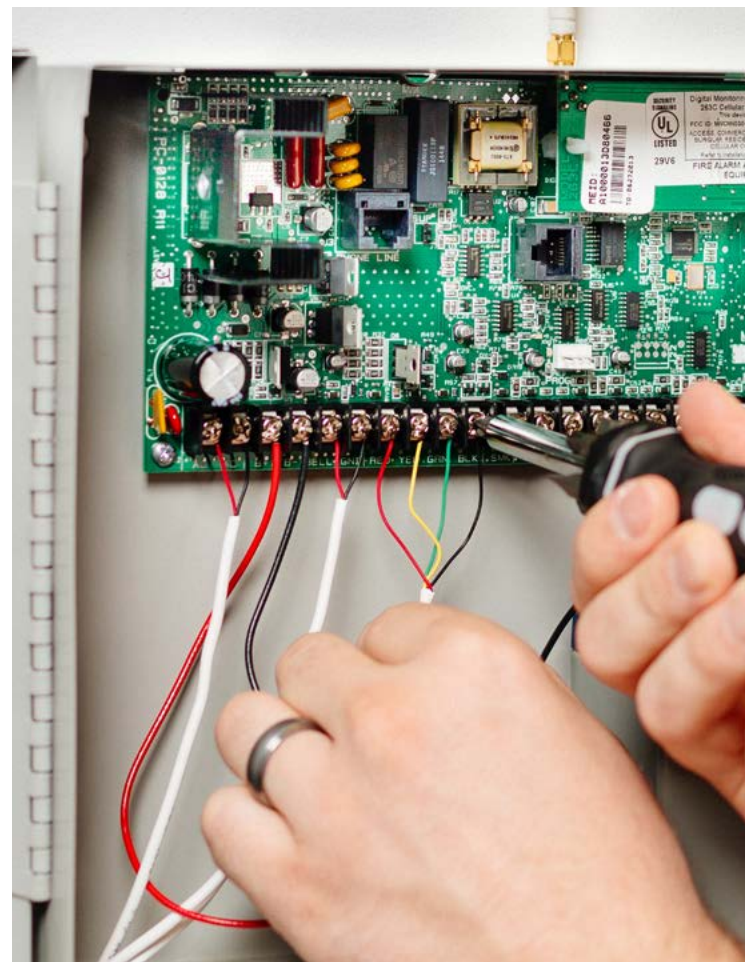
- Version 221 firmware supports the upcoming 8860 Touchscreen Keypad.

## XR Series 221

All XR150/XR550 Control Panels are being manufactured with Version 221 (1/26/23) firmware. Updates are available, free of charge, on Dealer Admin or for download from DMP's Product Software Downloads.

### Panel Features:

- Version 221 firmware supports the upcoming 8860 Touchscreen Keypad.
- Previously, if a 734 was added to an AX-Bus, the second PIN was not required to gain access. Version 221 resolves this issue.





# XV-24 with AlarmVision™

**XV-24 with AlarmVision™ turns your customers' ONVIF cameras into a detection tool, giving them peace of mind that their property is being actively monitored.**

AlarmVision's patent-pending technology seamlessly integrates ONVIF cameras, analytics and the XR Series™ control panels in one platform to create smart motion detectors that trigger panel responses and alarms in real time.

Choose the integrated video solution that gives you the power to monitor *Real Events* in *Real Time* with a *Real Response*.

## What It Means For You

- **Remote programming and configuration through a single screen:**
  - Program cameras, analytics, and panel zones in DealerAdmin™.
  - Easy, quick, and remote setup provides exclusive features with reduced labor.
- **Real Events:** Focus detection to the areas and activities your customer cares about, and only when it matters. Eliminate nuisance notifications during disarmed hours.
  - Define where you want to detect activity within a camera's field of view.
  - Specify what activity you want to detect — person, vehicle and/or animal.
  - Schedule when detection of that activity should trigger an alarm and define the response in your monitoring center automation.
- **Real Time:**
  - Add real time analytic monitoring to your customers' existing video cameras.
- **Real Response:**
  - Provide actionable notice to monitoring centers and Virtual Keypad users that a real event has been detected by including video event capture.
- **Reduce False Alarms:**
  - Reduce false alarms and resulting fees with cross zoning and video verification.

## What It Means For Your Customers

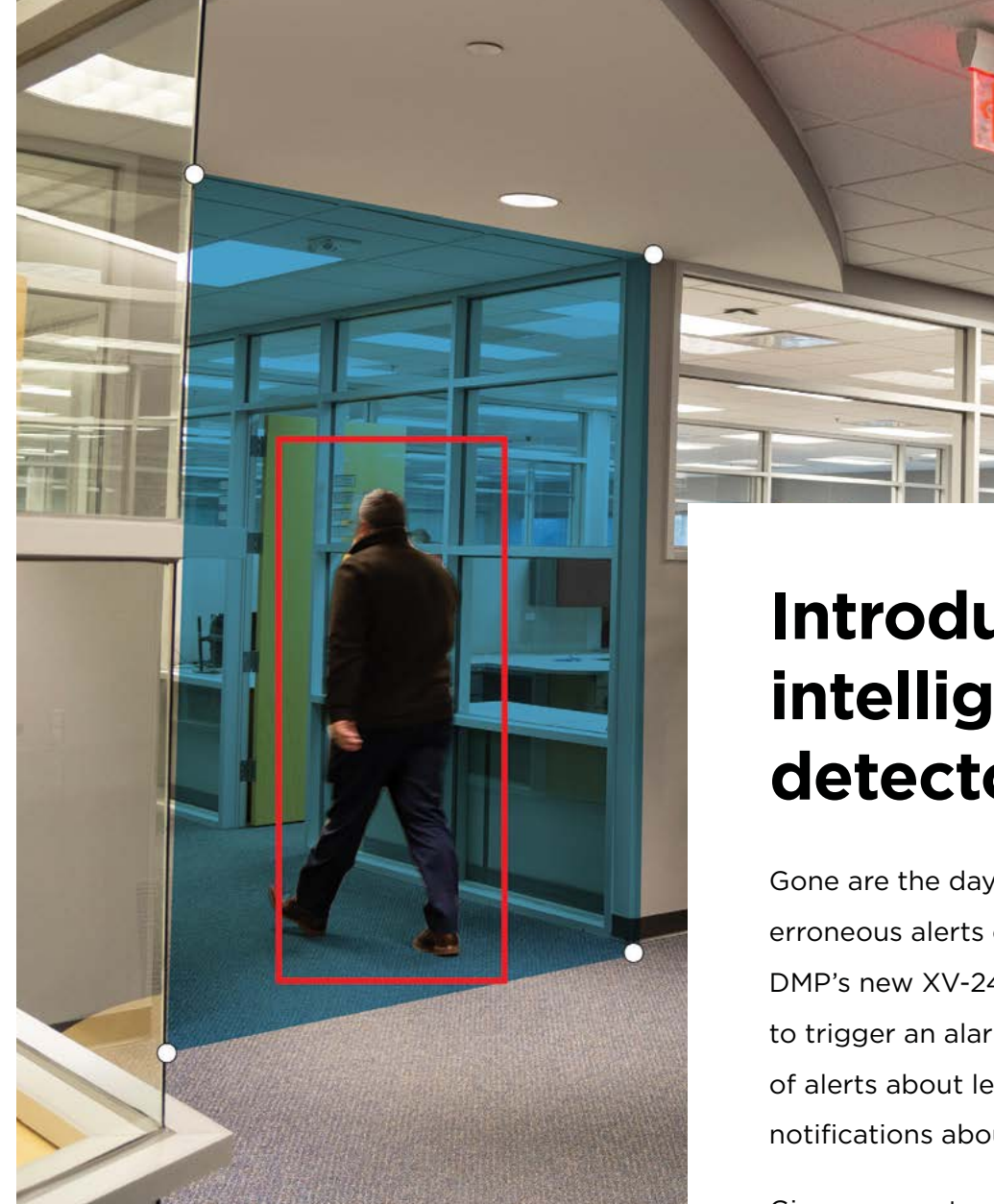
- Monitor real events in real time with a real response.
  - Extend the protection of your business with smart motion detection.
- Deter intruders from entering your business
  - Trigger lights, talk down device or a siren upon detection of a threat, just like any other alarm or breach of your system.
- Receive only relevant notifications.
  - Defined zones and object definition, including a person, vehicle, or animal.
- Reduce false alarms with video verification.

## System Features

- Supports person, vehicle, and animal analytics.
- Supports ONVIF Video Cameras or RTSP video stream.
- NDAA compliant.
- Connects directly to the camera's IP network.
- Detects cameras on your customer's network.
- 1 TB internal storage & 4GB RAM.
- Up to 24 MP video processing.
- Up to four detection regions per camera.

## Initial Use Cases

- Cross zone the analytics zone with a physical zone to trigger verified alarms.
- Trigger a zone, trigger any output on the XR series. Your options are unlimited.
- They can use zone monitor to trigger an alert on the keypad or Virtual Keypad to let them know when a vehicle has approached the loading dock.
- Prevent OSHA violations by triggering an alarm if a worker enters a restricted area.



## Introducing the intelligent motion detector of tomorrow.

Gone are the days of your customers receiving erroneous alerts or watching a crime after it occurs. DMP's new XV-24 with AlarmVision uses video analytics to trigger an alarm into DMP's XR panel. Instead of alerts about leaves, shadows and light, receive notifications about people, vehicles or animals.

Give your customers the power to trigger real alarms during critical events.

**See a demo at ISC West at booth #23089.**



Learn more about XV-24 with AlarmVision:

[DMP.com/XV-24](https://DMP.com/XV-24)





# ELIMINATE BUSY WORK WITH AI



George De Marco, Managing Partner DECO Ventures, LLC

If artificial intelligence, or AI, seems like it is everywhere, it's because it is. AI is deep at work across everything from social media, stoplights and even security. Yet skepticism remains around AI accuracy and efficacy. This is likely due to the fact that just like the human brain, not all AI is equally *smart*. In this article we explore what makes AI smart and examine the benefits of truly smart AI for use in the video security industry.

The processing power of technology has elevated the application of AI across nearly every industry imaginable. What began in the 1950's using just single points of data has evolved to contain complex algorithms sequencing billions of data points. In a fraction of a second these data points are instantly assessed to form conclusions leading to response. Simple AI uses a smaller set of sequence data which leaves a larger margin for error and absence of precision. Highly intelligent AI layers billions of data point data sequences over other complex data sets, multiple times over. In doing so, modern, truly smart AI eliminates nearly 100% margin of error.

In the security industry, AI has made the biggest contribution since the move from blind alarms to the video camera alerts. Yet for as much as video alarms have advanced crime detection, they come with the very costly unintended consequence of alert abundance. Millions of security video cameras produce a false alert rate of near 98%. (False alert being an alert that does not contain useful information) While decent AI can filter a

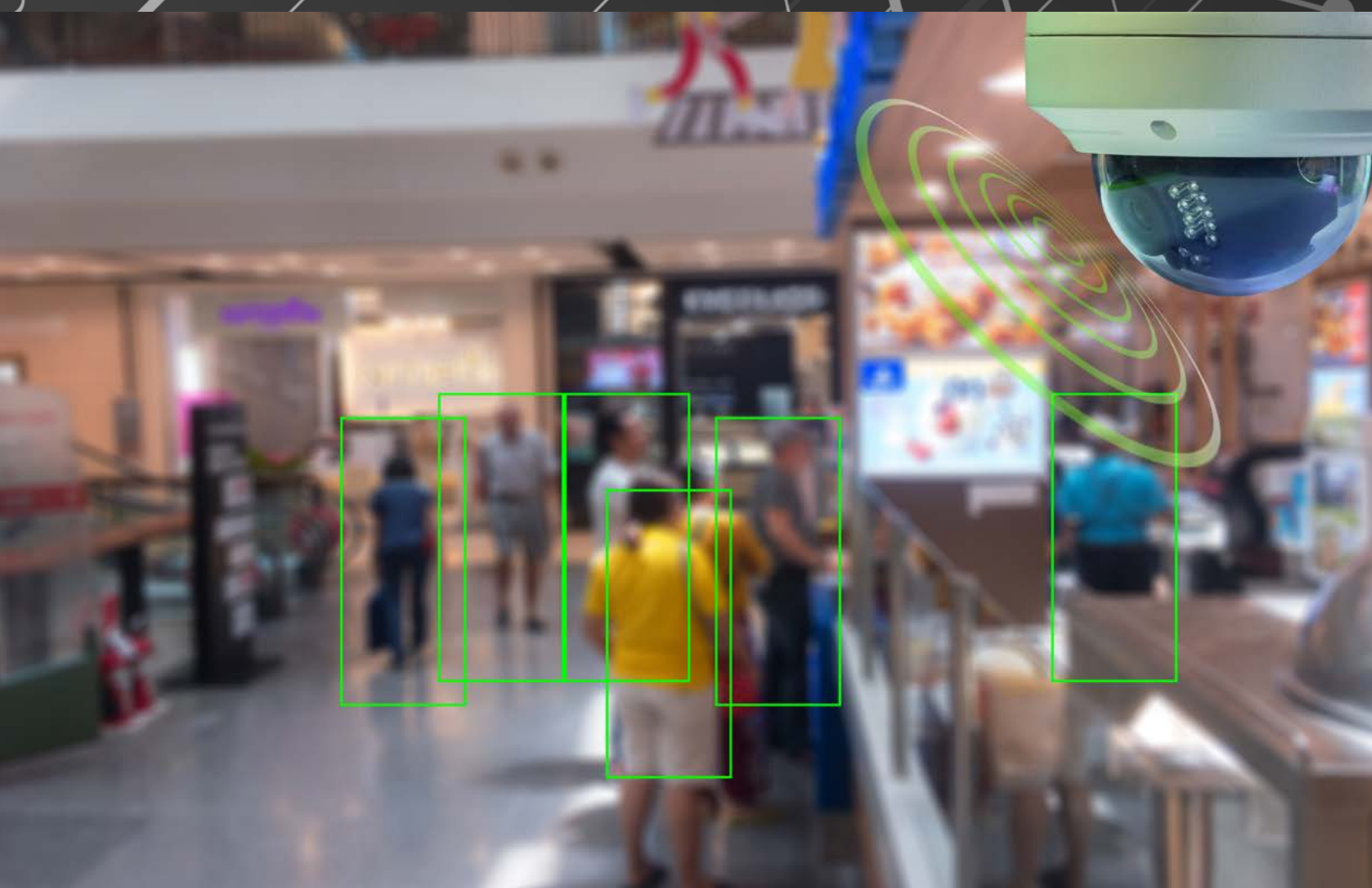
percentage of those false alerts, truly brilliant AI will actually suppress almost 99% of false alert notifications and only transmit mission critical events.

AI can be found in most new video security cameras. Typically the better the AI, the higher the price of the camera. However, external AI devices designed specifically for video security cameras now make it possible to upgrade AI without the need to "rip and replace". These cost effective devices not only save customer money but also help equalize the playing field to keep the market competitive. Now anyone with a security video camera can have the "smartest" camera, without a massive budget, simply by plugging it in. The most user friendly, cost efficient devices will be ONVIF and RTSP compatible and have an open API for easy installation and integration.

Once a camera is truly smart it will be able to ignore a spider or wasp on the camera lens yet instantly detect and alert when a person breaches a defined perimeter. The time value of this detection accuracy cannot be overestimated. Not

only are seconds critical in enacting timely audio talkdown to deter criminal activity but the time not wasted on false alerts has been proven to boost security industry employee morale, retention and active engagement. The number one predictor in keeping customers is customer service, as happier employees provide better service. When security teams can focus on actual security needs, and not bugs and squirrels, everyone wins. Truly smart AI will suppress anything other than valuable inputs such as people, cars, delivery, loitering, and dangerous animals.

When AI is coupled with well-trained security professionals, the ultimate partnership is formed. AI eliminates busy work, elevating employees and customer satisfaction. After all, no matter how smart AI is, the people are the ones who build the relationships, who care, who problem solve and who can talk to the customer with the most heart and soul, especially when there is a problem. AI simply lightens the workload, ridding it of busy noise, so the important stuff doesn't get lost in the details.





# Introducing a 7-Inch Touchscreen Keypad with Video Features

At home and work, we all want a keypad that makes managing our security systems easy — one with large text, icons and intuitive graphics. Plus, we want access to Video Doorbells and our other cameras to ensure our premises are safe and secure.

## Introducing DMP's new 7-Inch Touchscreen Keypad

Now alarm companies and their customers can have that and more, all in a touchscreen that delivers the same exceptional image quality and ease of use we've all come to expect from our smartphones. Compatible with all of DMP's XR and XT Series systems, the new 8860 7-Inch Touchscreen Keypad is fully loaded with high-functioning features, letting users:

- View live and recorded video from connected cameras.
- See and speak with visitors at the V-4061 Video Doorbell.
- See who's arming and disarming your system with snapshots captured by the onboard camera.
- Easily arm areas individually all on one screen.



## DMP's New 7-Inch Touchscreen Keypad

### A win-win for alarm companies and their customers

The new keypad also offers enhanced Z-Wave control, making thermostats, lights and locks easier than ever to use. And with firmware updates pushed to

the keypad remotely via DMP's administrative portal when connected to Wi-Fi, the keypad will always have the most up-to-date features and functionality — all without alarm companies having to roll a truck.

### Learn more

DMP continues to set the standard in customer-driven, world-class security products. The popular Touchscreen Series continues to expand, now with the larger format in addition to the high-security and wireless 5-Inch keypads models. To see the full capabilities of this new keypad, watch the videos on [DMP.com/7InchKeypad](http://DMP.com/7InchKeypad).



Activate your **Monitoring Center** and **SecureCom<sup>®</sup> wireless** in a push of a **single Button**

“Your Single Point of Data Entry”

## 2 way integrations



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- ✓ rmr
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# ACCESS CONTROL FOR UNCERTAIN TIMES

## Glenn Security Leads the Shift From Reactionary to Proactive, Completes Intrusion/Access/Fire Installation to Keep Campus Safe



Family and Children Services building where the daycare is. This time, he added, “The tribal manager reached

Joseph Glenn takes comfort knowing his alarm company has served northeast Oklahoma since 1972. “Like our mission says, ‘We believe everyone deserves to live and work in a safe and secure environment.’”

But the threat of violence in the workplace is tragically more and more common. After the June 2022 shooting at a medical building in Tulsa, Glenn added, “Rather than reacting after bad things happen, we, as an industry, must help our customers focus on being proactive.”

### Access Control Plays an Integral Role

One customer he recently worked with was the Delaware Tribe of Indians, headquartered in Bartlesville. In 2022, Glenn and his team installed cameras in the

back out to me, wanting to make that building along with their entire campus more secure.”

Across the tribe’s six-buildings, Glenn and his team installed one XR550 control panel along with 64 of DMP’s 734N-POE Access Control Modules. “We like the way the 734s interact, being able to keep your strike time low but know if a door closes, it’s right there, locked back.”

### DMP’s 734N-POE Adds Installation Flexibility

Instead of using the customer’s network and being just another device and possibly bogging it down, Glenn’s team built a designated network with 734N-POE modules across the entire campus. At the main building, all the wiring is homerun back to a server room, the

panel and 734 access modules. Elsewhere across campus, each of the other five buildings has its own server room, which is connected through a dedicated fiber across the entire campus.

“Each building’s server room has a POE switch and a Cat 6 running to it, then all of the access control runs back to the module,” Glenn explained. Rather than all 64 doors across campus being wired back to a main building’s data room, “It was a shorter run from the door to its server room. That way,” he added, “it’s all in one location.”

Using POE technology gives DMP dealers added installation flexibility by plugging in one network cable to power the controller, as well as provide auxiliary power for card readers and electronic strikes. With up to 750 mA for powering an electric strike and reader, the 734N-POE provides full door access powered off of one device with no need for a remote power supply. Furthermore,

events are also stored locally in the module’s memory. Even if network service temporarily quits and communication is lost with the panel, as soon as communication is reestablished, those stored events are automatically sent.

### Another Key Advantage: Virtual Keypad

One of the first things the tribe wanted from their access control system was the ability to arm their facilities on a schedule — an easy task, thanks to Virtual Keypad.

“Now the tribal manager doesn’t have to drive up to the facility in case there’s a meeting in one of the buildings after hours. Virtual Keypad makes it easy to disarm the system or override that schedule.”

More than 150 people either work on the campus or use its facilities — from the Family and Children Services unit to the dining room where campus employees and tribal members have lunch each day. For convenience and security, it was important to have doors tied to schedules. “I told the tribal manager she can manage schedules and users right from a phone or computer,” Glenn explained. “That right there is what made the sale.”

Better yet, Glenn added, “Having the ability to hit a button in Virtual Keypad and lockdown the entire campus

was the tribal manager’s ‘aha moment’ — it’s when she realized it was an investment worth taking seriously.”

*“Managing the new system is much easier because there are not actual keys, I can easily eliminate a terminated employee.” Says Gretchen Williams, HR Generalist for the tribe. “We feel that the buildings are more secure and since installing the system, it has definitely increased our sense of well being. The wireless remote ability to arm and disarm certain specific building areas or on weekends for special events, is one of the biggest benefits that we have experienced.”*

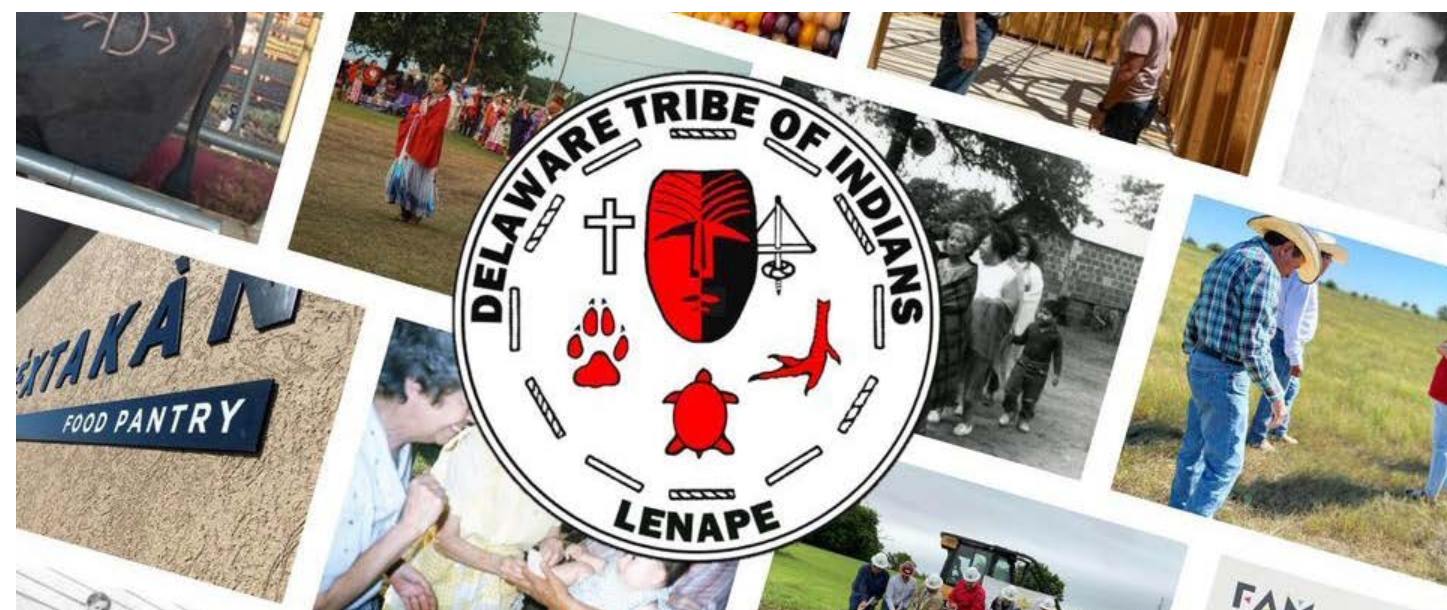
### The Conversation Isn’t Over

As part of a monthly monitoring fee, the alarm company includes a cloud access fee per door. And, while this installation is effectively done, more work can come. “They may realize there are other doors they want to control,” he added. “We’re happy to help them do that.”

The project also included installing wireless panic buttons in the offices of the Family and Children Services building. Wireless smoke detectors also made it easy to provide added protection and meet building

codes without the expense of having to install a full commercial fire system.

As the project’s final step, Glenn provided the campus employees and members a demonstration of the new system. This gave them time to ask questions and see how it works. Plus, Glenn said, “When users have never had a system like this before they may not understand why it’s being added. But it’s important they understand what the system is designed for and why we were doing it. Now everyone on campus can have more peace of mind knowing their buildings are more secure.”







People You Know—A Company You Trust

# A Client Satisfaction Survey



Maximum Security has provided security and home alarm systems to the residents and businesses in the Coachella Valley, California area since 1987. Many people know Palm Springs, Rancho Mirage, and Palm Desert but there are other contiguous cities in the valley, with Maximum Security serving them all.

Steve Kaufer, CPP owner and President of Maximum Security, is well known in the community, growing his company with a nice mix of both residential and commercial clients. Steve built his organization around the slogan *People you Know—A Company You Trust*. These are not just words to Steve and his dedicated team; they believe in serving their customers with pride every day.

While Maximum performs transactional surveys to stay connected with customers — whereby a customer is contacted after an installation, service call or a central station activation — it had never performed an overall customer satisfaction survey.

Steve has known Kirk MacDowell, the owner of MacGuard Security Advisors Inc. for over 30 years. The two are good friends, always talking about industry trends and opportunities.

MacGuard understands that companies with a Customer Experience vision and mission are better positioned to stand out from competitors, to increase business, and to take control of key performance indicators for their company.

## CUSTOMER SATISFACTION SURVEYS

Although most companies, like Maximum, are performing

transactional surveys, a significant percentage are not conducting customer satisfaction surveys on a routine basis to determine the overall satisfaction of their client base. During routine interviews with dealers and integrators, MacGuard discovered that clients knew their annual attrition rate but did not know their company's Net Promoter Score® (NPS®), the gold standard of measuring customer loyalty, or their client's probability of remaining a customer.

Once MacGuard's customer satisfaction surveys were implemented, the results were surprising. Top details uncovered in a typical survey were:

- *The Likelihood a client will stay with the specific company, which MacGuard calls its Likelihood to Stay™ score (LTS™).*
- *How the company can better influence their customers' overall satisfaction.*
- *The end user's propensity to upgrade equipment and service.*

The final survey report showcases this data alongside detailed information on every function of their business.

Kirk and his team developed a Scope of Work (SOW) predicated on Steve's desire to learn more about his customers' perception of his brand, and any improvements he needed to make for an exceptional customer experience. The SOW includes collaboration with the client to customize questions for the survey, to provide an overview of survey methodology, provide list management and data cleansing of customer information, professional administration, data collection, and analysis, delivered in an executive report.

The survey comprised key questions to establish the brand's Customer Experience (CX) metrics including NPS®, Customer Satisfaction (CSAT), and LTS™. CX metrics are the methods to measure and track their overall customer experience. By collecting feedback from customers, companies can set benchmarks to compare and assess how they're doing over time, work to improve products and services, internal processes, and procedures, plus refine sales and marketing strategies.

CX is the impression customers get as they move through their entire journey with a company, considering every interaction across many touch points; this involves viewing its marketing and advertising efforts, engaging

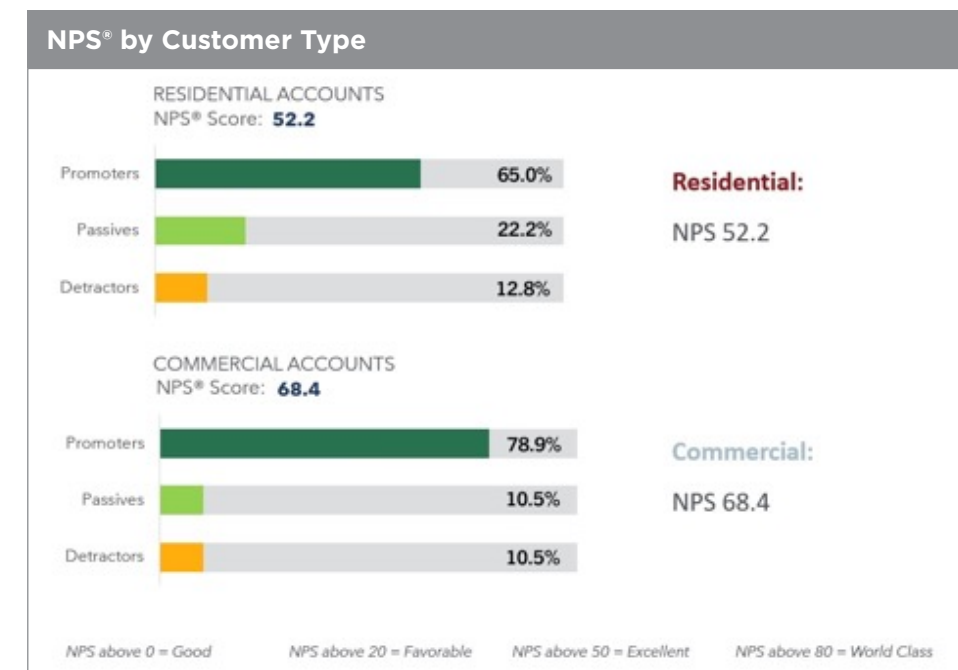
with a company website, positive or negative experiences with a purchase or delivery, normal system use, and the communications received over time with customer service and other company services. As the saying goes, "You don't know what you don't know", you can only work with the information you have.

## THE RESULTS

Maximum's overall customer satisfaction scores were impressive, scoring a solid

NPS® of 53.7. NPS® measures a customer's loyalty to the brand, with anything over 50 considered excellent. Values range from -100 to +100.

Maximum also had a high CSAT Score. CSAT measures customer satisfaction with a product or service. The American Customer Satisfaction Index (ACSI®) is the only national cross-industry measurement of customer satisfaction in the United States. The Index measures the satisfaction of U.S. household





consumers with the quality of products and services offered by both foreign and domestic firms with significant share in U.S. markets.

Although there is not a specific CSAT score for the electronic security industry, according to the ACSI, the overall U.S. Customer Satisfaction Score is 74.4%. **Maximum scored an impressive 85.9!**

Another key customer satisfaction metric is MacGuard's Likelihood to Stay™ or LTS™ score. The survey uncovers and identifies customers who may attrit, along with the reason the customer may be leaving the company. Digging further into the data, they identify specific areas of client content or dissatisfaction. We counsel clients to use the strong attributes uncovered during the survey to reinforce marketing and sales efforts, letting potential customers know the key things that others are saying.

During Maximum's survey, many positive attributes were uncovered. The top four experiences of the satisfied and very satisfied customers were:

1. Ease of intrusion system use
2. The customers' perception of the customer service experience
3. Installation experience
4. Service experience

Of the same group of satisfied and very satisfied customers the areas of improvement were:

1. Website experience
2. Central Station experience during an alarm activation
3. Sales experience

Keep in mind that the areas of improvement came from very good customers, so it's almost

like they're saying, "We love you, just do these things a bit better."

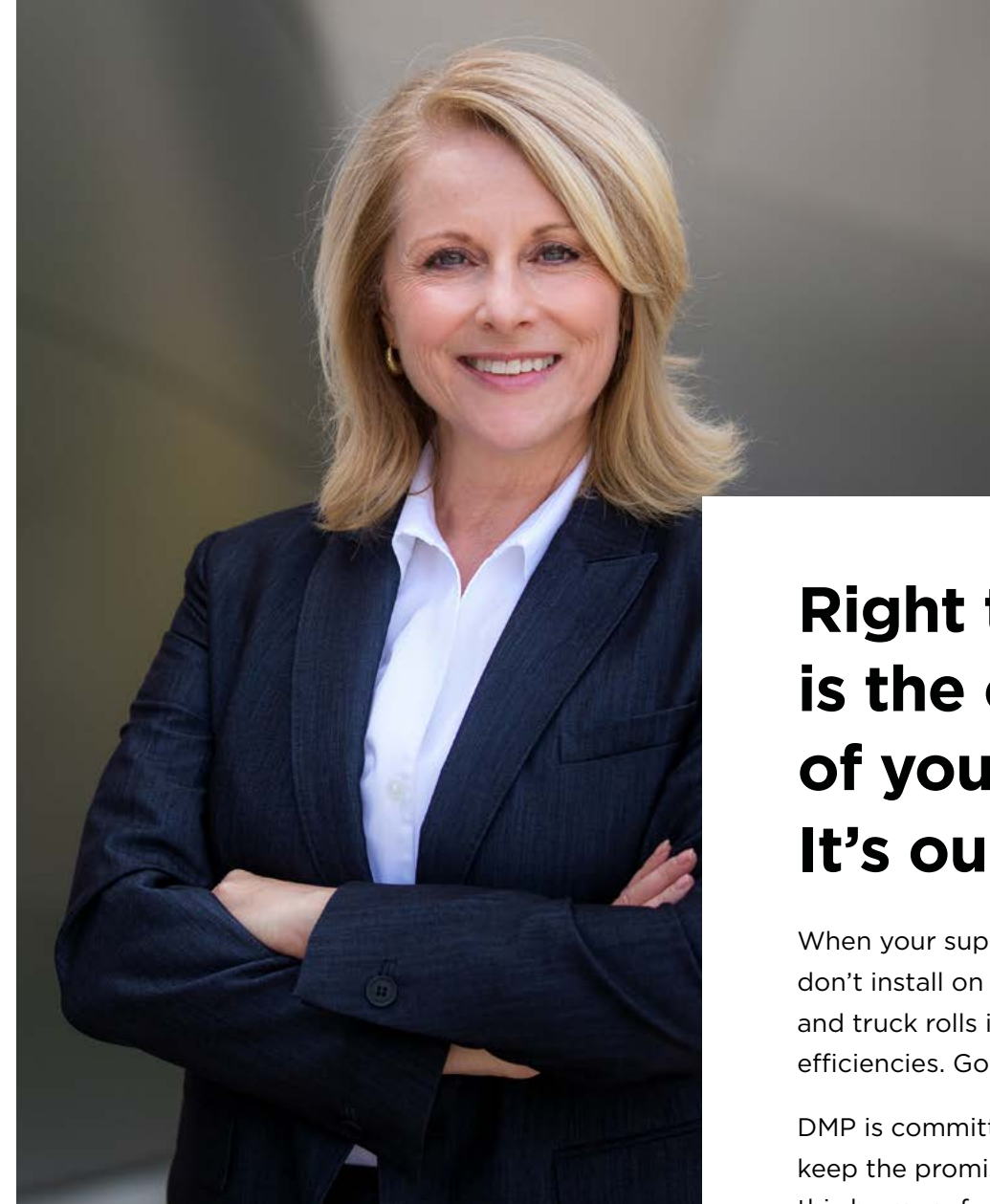
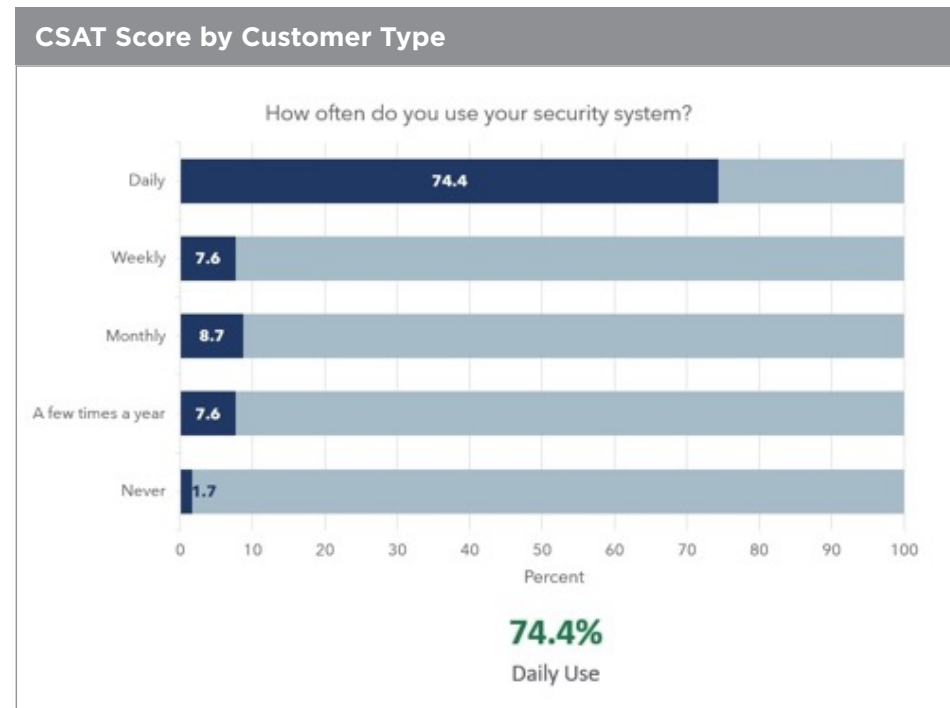
Not all LTS™ reasons are negative and the data uncovers why.

From a customer engagement perspective, when Maximum's clients were asked what they could be doing better to influence the overall satisfaction score, **30% of the respondents indicated that they wanted to be informed about new technology and products.** This is a reminder to always be upselling your base.

## TURNING FEEBACK INTO ACTION

According to Semrush, a visibility management and contact marketing company serving Tesla, GE, and others, 76% of companies agree that customer lifetime value is an important concept in their organization, yet only 42% of companies can accurately measure the lifetime value of their customers.

"If we can identify the specific root cause of dissatisfaction

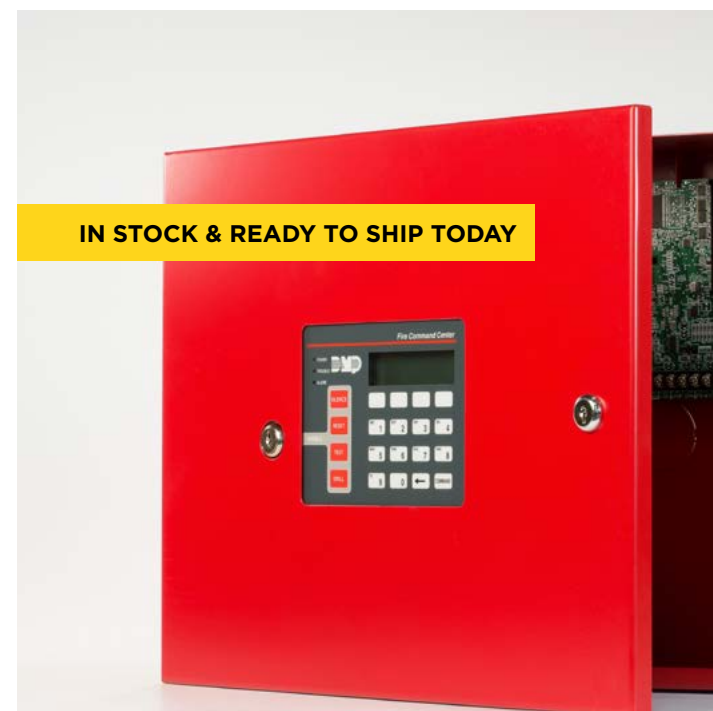


# Right the first time is the cornerstone of your business. It's ours as well.

When your supplier doesn't have equipment — jobs don't install on time, customers become frustrated and truck rolls increase — your business loses its efficiencies. Go backs kill profits.

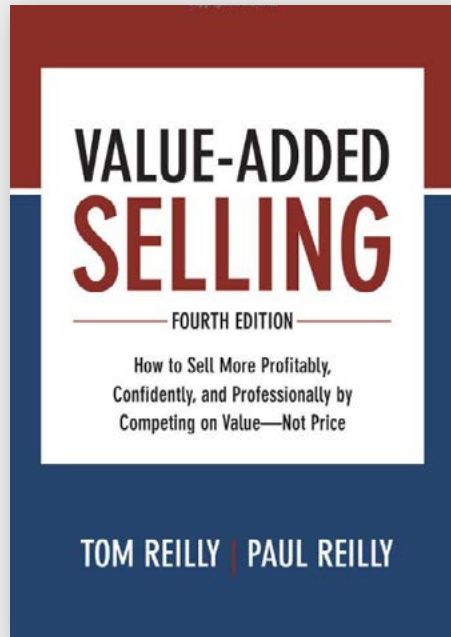
DMP is committed to our customers so that you can keep the promises made to your customers. We do this by manufacturing our panels in the USA.

Having equipment when you need it enables you to keep your promises to customers, maintain your reputation and continue being profitable.





## DMP BOOK CLUB: *Value Added Selling* by Tom Reilly and Paul Reilly



“Value” is about more than just price. Good salespeople understand that and know what differentiates their products from that of competitors.

The updated fourth edition of Reilly’s classic guide examines the latest trends and technology that have impacted the market and provides expert advice on leveraging current technology to increase sales.

*Value-Added Selling* offers proven strategies and tactics to help you not only close more sales but improve repeat business without compromising on price. You’ll learn how to anticipate the needs, wants, and concerns of buyers from the very beginning of the sales process. The book shows how to compete more profitably by selling value, not price.



and work with our clients to turn that around, then we increase the LTS™ score and reduce churn long before it happens,” says MacDowell.

Kaufer adds, “...that if the survey results can reduce my annual churn by just 12 accounts, the survey pays for itself, and the benefit is that I keep those customers for additional years.”

Most companies know their annual attrition rate and can explain in detail year-over-year trends. MacGuard suggests that the pre-attrition metric of LTS™ will complement the overall attrition score in the future.

From survey feedback, Maximum and MacGuard have developed an action plan to address areas of improvement including

enhancing the website experience, establishing KPI’s to monitor the central station proficiency during an alarm activation, and with the sales team to deliver an exceptional customer sales experience.

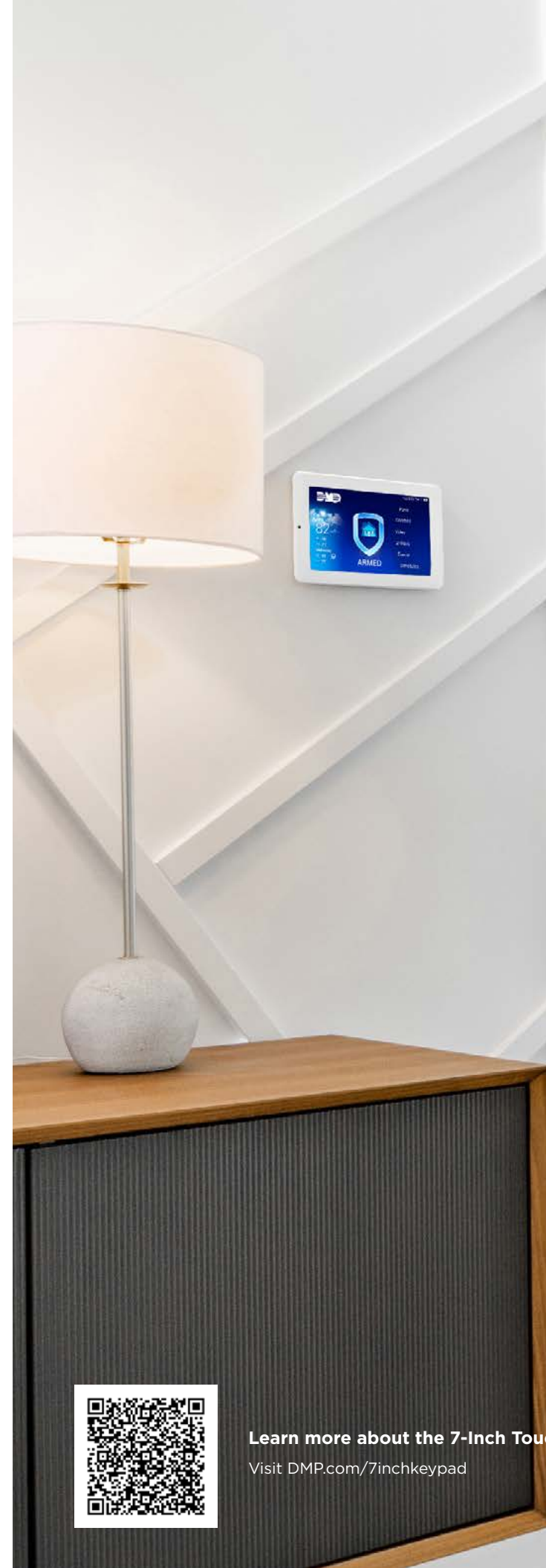


Article written by Kirk MacDowell, President of Macguard Security and Deb Moretti, Senior Advisor, Customer Service, at MacGuard Security.

[Kirk.MacDowell@MacGuard.com](mailto:Kirk.MacDowell@MacGuard.com)

[Macguard.com](http://Macguard.com)

Article photos and cover photo by Scott Van Dyke.



## Why Can't Security Be Stylish?

Introducing the sleek 7-Inch Touchscreen Keypad by DMP.

- Large format
- Intuitively designed
- Integrated video



Learn more about the 7-Inch Touchscreen Keypad.

Visit [DMP.com/7inchkeypad](http://DMP.com/7inchkeypad)







SALES EXCELLENCE  
TRAINING

# One-Day Sales Training Workshops Hosted Throughout the U.S.



REGISTER HERE

Sales Excellence Training Tour is designed to give each salesperson an opportunity to learn from other sales professionals by providing a space where collaboration is encouraged to drive sales growth. DMP Director of Sales Training Jack Conard also offers a thorough, yet brief overview of indispensable sales skills needed to succeed in the security sales industry, given his 40 years of experience in the field. He also conducts DMP product-specific training to educate dealers on the distinctives of DMP products. It is an educational, fun and rewarding experience guaranteed to sharpen your skills.

## 2023 SPRING TOUR DATES

**APRIL 5** | KING OF PRUSSIA, PA

**APRIL 19** | GREENSBORO, NC

with Dan Dossey

**APRIL 26** | OKLAHOMA CITY, OK

with Doug Rieman

**MAY 3** | LAKE FORREST, CA

with Adam Fisher and Edward Zachar

**MAY 10** | WEST ALLIS, WI

with Jim Dirkes

**MAY 17** | MARLBOROUGH, MA

with Scott Mellecker

**JUNE 7** | AURORA, IL

with Michael McEvelly



Hosted in cities  
throughout the  
United States



A one-day  
workshop



Sales training  
specifically for  
DMP products

# JOIN TMA!

The Monitoring Association (TMA) is a thriving professional community of security integrators, monitoring centers, and third-party monitoring providers, as well as security manufacturers, service providers, and consultants. **Join TMA and give your company every advantage for success in today's competitive marketplace.**

### A Network You Can Trust.

As a TMA member, your team is instantly part of a network of professionals with knowledge, experience, and expertise that spans security and monitoring operations and technology. Consultants and service providers who specialize in marketing, insurance, risk management, law, banking, and finance are also engaged within TMA. **Take your business to new levels of success with TMA.**

### A Forum for Your Voice.

From groundbreaking ANSI standards to influential legislation, TMA members have the opportunity to be on the frontlines of decision-making that will impact the future of their business. **Make certain your business' priorities and interests are represented by TMA.**

### A Resource for Competitive Distinction.

TMA offers credentials and programs designed specifically for monitoring centers. When prospects look to evaluate service providers in today's competitive landscape, TMA's Five Diamond and IQ credentials and ASAP-to-PSAP service convey a commitment to service excellence. TMATraining.org features an extensive portfolio of online courses for professionals in the security industry. TMA members receive discounted prices. **Distinguish your business in the marketplace with TMA.**

To apply, visit [tma.us/membership/why-join/](https://tma.us/membership/why-join/).





# THE SALES SKINNY

## SELLING BY LISTENING

**We have all heard someone say, “they’re a great conversationalist – I bet they’d make a good salesman.”**

The most remarkable attribute a great conversationalist has is being a **great listener**. Good listeners pay attention to what others say rather than thinking about what they want to say next.

Most of the problem identification section is done verbally, most effectively in a conversational manner. A casual conversation lets prospects tell you more openly what you need to know about their problems.

Listening is more than merely hearing. It involves making appropriate responses and verifying your understanding using conversational skills to assist the process.

Your ears hear, and your brain listens. This is a crucial step in providing a solution and preparing effective presentations. During the conversation with the client, listen and respond carefully so you can get closer to your goal – exchanging their money for your product. Listening helps you determine a solution and present it.

Attentive listening means listening for specific things in your prospect’s words. Attentive listening means paying attention to all expressed verbally and non-verbally but only responding to what’s relevant to your

purpose. You’re listening to gather information.

Often, specific things that will help you understand this person are hidden in the broader context of the conversation. It is important to devote attention to discovering these hidden meanings.

Responsive listening is acknowledging what your prospect is saying without making value judgments. Make non-committal statements such as “uh-huh,” “I see” and “tell me more.” Asking additional questions indicates you are listening responsively. This is client-centered listening.

Listening effectively helps gather information and makes prospects more receptive to your ideas.



**Jack Conard,**  
Director of Sales  
Training

If your prospects know you’re listening to them, they will do their best to help you better understand their needs.

Prospects will open up, talk frankly and forgive and correct any misunderstandings. The art of listening will position you as someone interested in what the client needs. In turn, the client will appreciate your concern.

Don’t forget, if you don’t make a sale, you work for free.



One Voice for The Alarm Industry on Alarm Management Issues

### WHAT WE DO



Education



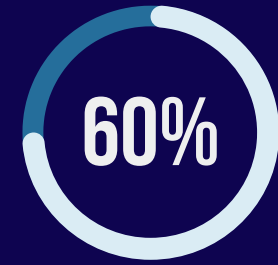
Network Liaison



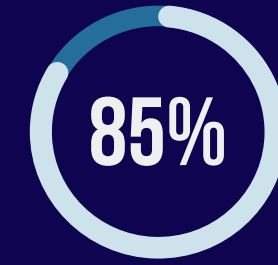
Intervention



Communication



Average Alarm Dispatch Reduction Per City



Of Customers Will Not Have a Single Dispatch in a Year

### MODEL ORDINANCE RESULTS

### DONATE



### SUPPORT SIAC

We have no membership dues,  
We sell no products or services  
We depend on you!

### SIAC TEAM



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Executive Director  
Frisco, TX 75035  
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DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

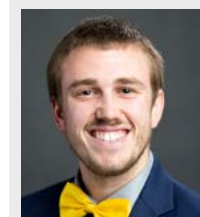
## MONITORING CENTER RECEIVER OPTIONS

DMP provides monitoring centers with computerized monitoring of DMP panels with the SCS-1R Network Enabled Receiver and the SCS-VR Virtual Receiver Software. The SCS-1R can be configured with up to eight line cards that each have four digital dialer lines and one network connection line. This allows the SCS-1R to accept alarm and system messages over dialer and network from DMP panels. These cards receive and capture Caller ID information and supports CID format.

The SCS-1R contains a built-in 32-character English LCD display, which eliminates alarm signal decoding, reduces operator errors and allows operators to respond more quickly to alarm reports in case of automation failure. The same English text messages and

zone names, which are normally sent to the automation computer, are also displayed on the LCD display and identify the exact nature of the problem. The SCS-1R records all openings/closings, zone bypasses, door access, code changes and schedule changes. Reports do not require operator acknowledgment, which cuts labor costs and offers more billable monitoring services.

The SCS-VR is a UL Certified server-based virtual receiver for network IP and cellular communications. The SCS-VR manages alarm signals and supervision messages without the maintenance, space or power requirements of a rack-mounted hardware receiver. The SCS-VR can meet the needs of your monitoring center by supporting anywhere from 500 to 20,000



Matthew Wolf,  
Training  
Development  
Specialist

panels. At any time, you can purchase a license for additional capacity to quickly expand your monitoring capacity, with no additional hardware.

The SCS-VR can create groups that allow you to “divide” a single receiver into multiple receivers, whether on a single or on multiple servers. Each of these groups can have its own unique programming, which can define different dispatch or message handling rules. Each group can be saved as a unique name; this feature gives you greater flexibility and enables you to get the maximum performance from each SCS-VR. The SCS-VR comes standard with 5 groups, but you can purchase additional group upgrades.

## DMP'S TWO-WAY WIRELESS

DMP's Two-Way Wireless is unlike any other — it offers numerous advantages over other wireless products, including:

- Frequency range between 905-924 MHz
- Longer range due to less strict regulatory requirements compared with the 300-433 MHz band
- Two-way communications for greater reliability and support for more frequent sensor check-ins
- Spread-spectrum technology for greater reliability and protection from jamming
- Using a DMP wireless receiver saves money on wire and installation time while reducing customer inconvenience.

The onboard LED on all 1100 Series transmitters provides built-in survey capability to allow for single person installations, eliminating the requirement for an additional survey kit. It also aids in troubleshooting to help determine if a high-power receiver or repeater is needed in the installation. Using the LED Survey helps with a quick and flawless installation when it comes to DMP's wireless. LED Survey combined with the wireless Check-in Test are just two ways to ensure the reliability of your DMP wireless system.

Wireless signals at higher frequencies are much shorter in wavelength. Therefore, the DMP advantage of shorter wavelengths

is that they can more easily fit through narrow openings, while our competitors' longer wavelength signals may be reduced in strength or, depending on the type of blockage, may not get through at all. Wireless signals can penetrate drywall, masonry, furniture, wall paneling and other solid objects, but they may reduce signal strength. These signals will not penetrate metal objects, so it is best to avoid metal when installing wireless products.

However, even in some of the harshest environments, our DMP wireless receiver is strong enough to maintain communication to our wireless transmitters. As a result, it's oftentimes unnecessary to order and install a repeater. If, however, a repeater is needed due to metal/harsh objects, here are a few guidelines to keep in mind:

- More is NOT better.
- The 1100R is typically mounted between the 1100 Series wireless receiver and the 1100 Series wireless transmitters that are out of range. Mount the 1100R as far from the 1100 Series receiver as needed to provide the required system range.



### TECH SUPPORT REPRESENTATIVE SPOTLIGHT

#### Nicholas Conrad

**What Tech Support team are you on?**

I am on the Hardware and Software teams.

**How many years have you been at DMP?**

3.5 years.

**What is your favorite DMP Value and why?**

My favorite DMP Value would have to be “Honesty and Integrity.” I don't think that I could work long for a company that expects or promotes a certain amount of deception. DMP allows and encourages me to do an honest day's work supporting products I can stand by.

**What Tech Support team are you on?**

I enjoy learning, biking and playing games with friends both online and off. Originally from St. Louis, Missouri, I moved to Springfield where my partner is finishing her master's degree in health information management. I am glad to be working at DMP and hope to use my time here to further my education and career.





FIRST QUARTER

# METRICS DASHBOARD

These metrics will be published each quarter.

**18** seconds  
**INSIDE SALES**  
average wait time

**30** seconds  
**CUSTOMER SERVICE**  
average wait time

**32** seconds  
**SECURECOM**  
**CUSTOMER SERVICE**  
average wait time

**1 min**  
**32 sec**  
**TECH SUPPORT**  
average wait time

Salespeople  
Trained  
In-Person



**190**

DMP University  
Instructor-Led  
Trainings



**2645**

DMP University  
LMS Courses  
Taken



**3893**

**17.1%**

Dealers Who  
Use the 1% Net  
10 Day Discount

**37%**

Dealers Who  
Pay Using Dealer  
Account or EFT

**AVERAGE RMA TURNAROUND TIME: 1.46 DAYS**



## Our business is building yours.

Join the electronic security and life safety industry's largest professional association of integrator and dealer companies.

- Training discounts on ESA's National Training School's online and virtual live courses ✓
- Exclusive rates on Security America's industry-specific insurance coverage ✓
- Discounts on sales training ✓
- ESA Member Savings Program with discounts on fuel, office supplies, shipping, credit card processing, tools/equipment and more ✓
- Lead generation through ESA's "find a professional" platform on Alarm.org ✓
- National networking and best practice sharing, free of competitive risks ✓
- Government advocacy and representation ✓
- Access to exclusive online resources for finding, hiring new talent, looking up licensing requirements, employee engagement surveys and more ✓
- Active PR efforts for enhancing your company exposure in local and national news outlets ✓
- Access to ESA's "Training as a Service" — concierge onboarding and personnel development program, including assessment testing and customized training paths ✓
- All NEW INTEGRATOR MEMBERS receive a \$250 online training gift card ✓

**ESA** ELECTRONIC  
SECURITY  
ASSOCIATION®

The Voice of the Electronic Security & Life Safety Industry



# Why is Joining Industry Associations Important as a Brand and Business Strategy?



SD **MARKETING**

David Morgan,  
Co-Founder of  
SD Marketing

As an industry-specific marketing company, we receive many questions regarding the efficacy of joining and participating in security industry professional organizations, such as the Security Industry Association (SIA), Electronic Security Association (ESA), The Monitoring Association (TMA), and state associations as part of a successful brand and marketing strategy.

Our answer to this is simple. Joining active, reputable, and leading organizations is essential to an overall brand and marketing strategy. Here are the top reasons why.

## It Increases Visibility

Joining security industry associations helps organizations increase their visibility by allowing them to network with other members, participate in trade shows and events, and promote their brand through various channels. This exposure is critical to helping companies build their brand and establish themselves as thought leaders within the industry.

**Best Practice:** Be ready and willing to participate and share your knowledge.

## It Boosts Credibility

One of the methodologies in marketing is using signals to communicate a brand's credibility. Peers and consumers need to know three elements about your business when it comes to credibility:

1. Credibility in knowledge and expertise.
2. Credibility in the quality of products and services.
3. Credibility in customer and personal service.

Being actively involved in the industry's professional community boosts your credibility among peers and with consumers by immediately answering those things just by having an active relationship with the organization.

**Best Practice:** Share your involvement within the industry on your website and on social media.

## Members Gain Security Industry Market Insights

Industry associations often have access to valuable market data and insights that can be extremely helpful for security industry organization looking to make informed business decisions. By participating in these associations, groups can stay up-to-date with the latest trends and industry developments, and gain a competitive advantage.

**Best Practice:** Use market data to help guide your marketing efforts.

## Gain Access to Expertise

Security Industry associations brings together professionals from every facet of the industry, providing companies with the opportunity to connect with other experts and professionals who can provide them with valuable advice and support. Whether an organization is looking for help with a specific business challenge or simply seeking to expand its network of professional contacts, we are fortunate to have many highly respected

associations that can provide them with access to a wealth of expertise and experience. Having this knowledge helps prospects to see the organization as an authority.

**Best Practice:** Demonstrate your gained knowledge online in authoritative articles.



## It Demonstrates Professional Development

Industry organizations offer articles, webinars, reports, white papers, training, seminars, conferences, and certifications to keep its members current on the latest industry research, innovations, and trends. Joining an industry professional organization demonstrates the desire to stay ahead of industry changes for the benefit of its partners and end users.

**Best Practice:** Utilize all of the available training and resources. Share the acquired knowledge online.

## Enjoy Collaboration and Networking

Joining industry associations provides companies with the opportunity to network and collaborate with other members, and build relationships with companies and individuals who can help them achieve their goals. Whether it's sharing best practices, learning from others' experiences, or forming strategic partnerships, the opportunities for collaboration and networking are endless.

**Best Practice:** Attend local events. Reach out to others in the industry community.

## Reap the Benefits of Advocacy and Representation

Industry associations advocate for their members and represent their interests to key stakeholders, including government agencies, regulators, and the media. By participating in industry associations, security organizations can help shape the policies and regulations that impact their businesses and ensure their voices are heard.

**Best Practice:** Join in and lend your voice and expertise to help shape the industry's future. Share your involvement on your website to increase credibility and authority.

## It Indirectly Helps Increase Website Authority

One of the main objectives of any website is to gain traffic. When a potential customer searches "security systems near me," the search engine sorts out the most reliable answers to the query based on the information each website provides. It uses many signals to rank the quality and authority of a website and then delivers the information. As a member of an industry organization, this translates into increased authority and, along with other signals, can help boost your ranking and visibility.

**Best Practice:** Link to industry associations from your website so search engine analytics can see the relationship.

In conclusion, joining industry associations is a critical aspect of brand and business strategy that provides companies with a range of benefits. By participating in industry associations, security organizations can grow their businesses, expand their networks, and achieve their goals. Whether a company is just starting out or is looking to take its business to the next level, industry associations are an important tool for success.

*David Morgan is a security marketing expert and Co-founder of SD Marketing, a marketing agency for the security industry.*



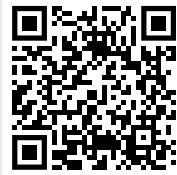
# Did You Know That DMP Has Self-Service Resources Available for Your Technicians in the Field?

While we strive to deliver the best and most responsive Technical Support in the industry, our self-help FAQs and how to videos provide a quick and easy resource for addressing common issues and installation questions.



Brent Appleby,  
Director of  
Technical  
Services

Scan the QR codes below to view some of these resources. Don't forget, we also provide excellent technical support via email for non-urgent questions and inquiries.



TECH SUPPORT FAQs



PRODUCT INSTALLATION  
TRAINING VIDEOS



TROUBLESHOOTING GUIDE



DW Spectrum is a lightning-fast, easy-to-use, cross-platform VMS.



WORKS WITH **DW spectrum**  
IPVMS



View DW Spectrum video in Virtual Keypad.

Designed to discover, view, record and manage video cameras. You can monitor, analyze and react to critical events in real time.

DW Spectrum is a perfect solution for applications that require ease of use, speed, efficiency and unprecedented image quality.

Learn more about DW Spectrum IPVMS :



Reduce false alarms with Virtual Keypad app.

## Video Verification.



Users can remotely view or capture video via the Virtual Keypad app or VirtualKeypad.com



Video verification available via Virtual Keypad app and the monitoring center automation software.



Exclusive EASYconnectVPN™ for encrypted connectivity.

### DMP Bullet IP camera



4MP  
V-2012B

2.1MP  
V-2014B

### DMP ultra low-profile IP camera



4MP  
V-5052D

2.1MP  
V-5054D

Learn more about DMP Video Solutions:





# Delight Your National Account Customers

## Standardize Systems and Quicker Install Times



Sarah Rogers,  
Vertical  
Marketing  
Manager

If you are experiencing labor shortages, new technicians lacking security skills or systems knowledge, or project backlogs, you might be hesitant to bid on national account projects. A new program designed to streamline multi-location installation projects that have 100+ locations and a project timeline with a scheduled start date and completion date is now available.

### Introducing Install Ready Kits

Install Ready Kits contain all components needed for an installation and panels programmed to customer specification prior to leaving the DMP factory. When you order Install Ready Kits, you will receive:

- A site-specific kit for each location shipped to install site or other designated location.
- A panel that will automatically download its programming once connected to its communication pathway.
- Pre-programmed devices labeled for their specific location placement.

### Benefits That Matter

DMP's Install Ready Kits are here to give you peace of mind and ensure the job is done right the first time through:

- System Standardization - Systems across customer's footprint will be standardized in configuration and programming, enabling consistent operational management

- Time Savings - Panels will no longer be programmed one at a time
- Labor Savings - No employee time required to program the panel at the time of installation
- Increased Installs - Less time at each location will enable additional installs per day
- Fewer Truck Rolls - Reduce Go Backs/Truck Rolls by having all required hardware present at time of install
- Simplified Inventory Management - All necessary parts will be contained in a kit and ordered with a single part number.

### Helping DMP Dealers

Install Ready Kits have already helped our Dealers overcome a variety of business challenges - from operational processes to labor shortages. For example:

Dealer A - Was able to complete a project consisting of more than 600 locations across the country in 90 days.

Dealer B - In 2022, only 17% of technicians that Dealer B hired

had security experience. This program allowed them to get those new hires in the field faster.

### FAQs

**Q:** What will it cost to participate in this program?

**A:** There are NO additional charges for this program.

**Q:** What if the system requirements are not identical at each location?

**A:** Multiple kits can be set up allowing for use in non-cookie cutter jobs.

**Q:** How will the installer know which kit is for which location?

**A:** Boxes will be labeled on the outside with location ID.

**Q:** What if the project requires parts not supplied by DMP?

**A:** Parts purchased from other vendors can be sent to DMP and added to the kit to make it complete for installation.

**Q:** What if the installers are not familiar with DMP products?

**A:** Kits can include a Quick Start Guide and a customer user guide.



SIA is committed to promoting a safe learning environment for every student, which is why in 2014 we partnered with the National Systems Contractors Association to create the **Partner Alliance for Safer Schools (PASS)** - a nonprofit that brings together expertise from the education, public safety and industry communities to develop and support a coordinated approach to making effective use of proven security practices specific to K-12 environments and informed decisions on security investments.

The PASS Safety and Security Guidelines for K-12 Schools are the most comprehensive details available on best practices specifically for securing K-12 school facilities, including elementary, middle and high schools. We encourage schools to leverage these free guidelines as they work to harden their



LEARN MORE

facilities, control access and protect their students, faculty and staff. Additionally, SIA's Guide to Resources for the Prevention and Mitigation of Active Shooter Incidents can help you prevent and prepare for attacks and survive an incident if it occurs.



DOWNLOAD THESE  
RESOURCES



OTHER RESOURCES  
REGARDING ACTIVE  
SHOOTER SAFETY



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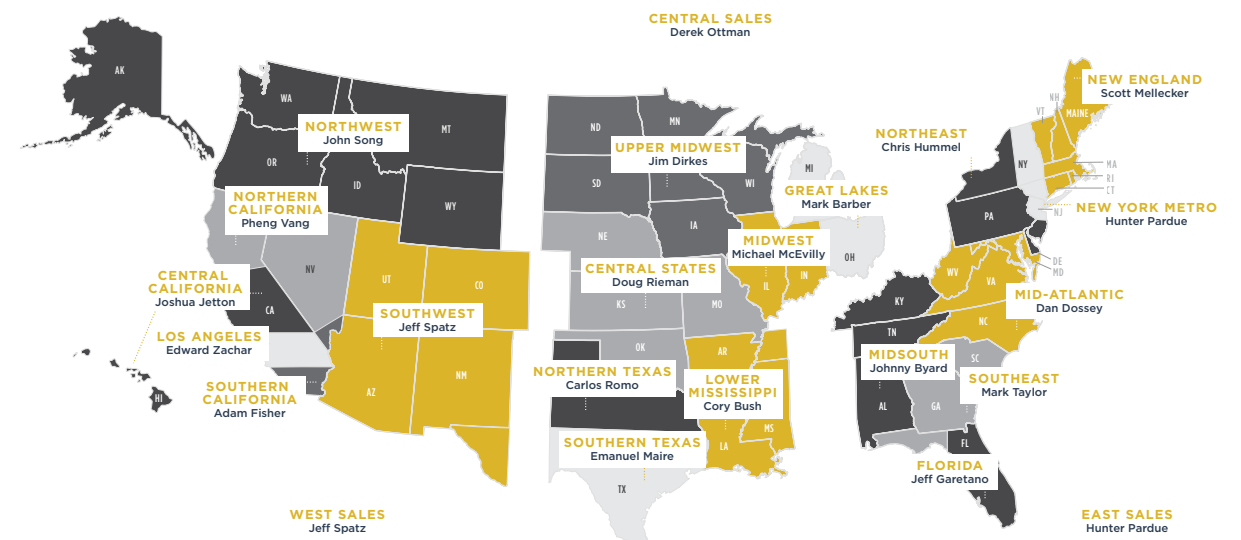
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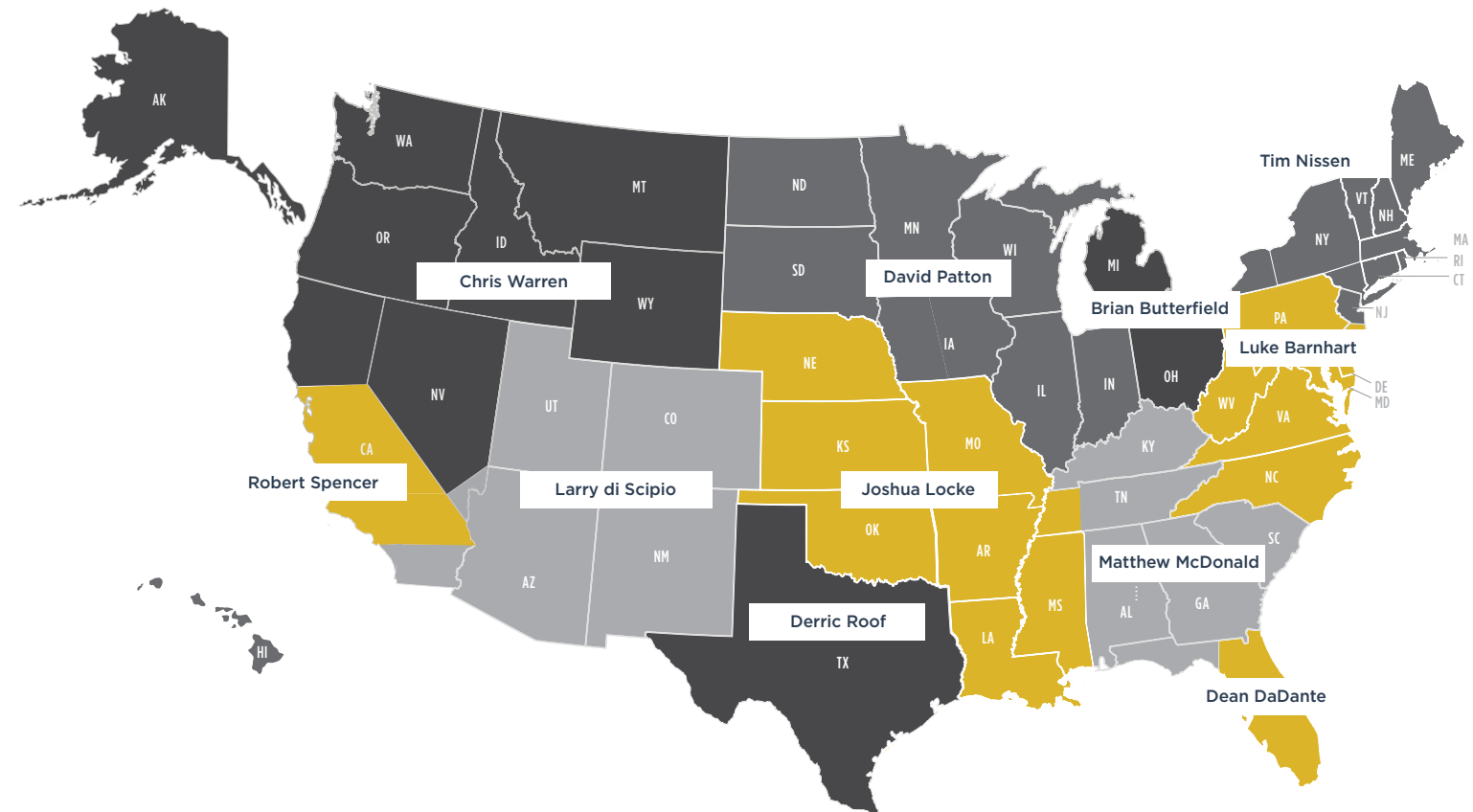
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# Giving Back Spotlight:



Security Central's clean up day at a women's shelter.



Alaina Shonkwiler, DMP Cares Coordinator

**It's a new year, and we're excited to bring you more new stories of DMP dealers - just like you - who are committed to serving the communities they call home and making the world a better place.**

Say hello to Security Central! They became an authorized DMP dealer in mid-December 2022, and we're happy to have them onboard. Thanks to Jeff Spatz, DMP's Director of Sales, West, for the lead on this story - and especially to Jordan Jackson, the President at Security Central, for taking time for a few questions.

A quick visit to Security Central's website will tell you why you should trust them. It's because they C.A.R.E.:

- C – Care for your personal safety and peace of mind.**
- A – Answer your calls and alarms quickly.**
- R – Reflect Godly character in all we do.**
- E – Earn a fair profit to fuel our positive impact on people's lives.**

# Security Central's Million Dollar Impact Initiative

This pledge and commitment to C.A.R.E. is manifested in an incredible company-wide goal, launched in 2016. Security Central's ambition is to donate \$1,000,000 to local and international organizations. They call this their "Million Dollar Impact Initiative." As of January 2023, Security Central is over 85% of the way to goal completion.

Below is a Q&A with President, Jordan Jackson:

**Q: When and how did you establish your C.A.R.E pledge?**

A: In 2014, I realized that I needed to do a better job of communicating the values that guide me at work if I expected my team members to make decisions that aligned with my values. Based on my previous communication failures, I knew the values needed to be simple,

memorable, and meaningful for my team to understand them and, more importantly, live them. Therefore, I created an acronym to make the values easier to remember and put them in the form of a pledge to our clients (and ourselves) to remind us why they are important. I finished editing the C.A.R.E. pledge by the end of 2014 and rolled out C.A.R.E. as our "Word of the Year" for 2015. I started weaving C.A.R.E. into every conversation that year and have been ever since!

**Q: What is the origin story of your Million Dollar Impact Initiative?**

A: In the fall of 2015, I was struggling to create a vision for 2016 and beyond that would be inspiring to my team members. We were completing our most profitable year ever, and the team was pretty fatigued. We were

all running hard and fast. As I looked to 2016, I realized that asking them to run even harder and faster simply for the sake of earning even more was not going to be compelling. Why should they want Security Central to earn more? Just so Jordan can become even richer than he already is?

That thought wasn't motivating or inspiring to me, much less to my people. I realized I didn't have a good answer, so I took a Saturday to be alone and pray for wisdom and guidance. During that time, I realized (through the prompting of God) that my personal passion for financially supporting ministries that help people could and should be our corporate passion as well. God prompted the idea, "Wouldn't it be cool to give away a million dollars?"

Of course, as a small business, I couldn't just write a check for a million dollars, but I figured over time we could do it through a bunch of smaller checks. The quick math that sprang into my head was \$100K per year for ten years would get us there. The challenge was, at that time we were only giving about \$50K per year as a business. That meant we would have to figure out how to be twice as good if we wanted to achieve the ten-year goal.

All of sudden, I had my reason for asking my team to work even harder and smarter: there were needy people out there who would go unserved if we didn't figure out how to earn more and give more!



Serving food to the homeless.





Serving at Save Our Youth.

**Q: Who at Security Central makes decisions on who to support? How often are donations dispersed?**

A: I had always directed our company giving. After all, it was “my” money, right? Yet as I was talking with a business acquaintance about our new Million Dollar Impact Initiative, he challenged me. He reminded me that since it is more blessed to give than to receive. I was “hogging” the blessing for myself by doing all the giving instead of letting my employees participate in the giving. Ouch! He was right. I needed to share the joy of giving with my people who made it possible. Therefore, we set up a plan that allows each employee to direct how they want “their” corporate giving dollars to be allocated to our Impact Partners each month. That way they can choose to support the ministries that are doing work that resonates with their hearts.

**Q: What advice or encouragement would you give to other for-profit companies — in the security industry or otherwise — when it comes to philanthropy?**

A: I would encourage them to ask themselves the big, hard

questions. What is truly important to me and my team members? Are we chasing the right goal(s), climbing the right mountain(s)? At the end of the day, what do we want to be remembered for? For me, the answers to those questions pointed me toward figuring out how I could help more people. I was amazed at how our people jumped on board and came to realize that the work they do TRULY MATTERS! Being generous is better for EVERYONE!

**Q: How did you select your Impact Partners?**

A: I knew from the start of our Million Dollar Impact Initiative that I wanted to make a meaningful difference. That meant I didn’t want to give \$1.00 to a million organizations. Instead I chose to limit the number of our primary Impact Partners to only ten. It was also important to me that we serve not only physical needs but also mental, emotional, relational, and spiritual needs of people, both in our local communities as well as in third-world countries. Therefore, I selected five ministries that serve the Denver metro area in different ways and five international ministries that serve people in under-developed areas.

**Q: On your company quarterly community care volunteer days, do employees use PTO to participate, or does this take**



Security Central's leadership team.

**place during a paid work day or weekend?**

A: We have intentionally done different types of community service projects. Some require going out as a team and doing labor at a site together. In those cases, we usually schedule them on weekends during non-working hours. However, other projects have integrated with our team members’ work schedules, so there has been a bit of both paid and unpaid time invested.

**Q: How does it feel to be so close to accomplishing your Million Dollar Impact Initiative? Any plans for the future?**

A: I am super excited to be so close to the finish line! When I initially set the 10-year vision, I hoped we would be able to do it in less time, but I didn’t know how. I am so proud of our team that made it possible to complete the goal in less than eight years! It is super rewarding to see the tangible results of why we work so hard! I am already brainstorming ideas for what the next big impact initiative will be. Nothing definitive yet, but I trust that God will give me the next idea just like He did this one!

Learn more about Security Central's Million Dollar Impact Initiative here: [securitycentralinc.com/about-us/1m-initiative](http://securitycentralinc.com/about-us/1m-initiative).



Indoor PIR / Combination Detector

# FlipX SERIES



- ▶ With unique 180° rotatable lens for customized detection
- ▶ Ideal for indoor residential to high-end commercial security applications

**Standard Models**

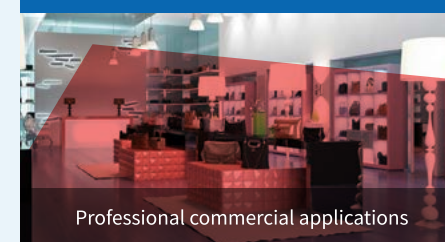
FLX-S-ST & FLX-S-DT



Residential / light commercial applications

**Professional Models**

FLX-P-ST & FLX-P-DT



Professional commercial applications

**Advanced Models**

FLX-A-AM & FLX-A-DAM



High end / high risk intrusion applications

**The FlipX Series replaces these discontinued OPTEx products:**

End of Life Product
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EX-35T
CDX-AM
CDX-NAM
CDX-DAM



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FLX-S-ST
FLX-A-AM
FLX-A-AM
FLX-A-DAM





# DMP EMPLOYEE

## Favorite Recipes

To us, there's nothing better than a home-cooked family favorite recipe. Especially the ones that have been handwritten by a loved one and passed between family members and friends from recipe box to recipe box.

When our DMP family was invited to gather around our table at last year's Christmas party, each attendee received handwritten recipes from each of our Executive Management Group members. We want to share them with you too and hope you enjoy them at your table throughout the year!

These are just a few of the recipes that were shared. For the entire set, visit:



### SAUSAGE & PEPPER RUSTICA

from the kitchen of David and Polly Roberts

#### INGREDIENTS

- 1 package italian sausage
- 1 onion, sliced
- 1 red bell pepper, sliced
- 1 green bell pepper, sliced
- 1 package penne pasta
- 1 jar spaghetti sauce

#### INSTRUCTIONS

1. Boil pasta according to package.
2. Sauté onion and peppers until tender.
3. Add sausage, cook until meat is no longer pink.
4. Drain pasta and add to sausage mixture.
5. Pour in spaghetti sauce and cook 15 minutes until bubbly and hot.
6. Serve with bread of choice, also pairs well with caesar salad.



### HOMEMADE AMISH SWEET BREAD

from the kitchen of Mark Hillenburg

#### INGREDIENTS

- 2 cups water
- 2/3 cup sugar
- 1 1/2 teaspoons salt
- 1/4 cup vegetable oil
- 6 cups flour
- 1 1/2 tablespoons active dry yeast

#### INSTRUCTIONS

1. Preheat oven to 350 degrees.
1. Heat water to 110 degrees.
2. Add sugar to water and stir.
3. Add the yeast and let it set for 10 minutes. Mixture will be frothy.
4. Mix oil and salt into yeast mixture.
5. Slowly add one cup of flour at a time. Dough ball should not be sticky.
6. Knead the dough for five minutes.
7. Spray large bowl with oil, add dough. Cover and let rise for one hour or when doubled in size.
8. Split dough into two equal parts and place in greased loaf pans. Let sit 30 minutes to rise again.
9. Bake in oven for 30 minutes.



### CREAM CHEESE PESTO DIP

from the kitchen of Mandy Tucker

#### INGREDIENTS

- 1 block of cream cheese
- 1 small jar of pesto
- 1/2 cup parmesan cheese
- 1/2 cup chopped tomatoes
- 1 loaf baguette bread for dipping

#### INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Place cream cheese in oven safe dish.
3. Spread pesto over the top, then sprinkle tomatoes and parmesan cheese.
4. Cover dish with foil.
5. Bake until soft and bubbly. Also cooks well on the grill.



# BLONDIES

From the kitchen of Shannon Britton

#### INGREDIENTS

- 2 cups all purpose flour
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1/2 teaspoon cinnamon
- 2 sticks unsalted butter, softened
- 1/2 cup granulated sugar
- 1 cup brown sugar
- 2 eggs
- 1 cup milk chocolate chips
- 1 cup semi-sweet chocolate chips

#### INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Oil a 9 x 13 inch pan.
3. Whisk together flour, baking soda, salt and cinnamon, set aside.
4. With mixer, beat together butter, brown sugar and granulated sugar until smooth, 2-3 minutes on high.
5. Reduce speed to low and add vanilla.
6. Add eggs one at a time.
7. Add flour mixture a little at a time until incorporated.
8. Stir in chocolate chips.
9. Bake for 30 minutes.







**The 2023 DMP Employee Chili Cookoff**

Every winter, the employees of DMP come together to share their best tasting chilis and vote for their favorite ones. This year, the winners are (from left to right): John Spells, in first place; Rhonda Randolph, in second place; and Jesse Dengel in third place. This event is just one of the many ways that DMP values fun in the workplace and celebrates its employees!



**Interface Systems Visit to DMP**

Don Fruhwirth, Director, Product Management, and David Girolami, Vice President, Supply Chain, of Interface Systems in the DMP Studio.

# DMP FAMILY Happenings

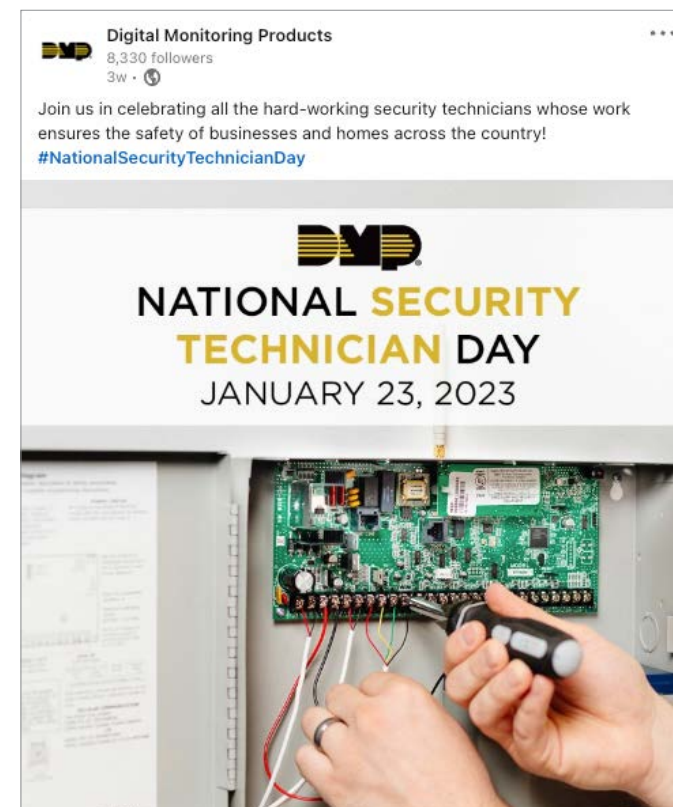
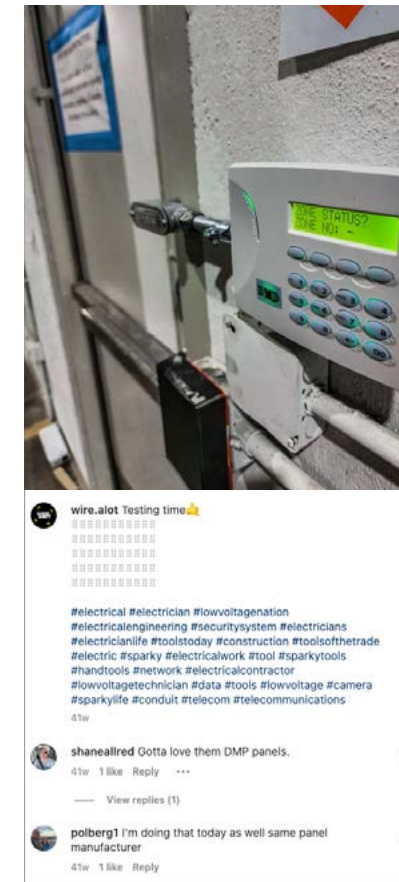


**CONGRATULATIONS!**

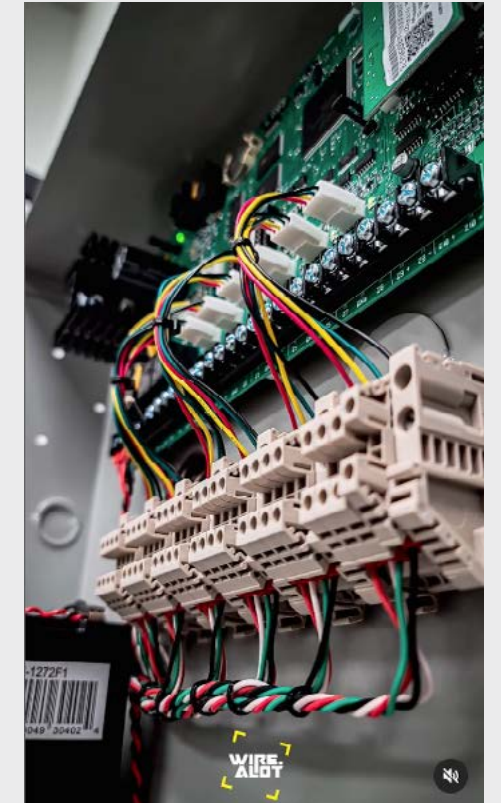
Jeff & Tiffany Marshall, Co-Owners of Old Arkansas Alarm Company came to Springfield, MO for a National Championship Wrestling Tournament for their daughter.

She placed FIRST! Congratulations! They decided to stop off and get her photo taken in front of DMP on the way back home. Thanks for stopping by. Way to go!

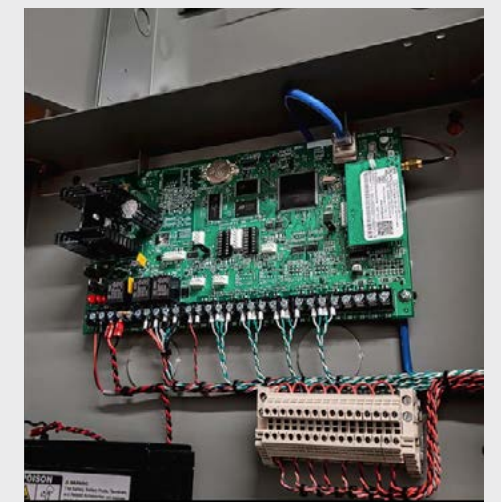
# DMP Social



Post your install photos on social and tag @dmpalarms! We love to see your before and after photos!



wire.alot I just couldn't leave it looking like this.... I took an extra 15 minutes to dress up this @dmpalarms XIR550 panel. I think it looks a little better



wire.alot Another quick DMP install. I'm starting to really like those din rail terminals



# Welcome TO THE FAMILY



## John Song

### Dealer Development Manager, Northwest

As a Commercial Account Manager in my past life, I've led with DMP on all of my sales. I've only had success with DMP Products and Services so I have strong belief in it, probably the reason why I am now here. During the past few weeks, I've learned more about the Company and the People behind the scenes. I realized there were so much more about DMP that I wish I would've known before. I look forward to making sure our Dealers are fully aware of what DMP has to offer and becoming their trusted Dealer Development Manager of the Northwest.



## Chris Hummel

### Dealer Development Manager, Northeast

Has been in the security industry for 15+ years with an extensive background in electronics. Earlier in my career I worked for a few integrators with installation and troubleshooting products. Took on the opportunity to work in distribution with ADI leading their Commercial Audio and CCTV category where I worked to grow the training and the business at the local branch. Moved on to be a commercial outside sales representative for two large integrators in the Philadelphia market where I received several awards for sales excellence. In the last eight years, I have been the regional manager for Kwikset Smart Home Door Locks where I became very proficient in the smart home business and technology.

# DMP University Training Opportunities



With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters.

## TECHNICIAN BOOTCAMP

Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

## ADVANCED TECHNICIAN BOOTCAMP

For those who have a greater understanding of DMP's higher level programming. Technicians who passed our Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

## CONTROL PANELS AND OTHER HARDWARE TRAINING

Instructor-led, on-site training for your team. Each course consists of interactive classroom training, combining traditional classroom-style teaching with hands-on training.

## SOFTWARE TRAINING

Instructor-led, on-site training for your team. These training courses provide an understanding of the basic features, how programming effects the systems and the correct way to program each software.

## END USER TRAINING

Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad.

## UPSELLING TRAINING

Instructor-led, on-site training for your team. This class teaches a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity and professionalism.

## SALES ACADEMY

Solid sales strategies that will last a lifetime, taught at DMP Headquarters. Whether you're in commercial or residential sales, this class will teach you sales techniques to use when speaking to prospective customers.

## SALES MANAGEMENT ACADEMY

Sales Management Academy provides the tools you need to be an effective sales leader. You will learn how to onboard and train and how to assess salespeople to promote their growth and development.

## DMP UNIVERSITY

World-class training online. Gain intensive product knowledge, sales insights and leadership training through online courses. Become more competent and confident in your product knowledge with online, on-demand courses.

## ENTRÉ VIRTUAL CERTIFICATION

Online training that provides Entré certification. Prerequisites required before enrollment in an upcoming class. Certification requires full attendance in the three-day class and a passing score on all certification exams.



Training hosted at DMP Headquarters in Springfield, Missouri



Training on-site for you and your team at your company



Online training, videos and webinars





## Introducing the 7-Inch Touchscreen Keypad your customers are asking for.

Designed with the quality you've come to expect.

- Large format
- Intuitively designed
- Integrated video



Learn more about the 7-Inch Touchscreen Keypad.  
Visit [DMP.com/7inchkeypad](https://DMP.com/7inchkeypad)



California • Nevada • New York

### The industry's highest-trained monitoring Specialists work on-site from our 3 hardened facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

### We've made our choice.

- Unfailing power redundancy
- Multi-carrier phone/internet connections
- Strict security (access by cleared staff only)
- No distractions, dogs barking, kids playing, doorbells, etc.

Proud to support the DMP dealer family with the highest quality services including monitoring of all DMP panels, DMP video products, SecureCom Wireless communications and direct integration with the Virtual Keypad app.



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**DMP EXECUTIVE  
ROUNDTABLE**  
DEALER

**SAVE THE DATE**  
OCTOBER 23-24, 2023

**EMBASSY SUITES BEACH OCEANFRONT RESORT  
IN ST. AUGUSTINE, FL**

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.



Space is limited! Please register before  
Monday, October 2<sup>nd</sup>, 2023 at  
[DMP.com/Events/DealerRoundtable](https://DMP.com/Events/DealerRoundtable).

