ISSUE 8 | DECEMBER 2023

Security Dealer DIGEST

DMP EXECUTIVE ROUNDTABLE

DEALER

Upgrade to Cloud-Enabled System Reduces Costs and Improves Security
pg. 16

Combating Organized Retail Crime
pg. 46

Giving Back Spotlights: TMA and Security Central
pg. 62

A DMP PUBLICATION

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NOTE FROM HQ

Jeff Britton,
Vice President
of Production

Generosity **is something we love to do and teach here at DMP. It is so important to us that a few years ago we added it to our list of DMP values.**

I was raised being taught that generosity was just a normal part of life. By seeing my family do simple things like buying groceries for friends who were having a hard time, or letting people live in our basement when they needed a place to stay, generosity became something I loved.

It's now something we are able to do as a company by giving to various organizations that are doing great work locally and around the world. There are so many in need. If we take the time to know the needs around us, it can be easy to be generous.

There's a proverb in the Bible that says it is more blessed to give than to receive. When you are able to experience giving to those around you, then you know that proverb is definitely true. **Make sure you have time to look around and find opportunities to be generous!**

"In everything I did, I showed you that by this kind of hard work we must help the weak, remembering the words the Lord Jesus himself said: 'It is more blessed to give than to receive.'" Acts 20:35

DMP®

Security Dealer
DIGEST

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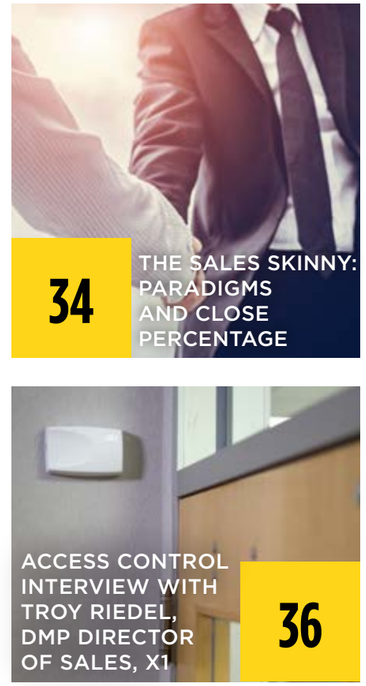
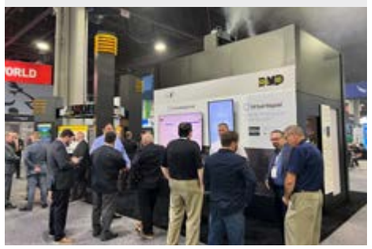


EVENTS RECAP

Rick Britton, CEO, DMP, talking about generosity with David Rogers, Convoy of Hope, at the TMA Annual Meeting. Scan the QR code to watch the entire talk.

GSX 2023

September 11-13



The Global Security Exchange (GSX) was an event created to stay informed, connected and prepared for what's next in the security industry. GSX is one of the most trusted annual events that brings together a community of industry professionals. This year's event provided education on emerging threats, new technology and strategies for staying ahead within the world of security.

APEX Grocery Annual Conference

September 13-15

APEX Grocery, Asset Protection Executive Exchange, was an event created for education and networking for asset protection executives. The content was created for the discussion and exchange of ideas within the retail and grocery security community.

NetOne Strategic Leadership Conference

October 2-3

It was wonderful spending some time with the NetOne shareholder companies in Seattle at the Shareholder & Strategic Leadership Conference last month. We so much appreciate the support and business from our NetOne partner companies.

Executive Banking & Retail Roundtable | Charlotte

October 3-4

The DMP Banking & Retail Roundtable is an event hosted by the DMP Executive Management Group. The objective is to provide banking security directors and loss prevention professionals with an opportunity to discuss best practices with peers from around the country. It consists of one-and-a-half days of dealer discussions and presentations regarding industry issues.

Executive Dealer Roundtable St. Augustine

October 23-24

The DMP Executive Dealer Roundtable is an event hosted by the DMP Executive Management Group. The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It consists of one-and-a-half days of dealer discussions and presentations that cover a broad range of alarm industry issues.

ISC East

November 14-16

The International Security Conference and Exposition — also known as ISC East — is the one of the leading security and public safety tradeshows in the Northeast. Located in New York, this event featured cutting-edge education and training focused on ways to keep the community safe. It was a great opportunity to network and learn from premier exhibiting brands about the latest technologies and solutions.

RLPSA Connect

November 16

This year's event took place at the Chick-fil-A headquarters in Atlanta, Georgia, hosted by the Restaurant Loss Prevention and Security Association. This event consists of a one-day workshop that recognizes the unique challenges of the restaurant and food service industry and provides discussions on solutions on how to increase profitability and minimize losses.

UPCOMING

TECHNICIAN BOOTCAMP

JANUARY 23-26
FEBRUARY 20-23
MARCH 19-22
SPRINGFIELD, MO

DMP EXECUTIVE ROUNDTABLE
DEALER

FEBRUARY 12-13
HUNTINGTON BEACH, CA

DMP OWNERS FORUM
EST. 2012

APRIL 9
LAS VEGAS, NV

View all upcoming events and trainings here:

DMP.com/Events

FEATURE UPDATES

UPDATE 8860 7-Inch Touchscreen Keypad

Updated Version 186.1.0.891 firmware is now available for 8860 Touchscreen Keypads. Version 186.1.0.891 is supported by XT30/XT50 and XR150/XR550 Series panels with firmware Version 221 or higher.

Improvements
The following updates have been added to the 8860 Touchscreen Keypad:

- **Zone Monitor Alert Update**
  If the Zone Monitor feature was enabled and a zone was tripped, the Zone Monitor Alert on the keypad would show the zone number instead of the zone name. This update allows the keypad to re-sync to ensure the correct zone names are stored and displayed on the keypad.
- **Alarm Silence Update**
  If a Supervisory, CO, or Emergency zone was in alarm and the shield was pressed, the arming screen displayed. When disarming the system, the keypad would become unresponsive after entering a user code. This update allows the customer to press the shield while a Supervisory, CO, or Emergency zone is in alarm and disarm the system to silence the alarm.

Obtaining the New Firmware
Firmware updates are available on Dealer Admin (dealer.securecomwireless.com) and in the **Installer Options** menu on the keypad. Follow the instructions to the right to update the keypad firmware on Dealer Admin and at the keypad. This update could take several minutes. If you are updating from Dealer Admin, please refresh the page to verify that the keypad has checked in with its new version number.

Update the Keypad on Dealer Admin
1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Navigate to Dealer Admin.
3. Select the user and system.
4. Next to the keypad name, select **Update**.

Update the Keypad in Installer Options
1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Select **Options** from the carousel menu, then select **Installer Options**.
3. Enter **3577** and enter **CMD**. Select **Check for Updates**. Follow the on-screen prompts.

VIEW ALL UPDATES HERE

UPDATE SCS-VR™ Virtual Receiver Software

Improvements
Version 1.4.8 (10/19/23) includes several enhancements for SCS-VR™ installations including:
- Continuously listening to the group port after a database fail.
- Showing the same number of groups in the database and GUI.
- Windows Registry generating server UUID's when installing a new version of SCS-VR.

Obtaining the New Software
Contact the Software Support Team in DMP Technical Support at 1.888.436.7832 for information on updating to SCS-VR™ Version 1.4.8.

UPDATE Entré Security and Access Management Software

Entré Security and Access Management software has been updated to Version 9.4 (10/17/23).

Performance Improvements:

Update to Java 17
In order to support Oracle's long-term supported versions, Entré 9.4 and later requires Java 17.

Update to Apache Tomcat 10
To stay current with Java 17, Entré 9.4 and later now requires Apache Tomcat 10.

Support for OpenJDK
For Entré deployments that require a non-Java solution, Entré 9.4 and later supports OpenJDK solutions. Installers can now direct Entré to a Java or OpenJDK instance.

Entré Installer Update
This update removes Java from the Entré installer file. The standalone client is now its own button in the Entré installer. Users will have to download Java or a Java alternative separately before updating their software to Entré 9.4. For more information on software requirements and instructions, refer to the Entré Installation, Setup, and Server Maintenance Guide (LT-2494).

Cellular VPN Default Report Update
This update allows Entré NOC and Enterprise customers to have a default report. This report includes the partition, account number, name, SIM, phone number, and direct cell IP. For upgrades, these reports can be imported from **C:\Program Files\DMP\Entre\sampledata\V9_4_0_Reports**.

Operator Report Update
This update allows you to view operator profiles and permissions from a SQL Server report. This report can be ran from the database Stored Procedures **dbo.OperatorProfilePermissionReport.**

Panel Firmware in Extended Status Update
This update adds the last known firmware version in the **Extended Status** tab in Entré.

Panel Firmware Compatibility
This update adds support for all XR Series features with Version 221 and below.

Obtaining the New Software
Entré Security & Access Management software Version 9.4 (10/17/23) is provided to dealers who have previously purchased an Entré license, who are current with their Entré support agreement, and who have an Entré Certified Technician.

To upgrade to Entré Version 9.4 (10/17/23), please complete the Pre-Upgrade Checklist (LT-1782) before contacting the Software Support Team in DMP Technical Support at 888.436.7832.

Before upgrading, perform a backup of your SQL database using Microsoft SQL Server Management Studio. DMP recommends that you reindex and reorganize the SQL database after upgrading Entré. It is recommended to make this part of your standard database maintenance as described in the Server Maintenance section of the Entré Installation, Setup, and Server Maintenance Guide (LT-2494).

For more information about Entré, visit the Entré Software page.

UPDATE XR Series Version 221

Updated Version 221 (9/11/23) firmware is now available on XR150/XR550 Series panels.

Panel Improvements:

Deleted Schedules Update
Users would create and apply a schedule to multiple programming locations on an XR Series panel, but the schedule number would remain in programming after it had been deleted.

With updated Version 221, XR Series panels remove any remaining programming locations that the schedule may exist after being deleted.

Standard Walk Test Update
Occasionally, keypads would not annunciate when zones were tripped during a standard walk test.

With updated Version 221, the keypad annunciates when a zone is tripped if the walk test was initiated at the keypad.

Zone Monitor Update
If the Zone Monitor feature was enabled on the panel and an 1136 Chime Module was installed, once the zone was tripped, the 1136 would continuously chime every five seconds. With updated Version 221, the 1136 will only chime once when a zone is tripped.

Obtaining the New Firmware
XR150/XR550 firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

UPDATE Com Series Version 231

Version 231 Update
Updated Version 231 (8/29/23) firmware is now available for download on Dealer Admin.

Improvements:

Communication Programming Update
After a firmware update, older hardware level CellCom units could potentially be programmed for network communications.

With updated Version 231, the CellCom upgrade routine will be modified to ensure that older CellComs can only be set to cell communications.

User Code Update
When remotely adding, editing, or deleting a user code in a Vista panel using Dealer Admin or Virtual Keypad, the Vista panel would arm. This unintended arming would take place if the Quick Arm option was enabled in the Vista panel and if the user number was from 50-99.

With updated Version 231, Vista panels will not arm when a user code is added, edited or deleted remotely using Dealer Admin or Virtual Keypad.

Obtaining the New Firmware
Com Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).

UPDATE X1 Version 221

Version 221 Date Code Update
Updated Version 221 (9/11/23) firmware is now available on X1 Single and Multi Door Access Controllers.

Improvements:

Expired Temporary Schedules Update
Users would create and apply a temporary schedule to multiple X1 doors, but the temporary schedule would not delete from programming after it had expired.

With updated Version 221, X1 Single and Multi Door Access Controllers remove any remaining programming locations that the expired temporary schedule may exist.

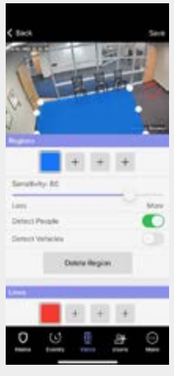
Obtaining the New Firmware
Firmware updates are available, free of charge on Dealer Admin (dealer.securecomwireless.com).

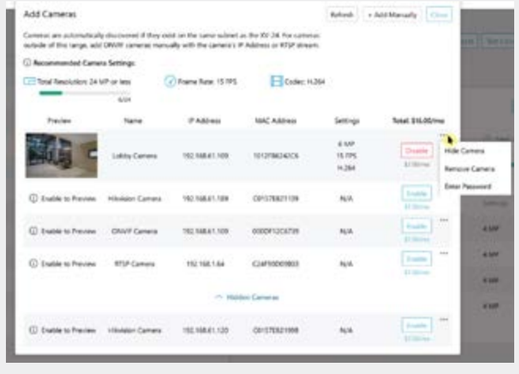
UPDATE Virtual Keypad

New Features
Virtual Keypad is updated to Version 6.45.3 for iOS and Android and Version 2.44.6 for VirtualKeypad.com.

V-6000 Camera Configuration
Virtual Keypad now supports the ability for users to configure their detection regions and video analytics for V-6000 Series Cameras. Users can also edit the following camera settings:

- Camera Name
- Video Quality
- Flip Image
- Record on Alarm
- Time Zone
- Observe DST
- Regions
- Camera Details





UPDATE XV Series Additional Settings Update

Effective October 12, 2023, additional settings have been added to the Add Cameras window for cameras added to an XV hub in Dealer Admin.

Users can navigate to the additional settings by clicking the icon in the upper right of each camera row. See the screenshot below.

Features:

Hide Camera
This option will disable a camera and move it to the Hidden Cameras list at the bottom of the Add Cameras window. To unhide a camera, select **Unhide Camera** or **Enable**. Enabling a hidden camera will remove it from the Hidden Cameras list and add it to the XV hub to begin streaming.

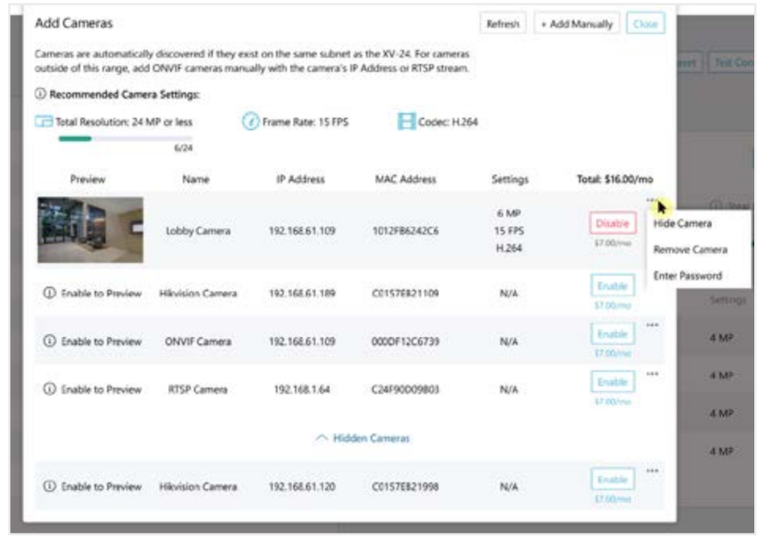
Remove Camera
If you have made changes to your camera network, this option will disable and remove the original auto-discovered camera from Dealer Admin. Any cameras on the same subnet as the XV hub will be automatically discovered and added to the camera list.

Note: Removing a camera will delete all detection regions, zones and video actions tied to the camera.

Delete Camera
This option will delete manually added RSTP or ONVIF cameras from the Add Cameras window. To re-add the camera, click **+ Add Manually** at the top of the window.

Enter Password
If a user has changed the camera password, the XV hub will need the updated password to access the video stream. This option will send the camera password to the XV hub and restore video streaming.

Note: This does not change the camera's password; it only resends the camera's password to the XV hub to restore the video stream when the camera's password has been changed.



UPDATE 1168 Wireless Smoke/CO Detectors

Version 108 (8/7/23) firmware is released for the 1168 Wireless Smoke/CO Detectors.

Sounder Synchronization Update
Previously, multiple 1168 Wireless Smoke/CO Detectors would take over a minute to synchronize when they annunciated. 1168 Wireless Smoke/CO Detectors with Version 108 firmware will be available when current inventory has been depleted.

Obtaining the New Firmware
1168 Wireless Smoke/CO Detectors with Version 108 firmware can be ordered by contacting DMP Customer Service at 1-866-266-2826 or by visiting buy.dmp.com.

Existing devices with prior versions of firmware can be updated to the newest version by following the standard DMP process for repair.

PowerCom FIRE™

Never resubmit battery calculations again.

Network communication for all signals is free on all DMP products. Always has been.

When you're upgrading to the PowerCom on an existing fire system, here's the solution you've been asking for! You've got everything you need in a self-powered packaged solution that meets UL, CSFM, NFPA, FCC and FDNY compliance standards.

Why are you paying for something you can get for free? Most security manufacturers expect you to pay them every month for network alarm communication to the central station. We don't. When you use DMP products like our universal communicators to take over existing panels, even supervised network communication is free.

DMP's new PowerCom Fire Communicator is designed with its own power supply and ships with a transformer and 24-hour backup battery. Whether your customers use network, AT&T or Verizon LTE, this communicator has all the power it needs without drawing from the panel.

When you order the new PowerCom Fire Communicator, it comes in a small red enclosure with additional backbox, making this an ideal way to easily upgrade existing fire panels. It's also a great way to replace older, more expensive communications options. If the existing panel supports Contact ID, then it is a perfect candidate for upgrading with PowerCom Fire communicators.

FIRE COMMUNICATION

The Com Series fire modules offer network and cellular fire communication on any fire control panel via Contact ID captures. Meets NFPA 72 Standard for Single Communication Technology.

The fire communicators provide two tip and ring terminals to easily takeover existing fire panels with two phone lines.

DMP fire communicators are a simpler way of ensuring local annunciation, and it's a much cleaner and faster installation process. If a customer's router fails, causing the fire communicator to lose network connection, it's designed to automatically disrupt voltage on the second tip and ring — that triggers the host panel to annunciate the trouble.

FEATURED INSTALLATION

BY COLTON SMITH, PROJECT MANAGER, ALLSTATE SECURITY INDUSTRIES

Allstate Security Industries Inc. has been a long-time dealer of DMP. We have always loved the seamless integrations and the robust levels of compatibility.

So when it came time to update the access control for our building, we knew it had to be DMP. During this installation, some challenges had to be overcome, like the length of the wire to the existing controller and the mounting differences between the controllers.

ASI is a 24-hour manned operating center so downtime was also a factor. However, all of this was overcome by the exceptional installation team at ASI and this project was completed with limited downtime with the use of magnetic mounting hardware and Panduit molding for cleanliness.

The project was completed in three days and full integration was completed into the Virtual Keypad platform allowing for an exceptional and easy-to-use access control system.

DUTCH BROS Coffee

NAVCO®

SSI SECURITY SOLUTIONS AWARDS 2023 WINNER

Upgrade to Cloud-Enabled System Reduces Costs and Improves Security

Dutch Bros Coffee was founded by two brothers in 1992 as a pushcart, selling coffee in Grants Pass, Oregon. Today, Dutch Bros Coffee is a high-growth operator and franchiser of drive-through "stands" that offer cold and hot beverages at more than 641 locations in 14 states.

Now we're able to remotely solve many issues without needing a technician to set foot onsite. Our percentage of truck rolls has gone down drastically, which has helped reduce costs.
– Jason Schmidt, Dutch Bros Coffee

Project Profile

Prior to working with NAVCO, Dutch Bros Coffee relied on their on-site teams to identify problems with their security systems, equipment malfunctions and call in a technician to address it.

As a result, issues were sometimes unnoticed or unaddressed for extended periods, leaving the customer open to losses and liability issues. "Before we brought NAVCO in, we were also dealing with our camera systems going down and becoming disconnected due to system network issues or needed camera updates," said Jason Schmidt, Dutch Bros. "This was leaving our stores and people open to risk and leaving us with no way to monitor or see what was happening at our locations when we need to."

The Dutch Bros Coffee team reached out to NAVCO in 2016 for assistance in designing a solution to help secure their locations, employees and valued customers. Since they were very IT savvy, the solution could involve cloud-enabled products and services deployed in such a way to keep costs down and performance up. The go forward plan was to use the cloud products of DMP and OpenEye, as well as hire and develop a dedicated NAVCO remote services department headquartered out of its Dallas offices to support the entire country.

The DMP Virtual Keypad solution is perfect as a cloud-managed access and alarm application. DMP's Virtual Keypad makes it easy to manage access and codes for employees across the country. Traditional motion sensors were included to backup door contacts and any other possible entry points, along with glass break sensors to help deter and prevent unwanted access into the building and a panic button to quickly request help in a distress situation.

Incorporating the OpenEye cloud-managed video system gave Dutch Bros views of all points of interest with known issues in and around the stand. This total solution provided coverage of the Point-of-Sale locations, the safe, exterior doors and the drive-thru.

The goal was to have enough high-quality video to provide any evidence in case of a crime and protect against any legal action while allowing easy remote monitoring and management of the system. They wanted to make sure their team members in the stands (stores) were experts at making customers happy with great coffee drinks while letting security experts manage their systems remotely.

The new process of remotely assigning credentials for both the DMP and OpenEye cloud-based systems to new employees drastically reduced the amount of time Dutch Bros was spending, saving them time and money. It also allowed law enforcement to speed up their investigation process, making it a win-win situation for everyone.

While the new system worked great, like all technologies, the system management takes a dedicated staff to manage it correctly. NAVCO's Remote Services team in Dallas, Texas allowed Dutch Bros to outsource a bulk of that work to NAVCO while still being completely in control of their locations.

Because of the capabilities of both the DMP and OpenEye technologies, the deployed Dutch Bros systems allows NAVCO to complete firmware updates and reboots without dispatching a service technician, shortening the downtime and sometimes a fix can be accomplished in five minutes. And if a technician does need to be dispatched, it is now an "intelligent" truck roll because the problem is verified and technicians that are dispatched are prepared often with the parts needed to resolve the issue on the first visit.

Solutions and Results

Because of how NAVCO is now staffed with remote cloud experts to partner with Dutch Bros in the analysis and maintenance of their electronic security systems, saving money on truck rolls to keep everything working became a welcomed added benefit to the investment in cloud-enabled systems. "Now we're able to remotely solve many issues without needing a technician to set foot onsite. Our percentage of truck rolls has gone down drastically, which has helped reduce costs," says Jason. "With NAVCO's Remote Admin Staff, they're able to take care of most of the camera updates remotely to ensure we maintain network connection and the cameras continue to operate as they should. We push updates via integration with the DMP Access Control and OpenEye Video systems, saving more unnecessary truck rolls and costs." Jason additionally appreciates NAVCO's response and resolution rates. "It's been great," he says. "Communication is always easy, and I always get a fast reply."

NAVCO proposed the combination of the DMP alarm kit with the universal wireless transmitter and Virtual Keypad, and the OpenEye 10-camera system with NVR package and OWS cloud access. These services include program management, commissioning, administrative support, labor, miscellaneous installation materials, freight and a NAVCO 1-year warranty.

Cloud solutions are maximized in value with experts trained on how to reduce management costs, outsourcing analysis and maintenance to those who do it full time and nationally. NAVCO monitors Dutch Bros systems remotely, providing firmware updates and reboots, decreasing system downtime, and potentially avoiding not having the evidence necessary when an incident occurs.

Also, we are able to provide Dutch Bros with an "intelligent" service call because we have already tried the remote fixes, and when we come out for a service call, we often have an understanding of what the issue might be and may have the parts available to fix it on that first trip. All in all, the complete cloud solution we are providing to Dutch Bros allows them to run their business as efficiently and safely as possible.

As both the DMP and OpenEye systems are in the cloud, NAVCO provides remote service management of those devices on behalf of Dutch Bros. The secret sauce is NAVCO's project management and standards team, which ensures every deployment is installed to Dutch Bros standards and the programming maximizes their technology investment. The NAVCO project team facilitates new opening dates with all the trades involved in building new stores while also managing the technology updates needed to keep 600 plus locations all working together.

XF6 Series Fire Control Panels

DEALER PLAYBOOK

OVERVIEW

The XF6 Series Fire Control Panels are state-of-the-art 24V addressable and wireless control panels built for single-site applications. They come equipped with free network and optional cellular communications that send all signals directly to the monitoring center. The XF6 Series offers two fully supervised built-in 24 VDC NAC circuits, plus powerful testing features can be performed using Dealer Admin.

The XF6 is an affordable, commercial UL fire-rated panel, supporting a wireless range of up to 1.7 miles, zone expanders and modules to a number of wireless devices.

End users can manage their fire control panel through the easy-to-use graphic touchscreen annunciator built onto the front of the enclosure. The XF6 Series Fire Control Panels are compatible with all DMP fire related products and accessories.

Models Include:

- **XF6-100**
  One 12V 100 Zone LX-Bus for expansion
- **XF6-500**
  Five 12V 100 Zone LX-Buses for expansion
- **7830F Graphic Remote Annunciator (included in panel)**
  You can add up to 7 annunciators on the XF6-100 and up to 15 on the XF6-500.

Benefits:

- One family of products to program and support
- Backward and forward compatibility

WHY DMP?

- **Rock solid reliability**
  Fewer false alarms and calls for service
- **Labor-saving features**
  Reduce up-front purchase cost and total ownership lost over the years
- **Operational benefits**
  Gives you an easily understandable system

- Remote testing enabling dealers to walk test, communications test and wireless check-in test from Dealer Admin
- Best-in-class proprietary UL Listed wireless technology

Specifications:

- Six onboard 24 volt class B zones
- Eight communication paths between the panel and monitoring center
- Up to .5 amps 24 VDC smoke auxiliary output with OVC protection
  1. Switchable
  2. Non-switchable
- Two 24V NAC circuits (2.5 amps), programmable with:
  - System Sensor
  - Wheelock
  - Gentex
- 12V aux output for compatibility with current zone expanders
- Onboard 10/100 autosensing Ethernet
- Graphic touchscreen annunciator
- Built in ground fault detection
- Agency Listings and Approvals
  - UL864 Listed
  - NYFD (pending)
  - CSFM (pending)

SELL XF6 SERIES

Target:
Approved for commercial and industrial businesses.

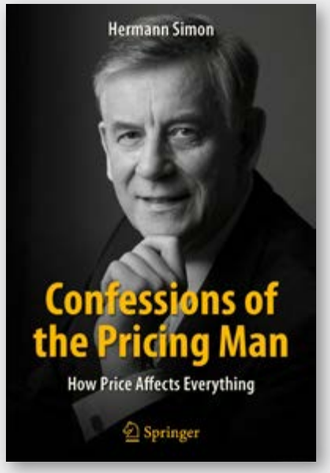
Benefits to End Users:

- Network and optional cellular communicator
- Touchscreen annunciator built into the front of the panel for increased clarity and ease of use
- Use of Virtual Keypad to stay informed:
  - View system status
  - Run reports
  - Check history/events
  - Configure custom actions with notifications

TALKING POINTS

- **Advanced Fire Monitoring**
  Real-time alerts and accurate detection to ensure early response and minimize potential damage. Harness the power of Dealer Admin and Virtual Keypad to effortlessly unlock testing and programming capabilities at your fingertips.
- **Seamless Network & Optional Cellular Integration**
  Facilitates easy integration into existing fire safety systems with its onboard Ethernet connection, allowing for centralized monitoring and control, saving time and resources.
- **Powerful Solution**
  Equipped with a 24V power supply, ensuring seamless operation for all your customers' fire accessories. Additional 24V power supplies can be purchased for more options.
- **Rock Solid Reliability**
  The XF6 Series gives you affordable, commercial UL fire-rated wireless panels that can support up to 500 devices with the same quality you have come to expect. Including a proprietary wireless offering, the XF6 Series can support a wireless range up to 1.7 miles.
- **The Path Advantage**
  A path is the programming option used to determine the routing and conditions needed to send a message to the central station receiver. Up to eight paths of communication may be programmed. There are two types of paths to choose from: a Primary path and a Backup path. The Primary path is the first path used to send messages. A Backup path is used if the preceding Primary path becomes unavailable. Once you have chosen the type for the path, the rest is easily configured. Paths of communication offer a significant advantage because a panel may be programmed with multiple Primary paths each with their own Backup path. Programming each individual path from beginning to end allows you to visualize how the messages are routed and handled.
- **Trusted Wireless**
  Our 900 MHz spread-spectrum Two-Way Wireless is tried and true. As the industry's longest-range wireless with the widest selection of products for its class, with millions of units installed in the field, countless dealers continue to rely on our wireless for their customers.

DMP BOOK CLUB:
Confessions of the Pricing Man by Hermann Simon



In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time.

The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business.

It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage.

In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

OWNERS FORUM

EST. 2012

APRIL 9, 2024
AT THE CONRAD
IN LAS VEGAS

Please RSVP before Friday, March 15, 2024.

Scan the QR code or visit DMP.com/OwnersForum-2024 to register. We look forward to seeing you!

SPEAKERS

HOST: JEFF CIVILLICO

Jeff Civillico recently celebrated a 10-year run on the Las Vegas Strip as a Headliner with Caesars Entertainment at the iconic hotel properties The LINQ, The Flamingo, and The Paris. His clean, family-friendly "Comedy in Action" show remains highly acclaimed.

Jeff now takes his renowned comedy show to live, virtual, and hybrid corporate events and conferences globally. Having been featured in national publications including *Forbes* and *The Wall Street Journal*, Jeff also serves as a Host Personality and Keynote Speaker for major corporations, associations and nonprofit organizations.

KEYNOTE SPEAKER: TIM WHALL

Tim Whall has extensive M&A experience having acquired 100+ companies with investments of over $18 billion in the past 20 years. Currently, Tim serves as Chairman for the GTCR owned ADT Commercial, acquired from ADT in late 2023.

Tim has partnered with private equity on five occasions delivering cumulative IRR in excess of 40%. His ability to bring buyers and sellers together, raise the necessary capital, secure financing and operate the companies delivers extraordinary returns.

KEYNOTE SPEAKER: HERMANN SIMON

Hermann Simon is the founder and Honorary Chairman of Simon-Kucher, global market leader in pricing and growth consulting with 47 offices and 2,200 employees worldwide. He is an expert in strategy, marketing and pricing and an internationally sought-after consultant and speaker.

Hermann Simon studied economics and business administration at the Universities of Cologne and Bonn. He is the recipient of numerous prizes and received honorary doctorates from universities in Germany, Poland, and Slovenia. Simon served in the German Air Force and is a reserve officer. His hometown awarded him and his wife Cecilia honorary citizenship.

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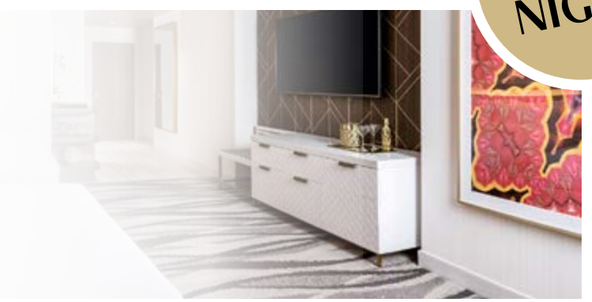

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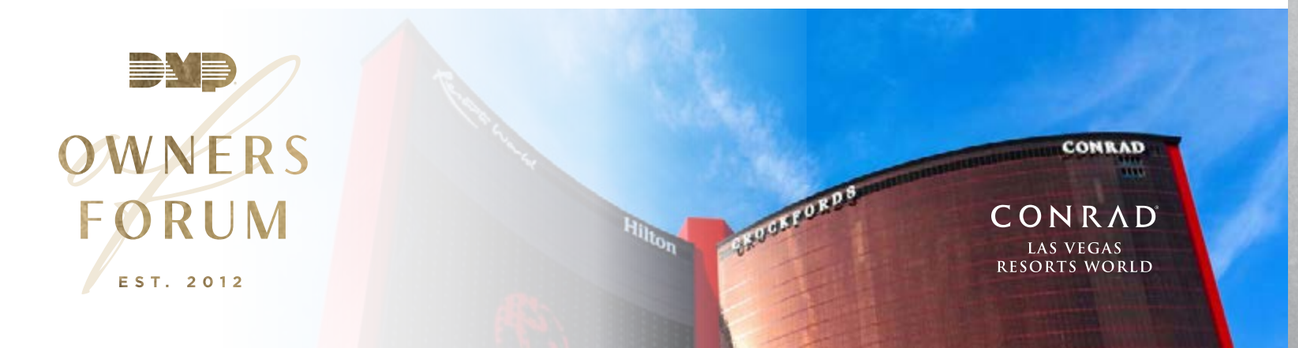

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When I started out in this industry I didn't really know what I was doing. I wanted to be able to learn from others, and I found wise and experienced people that would share with me what they did that worked, and what they did that didn't work...and I found those lessons invaluable to growing my company...and I just wanted other DMP dealers to be able to experience the same kind of invaluable sharing of best practices.
– John Loud, President, LOUD Security

DMP EXECUTIVE ROUNDTABLE
DEALER

Mark Hillenburg, Vice President of Industry Relations

ST. AUGUSTINE, FLORIDA *FALL 2023*

For almost a decade DMP has been sponsoring Executive Dealer Roundtable events at different venues around the country. This fall was no exception. The most recent Dealer Roundtable was one of the largest on record, with nearly 120 participants from all over the country.

[DMP Dealer Roundtables are] a great opportunity to learn more in-depth about DMP and network with industry professionals that you may not have the chance to meet at other events. – Craig Muenkel, Operations Manager, Custom Alarm, Rochester, Minnesota

If you have never attended a DMP Executive Dealer Roundtable, I would like to personally invite you. The next one will be in Huntington Beach, California on February 12-13, 2024. And if you have attended (many of you are at each one) we hope to see you again as well.

To give you a little background on the event, Roundtables originated from a dealer request. John Loud, President of LOUD Security, came to us and asked for an event he could attend with other like-minded dealers and learn from. It would be a place where best practices could be shared and networking would be fostered.

I think John refers to this approach as his R&D program, which if you know John, you know that stands for "rip-off and duplicate". Of course, that is not entirely the case. John has shared with us, and all of you, as much or more than he has taken away over time. And that is really the whole idea.

Dealers come to the Roundtable, typically it's the owner or executive leadership, but not always. They have the opportunity to spend a couple of days with other DMP dealers from different regions of the country discussing the finer points of how they manage and run their business.

One of the foundational principles of DMP is found in our mission statement: "we provide customer driven products through listening and anticipating needs." In addition to hearing from other authorized DMP dealers, we also get to hear from you. The DMP team finds it incredibly valuable to be able to learn from you, what you may need or what product we should be working on, or even a feature or improvement to an existing product. Occasionally, we bring new products and the attendees of the Roundtable get a sneak peek or first look at those. Our product managers typically present sessions on new DMP products and are able to quickly glean feedback and make sure the products are hitting the mark.

Join us at the Executive Dealer Roundtable

HUNTINGTON BEACH, CA | FEBRUARY 12-13

Come join us at the Spring 2024 Executive Dealer Roundtable in Huntington Beach, California! Reserve your room in the room block at the Paséa Hotel & Spa.

Don't miss this opportunity to gather with other DMP dealers for discussions on best practices and alarm industry issues.

Thank you for registering by Monday, January 22, 2024!

DMP.com/DealerRoundtable-HuntingtonBeach

This most recent event was fairly typical in this regard, and we are going to spend some time looking at each of the sessions below. If you could not make it, this is a perfect little recap of the meeting. We would like for you to consider attending in the future.

Let me say that we truly appreciate the time and effort dealers invest into creating, preparing, rehearsing and giving their sessions. The Roundtable simply would not exist if it were not for you dealers sharing your expertise. If you have ever presented at a Roundtable, thank you! Truly, we appreciate you.

A TECHNICIAN UPSELL PROGRAM AND ALARM COMPANY LESSONS LEARNED FROM NICK SABAN

Richie Petitbon, President, Petitbon Alarm Co.
Richie Petitbon, III, Sales, Petitbon Alarm Co.

The Petitbons presented a master class in how to create, motivate and fund an upsell program that will add considerable dollars in profit to your company. It was a great topic and one that I'm sure any company could learn from.

FINISHING... THE LAST 10% OF THE JOB

Blake Dundas, Business Manager, Dial Security
Melissa Dundas, Electronic Security Manager, Dial Security

Blake and Melissa Dundas reminded us that finishing the job is half the battle sometimes, regardless of what that task or job is. Getting the final walkthrough so you can bill it, or taking a project or procedure to full completion, don't let it languish, finish it.

WORKFORCE DEVELOPMENT THROUGH TECHNICIAN ONBOARDING AND TRAINING

Rick Seymour, COO, Guardian Hawk Security

We all have difficulty recruiting and onboarding employees these days, and none harder to find than a good technician. Rick Seymour told us about strategies that have worked successfully in Florida to develop technicians from the ground up.

CREATING SALES HABITS FOR A SUCCESSFUL SALES TEAM

Scott Elkins, CEO, Zeus Fire and Security

Scott Elkins has led Zeus Fire & Security on a rocket ship ride of phenomenal growth in the last couple of years. Here he shared with us some of his personal habits and corporate habits that will lead anyone to success.

ALARMVISION REAL WORLD APPLICATIONS

Barrett Hillenburg, Product Manager, Software, DMP

DMP's AlarmVision™ is starting to gain traction. Barrett Hillenburg took us on a closer look at some applications for its use and successful implementation.

THE MONITORING CENTER INTEGRATION WITH VIRTUAL KEYPAD

Barrett Hillenburg, Product Manager, Software, DMP
Steven Hayes, President, WorkHorse Service Company Solutions

Have you ever wondered if there is a better way to update the emergency call list for your monitored accounts? Rest assured, there is, and Barrett Hillenburg and Steve Hayes told us about this FREE service from DMP that will save you hundreds of hours of time in the monitoring center.

THE USE OF AI IN EVERYDAY SALES, MARKETING AND OPERATIONS

Sam Phillips, Vice President of Customer Experience, Acom Integrated Solutions

Sam Phillips took us on a very interesting and eye-opening journey through the world of artificial intelligence and how we can use it and apply it to our everyday lives.

XR SERIES CONTROL PANEL FUTURE ROADMAP

Aaron McGhee, Product Manager, Control Panels, DMP

As we are often to do, we used this session to gain some feedback from you all as to what new features or capabilities we need to bring to future versions of the XR Series panel line.

REDUCE TRUCK ROLLS, OPTIMIZE FIELD SERVICES, AND INCREASE CUSTOMER SATISFACTION

Jeremy Bates, President, Bates Security

Jeremy Bates is an award-winning operator of a very well-respected alarm company with multiple offices, and he shared with us part of the reason that is the case. His session is a great example of the type of learning you can come away with from a Roundtable. This session was outstanding.

NOW SHIPPING! THE XF6 SERIES, THE 24V FACP THAT YOU HAVE ALL BEEN ASKING FOR

Aaron McGhee, Product Manager, Control Panels, DMP

You have asked for it for a while, and now it's shipping: The first 24V Fire Alarm Control Panel from DMP. If you haven't tried one yet, what are you waiting for?

I hope this run-through of the lastest DMP Executive Dealer Roundtable was beneficial for you. I hope there is something you can learn and take that will make your company better. But mostly I encourage you to attend one in-person. The benefit of making connections with people all around the country doing the same thing as you is really invaluable.

I started attending the DMP Dealer Roundtables to find best practices and do some networking...and I found that and formed several lifelong friendships with other company owners in the process.
– Gene Earhart, Wellington Security, Minneapolis, Minnesota

View all the presentation slides from the Dealer Rountable here.

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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. Visit DMP.com/Training/DMP-University for more information.

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 affects 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

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/.

The Monitoring Association

DMP Sales Training Workshop Options

If you would like for us to bring sales training to you at your company, contact Angela Hudson at AHudson@DMP.com.

EST. 2019

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Sales ACADEMY

EST. 2020

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Sales Academy and Sales Management Academy dates and locations coming soon!

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One Voice for The Alarm Industry on Alarm Management Issues

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- Network Liaison
- Intervention (POLICE)
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THE SALES SKINNY

PARADIGMS AND CLOSE PERCENTAGE

Jack Conard,
Director of Sales
Training

I want to talk about a fascinating topic that greatly influences our communication — paradigms.

It sounds like a complicated term, but it's just a fancy word for how we see the world through our own filters. It's a lens through which we interpret everything we hear and see.

Understanding Paradigms: Filters Shaping Our Worldview
Paradigms are influenced and shaped by various factors such as how we were raised, where we live, gender and race. They fundamentally define how we view the world around us.

A Tale of Diverse Paradigms
Growing up in different places leads to unique paradigms. For example, if you were raised in France, China or Australia, your worldview would be different than if you were raised in America. Moreover, if you were raised in the country, your paradigms would differ from those raised in the city.

Picture this: when someone says "red sports car," what immediately comes to mind? For me, I see a red Corvette. However, others might envision a red Lamborghini, a red Mustang, a red Porsche or a red Alfa Romeo. It's not the specific image that matters; what's crucial is that it's different and varies from person to person.

How Communication Takes Shape
In order for me to understand your paradigms, I must adjust my thinking and communication to the way you perceive the world. We all have a projector in our minds. It takes the words and filters them through your paradigms. That is precisely how communication works — each word carries a distinct picture that shapes our understanding.

Leveraging Paradigms for Sales Success
As sales professionals, understanding paradigms is vital. If I don't adjust my thinking to the way you perceive the world, you may not understand my sales pitch or presentation. Understanding the perspective of our prospects and tailoring our communication allows us to bridge the gap, avoid misunderstandings and not miss a sale. Because if I do not, then they might not buy my product.

If we don't understand what picture is being projected from our communication, then this can cause serious miscommunication. It becomes an everyday occurrence when paradigms come into play, leading to ramifications that could affect crucial aspects like war, health, family or work.

Ask Yourself These Critical Questions:

1. **Are paradigms good?** Explore the role of paradigms in shaping thoughts and decisions.
2. **Who has paradigms?** Reflect on how everyone possesses these powerful filters.
3. **How could a paradigm affect your prospects' view of your product's features?** Consider the impact of paradigms on product perception.
4. **How would you apply paradigms to selling?** Delve into practical strategies to leverage paradigms in sales interactions.

Embracing the power of paradigms can work wonders for your sales success. By understanding where your prospects are coming from, you build trust, improve your close percentage and boost your success rate in closing deals.

Subscribe to the monthly Sales Skinny emails:

DMP.com/SalesTraining

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ESA ELECTRONIC SECURITY ASSOCIATION

The Voice of the Electronic Security & Life Safety Industry

ACCESS CONTROL

Interview with Troy Riedel, *DMP Director of Sales, X1*

1 Can you give us an overview of the state of the access control market today?

Several physical access control technologies have seen increased development and adoption recently due to various factors, including advancements in security, convenience and integration capabilities. Some of the technologies generating the most attention recently include:

- **Cloud-Based Access Control**
  Twenty years ago, cloud-based access control solutions were almost non-existent. Today, nearly every access control manufacturer offers a cloud-hosted or cloud-managed system. Cloud based access control offers scalability, flexibility and remote management capabilities. They are cost effective, IT-friendly and allow administrators to control access permissions from anywhere, making them increasingly popular for businesses with multiple locations or remote workforces.

- **Mobile Administration and Credentialing**
  Leveraging smartphones for system administration and access credentials has seen a surge. Mobile-based credentials use Wi-Fi, Bluetooth or NFC, enabling users to unlock doors with their mobile devices. The convenience of using smartphones and wearables, the ability to manage access remotely and the added security of these devices have contributed to the increased use of this technology.

- **AI and Machine Learning**
  Today, the use of AI/ML in security applications is no longer hype. The integration of AI and machine learning has improved the capabilities of access control systems, enabling predictive analytics, behavior analysis for threat detection and anomaly identification to enhance security measures.

- **IoT Integration**
  Integrating access control systems with Internet of Things (IoT) devices has become more common. This integration allows for enhanced security measures, real-time monitoring and automation of access control processes.

- **Biometric Access Control**
  Biometrics, particularly facial recognition, has been gaining popularity due to growing accuracy and convenience. Biometrics in general offer a more secure and efficient alternative to traditional card-based systems.

The emergence and adoption of these technologies over the past few years can be attributed to several factors:

- **Increased Security Concerns**
  With growing security threats, businesses and organizations are seeking more robust and advanced access control solutions to protect their personnel, premises, data and assets.

- **Remote and Flexible Work Environments**
  The shift towards remote work has increased the demand for access control solutions that can accommodate flexible working arrangements while maintaining security standards.

- **Regulatory Compliance Requirements**
  Increasing regulations and compliance standards have prompted the adoption of more sophisticated systems to meet protection requirements.

Overall, the convergence of technological advancements, security needs and changing work dynamics has fueled the evolution of advanced physical access control technologies on the market.

2 Do you see that customers are looking for specific features when they decide to upgrade their access system?

Customers seeking to upgrade their physical access control systems typically prioritize a combination of factors based on their specific needs and industry requirements. Some key aspects customers often consider when upgrading their access control systems include:

- **Enhanced Security**
  Security remains a primary concern for customers. Upgrading to systems with advanced authentication methods such as biometrics or multi-factor authentication provides heightened security measures to protect against unauthorized access.

- **User Experience**
  Improving user experience is a crucial factor. Customers often seek systems that offer convenience, such as touchless access, mobile credentials or faster authentication methods, reducing friction for authorized individuals while maintaining security.

- **Integration Capabilities**
  Better integration with enterprise systems is becoming increasingly important. Customers want access control systems that seamlessly integrate with other security systems (such as video surveillance, alarm systems) and overall enterprise infrastructure like HR databases or identity management systems for easier management and data synchronization.

- **Scalability and Flexibility**
  Businesses and organizations look for systems that can scale with their growth and adapt to changing needs. Scalable solutions that can easily accommodate additional users, locations or technologies without significant disruptions are highly valued.

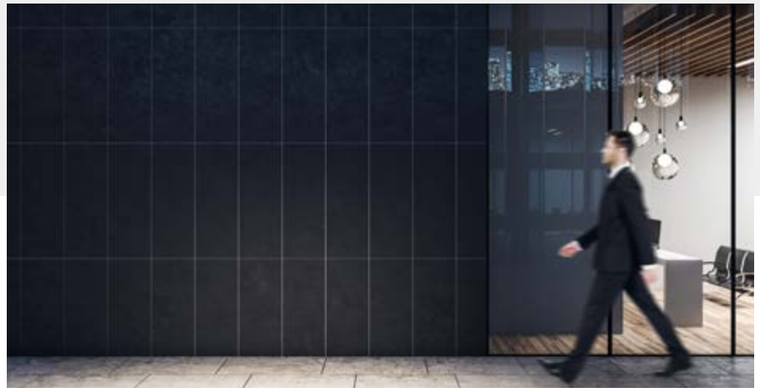
- **Remote Management and Monitoring**
  The ability to manage access control remotely and monitor activity in real-time is crucial, especially with the rise of remote work. Cloud-based solutions excel in this space, allowing administrators to oversee access and make changes from anywhere.

- **Compliance and Regulations**
  Meeting industry-specific compliance standards and regulations (such as GDPR, HIPAA, PCI DSS) is a key consideration for many organizations. Upgrading to systems that ensure compliance and data protection is essential.

- **Cost-Effectiveness**
  While seeking to upgrade technologies, customers also consider the cost-effectiveness of the solutions. They aim to balance the upfront investment with long-term savings in operational costs, maintenance and system expansions.

- **Futureproofing**
  Customers want systems that are future-proof and can adapt to emerging technologies and security threats. Investing in systems that can be updated or expanded without significant system migrations is a priority.

Ultimately, the specific priorities for upgrading physical access control systems can vary based on the industry, organizational size, security needs and technological advancements. However, a blend of enhanced security measures, user convenience, integration capabilities, scalability and compliance with regulations tends to be the primary focus areas for customers seeking upgrades in access control systems.



3 Can you talk to us a little about cybersecurity and access control working together?

Physical and cybersecurity convergence is the integration and coordination of physical security measures (such as access control systems, surveillance cameras, etc.) with cybersecurity protocols (network security, data protection, etc.). This approach allows companies to address security challenges more comprehensively, considering both physical and digital threats as interconnected parts of a unified security strategy. Several factors drive the trend toward a more holistic security approach:

- **Rising Interconnectivity**
  With the proliferation of IoT devices and interconnected systems, the boundaries between physical and digital security have blurred. Integrating physical access control systems with cybersecurity measures helps protect against threats that can exploit vulnerabilities in either realm.

- **Unified Threat Management**
  Companies recognize the need to defend against multifaceted threats. Adopting a holistic security approach enables the monitoring and management of both physical and cyber threats from a centralized system, facilitating quicker responses to potential security incidents.

- **Data Protection**
  Physical access control systems often handle sensitive data, including Personally Identifiable Information (PII) used for identity verification. Integrating cybersecurity measures ensures the protection of this data, guarding against unauthorized access or breaches that could compromise individuals' privacy.

- **Regulatory Compliance**
  Many industry-specific regulations and standards require comprehensive security measures that address both physical and cybersecurity aspects.

- **Risk Mitigation**
  A holistic security approach allows for a more thorough risk assessment, identifying vulnerabilities and potential entry points for both physical and cyber threats.

- **Efficiency and Collaboration**
  Integrating physical and cybersecurity systems fosters better collaboration between departments responsible for different aspects of security. This collaboration enhances efficiency in incident response, threat mitigation, and overall

security management and policy adherence.

- **Remote Work Considerations** With the rise of remote work, securing both physical premises and digital infrastructure becomes crucial. Holistic security measures address the security challenges posed by remote access to systems and the need to protect physical facilities with reduced on-site presence.

By merging physical and cybersecurity measures, companies create a more robust security posture that accounts for a wider range of potential threats. This convergence allows for better protection of assets, data and personnel, offering a comprehensive defense against modern security risks in an increasingly interconnected world.

4 Is there an efficiency for users when they shift to a cloud-based access control solution?

Cloud-based and hybrid physical access control solutions are revolutionizing how businesses manage their security measures by offering flexibility, scalability and enhanced efficiency. Here's how these solutions contribute to flexibility and efficiency:

- **Remote Accessibility and Management** Cloud-based access control solutions allow administrators to manage access permissions, monitor security events and make system changes remotely from anywhere with an internet or cellular connection. This flexibility is particularly beneficial for businesses with multiple locations or remote workforces, as it enables centralized control and oversight without physical presence.

- **Scalability and Adaptability** Cloud-based solutions are highly scalable, allowing businesses to easily expand or adjust their access control systems to accommodate changes in the organization, such as new employees, additional facilities or evolving security needs. This scalability ensures that the access control platform can grow alongside the business without requiring significant hardware investments or infrastructure changes.

- **Reduced Infrastructure Costs** Cloud-based solutions eliminate the need for extensive on-premises hardware and infrastructure, reducing upfront capital expenditure. This cost-effectiveness is especially advantageous for smaller businesses that may not have the resources for large-scale infrastructure investments.

- **Faster Deployment and Updates** Cloud-based access control solutions typically have faster deployment times compared to traditional systems. Additionally, updates and system enhancements can be implemented more efficiently and seamlessly by the service provider, ensuring that businesses always have access to the latest features and security patches without disruptions.

- **Improved User Experience** Cloud-based access control often offers convenient features such as mobile credentials, allowing users to access premises using their

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smartphones. This touchless and convenient method enhances user experience and adds a layer of security by reducing the reliance on physical access cards or keys.

- **Enhanced Security and Reliability**
  Cloud-based systems often benefit from robust security measures implemented by service providers. They feature encrypted data transmission, redundant backups and continuous monitoring, offering a higher level of security and reliability compared to traditional on-premises systems.
- **Real-Time Insights and Reporting**
  Cloud-based solutions provide real-time access logs, analytics and reporting capabilities, allowing businesses to gain insights into access patterns, detect anomalies and generate detailed reports on system usage, which can be valuable for security audits and compliance purposes.

Overall, cloud-based and hybrid physical access control solutions empower businesses to adapt to changing security needs, improve operational efficiency, and provide a more seamless and secure experience for both administrators and users.

5 Are there cybersecurity concerns with cloud-based access control?

DMP takes a multi-faceted approach to address cyber-security concerns, encompassing product development, education, collaboration, compliance, research and responsive customer support to ensure a secure environment for our customers and dealers. This approach includes but is not limited to:

- **Product Security Features**
  DMP incorporates robust security features into its products. This includes encryption protocols, secure communications, firmware updates and access controls to safeguard against cyber threats. DMP offers regular patches and updates to address vulnerabilities and improve system security.
- **Training**
  DMP conducts training sessions and provides educational resources for its employees and dealers. This includes best practices for cybersecurity, guidance on system configuration and awareness of potential risks, aiming to empower users to secure their systems effectively.
- **Collaboration and Communication**
  DMP maintains open communication with customers and dealers to address security concerns promptly. This involves sharing information about potential threats, offering guidance on security measures and fostering a collaborative approach to tackling cybersecurity issues.
- **Compliance with Standards**
  DMP adheres to industry standards and regulations related to cybersecurity, such as encryption standards, data protection regulations and following best practices recommended by cybersecurity organizations.
- **Continuous Improvement and Research**
  DMP invests in research and development to stay ahead of emerging cybersecurity threats. This includes conducting security audits, vulnerability assessments and continuously enhancing our products' security features.

6 What do you see as the value of access control as a portion of the security industry?

The security industry is continuously evolving, with physical access control solutions playing a critical role in comprehensive security strategies. Here's my assessment of the current state and the value of physical access control solutions within the broader security landscape:

- **Integration with Comprehensive Security Solutions**
  Physical access control solutions remain a fundamental component of holistic security frameworks. They are increasingly integrated with other security systems such as video surveillance, intrusion detection and identity management to provide a layered and comprehensive security approach.

- **Adoption of Advanced Technologies**
  The industry is witnessing increased adoption of advanced technologies like cloud-based access control, IoT integration, biometrics and AI-driven analytics within access control solutions. These technologies enhance security, accuracy and user convenience.

- **Continued Growth Towards Cloud-Based Solutions**
  Cloud-based access control solutions continue to gain traction due to their scalability, remote management capabilities and ease of integration with other systems. This shift allows for more flexible and efficient management of access rights across multiple locations.

- **Customization and Adaptability**
  Businesses seek customizable solutions that can adapt to their specific security needs and evolving operational requirements. Scalable systems that can accommodate changes in workforce size, remote work and varying access levels are increasingly valued.

- **Role in Compliance and Risk Mitigation**
  Physical access control solutions play a crucial role in meeting compliance requirements and mitigating security risks. They help organizations adhere to regulatory standards while proactively managing access to sensitive areas or data.

- **Enhanced User Experience and Operational Efficiency**
  Modern access control solutions focus on providing a seamless user experience while improving operational efficiency. Mobile-based access, intuitive interfaces and centralized management platforms contribute to streamlined operations.

Overall, physical access control solutions continue to be indispensable in the broader security landscape, evolving to meet the demands for enhanced security, flexibility, integration and user experience. As threats evolve and technology advances, the security industry remains committed to innovating physical access control solutions that provide robust protection for businesses, organizations and individuals.

7 What does the future for access control look like to you?

Looking ahead, the future for physical access control solutions and services is poised for significant advancements driven by emerging technologies and evolving security needs. I expect to see significant developments in physical access control platforms driven by innovations in several areas including:

- **Enhanced Mobile Access**
  Mobile-based access control using smartphones will become more prevalent. I expect advancements in near-field communication (NFC). Bluetooth and mobile credentials will replace traditional access cards, offering greater convenience and security.

- **AI and Predictive Analytics**
  AI-driven access control systems will become more sophisticated, leveraging predictive analytics to anticipate security threats. AI algorithms will analyze patterns, behaviors and environmental data to detect anomalies and potential risks in real-time, enabling proactive security measures.

- **Behavioral Analytics and Predictive Security**
  Access control systems will incorporate behavioral analytics to understand and predict user behaviors. This will enable systems to preemptively identify potential security risks or abnormal activities.

- **Biometric Evolution**
  Biometric authentication will likely continue to evolve, becoming more widespread and diverse. Advancements in facial recognition, as well as the potential for DNA recognition, and even behavioral biometrics could offer more accurate and secure access control methods.

- **Zero Trust Security Architecture**
  Access control systems will increasingly adopt zero trust security models, where access is granted based on strict verification regardless of the location or user identity, ensuring continuous authentication and authorization.

- **Regulatory Compliance and Privacy**
  There will be a stronger focus on compliance with data privacy regulations, necessitating more stringent measures to protect user data and ensure compliance with evolving legal frameworks.

These innovations will aim to deliver more secure, convenient and adaptive access control systems that cater to the evolving security landscape and technological advancements.

Troy Riedel, Director of Sales, X1
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Combating Organized Retail Crime

Rebekah Teller,
Copywriter

Organized Retail Crime (ORC) has been a concern for decades, but has recently become an urgent issue gaining national attention. According to a new report from the National Retail Federation (NRF), this threat to retailers has quickly grown in scope and complexity. Organized groups have been targeting everyday consumer items that are easier to resell online and come with lower punitive consequences. Online marketplaces have become convenient channels for resale, where consumers purchase them without knowing illegal activity was involved.

Retailers are taking action to upgrade video surveillance and other security measures while industry organizations push for federal policy reform.

Organized Retail Crime Escalates
During the pandemic, these criminal operations grew in prevalence. Perpetrators became bolder and more confident. The 2022 National Retail Security Survey found that "retailers, on average, saw a 26.5% increase in ORC incidents in 2021." And more disturbing, 80% of retailers reported "violence and aggression associated with ORC incidents increased in the past year."

While the conversation often focuses on the impact ORC has to companies' profits and inventory, the increased likelihood of violence in ORC incidents is making it an issue of public safety. Video surveillance examples of these violent acts, even leading to employee death in some cases, have propelled this issue to one of critical importance.

In their written statement to Congress on the impact of ORC, the NRF said, "Retailers' foremost concern with ORC activity is the safety of retail workers and their customers." Lenient laws are being exploited to a dangerous level. Policy reform is needed. Through recent hearings and campaign efforts, the NRF has been urging Congress to pass laws that combat this disturbing problem more effectively.

Increased ORC Violence Demands Attention
Congress is taking action. One new bill that went into effect June 27 is the INFORM Act. This legislation requires online marketplaces to collect more information about third-party sellers, and to provide their information to law enforcement officials. This will improve transparency for investigation purposes and inhibit the resale of stolen items in those arenas.

Investigating ORC cases typically involves multiple states and agencies, as the criminal organizations are able to operate for some time before anything can be done about it. The NRF's report, *Organized Retail Crime: An Assessment of a Persistent and Growing Threat*, found that "The median ORC fencing operation handled about $250,000 in stolen merchandise prior to being apprehended by law enforcement." The scope of these operations indicates a need for improved law enforcement coordination.

A new bill currently under consideration in Congress is the Combating Organized Retail Crime Act, which would create a center for coordinating national and international information sharing across agencies. This would improve investigations and reduce the time it takes to build a case against perpetrators. Understanding ORC operational patterns requires better data and centralized information.

Retail Companies Increase Security Budgets
With improved legislation underway, retail surveillance is an important tool in preventing and prosecuting these crimes. Being able to provide more detailed, more accurate information to law enforcement is a high priority. In June the NRF stated, "Retailers are devoting considerable resources to prevent the victimization of their employees, guests and organizations. They are boosting their budgets for loss prevention and technology."

The more information retailers can supply law enforcement with, the more effective law enforcement investigations will be in apprehending the criminals involved. While pushing for reformed policies, retailers are taking initiatives with their preventative efforts by upgrading their security systems.

Upgrading Retail Security Systems with Your Clients
What are some of the security system upgrades retailers are implementing?

- Video monitoring, such as high resolution cameras and analytics, are becoming necessary tools.
- Access control upgrades limit traffic in targeted areas.
- Internet of Things (IoT) inventory with electronic devices are easily tracked and monitored to reduce risk and improve chances of recovery.

This is a relevant time to review our new video solutions with your retail clients to discuss enhancing their security systems. The new V-6000 cameras include built-in analytics, and the XV-24 with AlarmVision™ transforms their existing cameras into smart motion detectors.

Increasing video monitoring in key areas helps retailers deter criminals. Video analytics gives your clients the ability to respond to critical events rapidly, while diminishing the need to have personnel in harm's way. These enhanced technologies, along with improved legislation, will make an impact in reducing organized retail crime.

FOURTH QUARTER

METRICS DASHBOARD

These metrics will be published each quarter.

25 seconds — **INSIDE SALES** average wait time

23 seconds — **CUSTOMER SERVICE** average wait time

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

1:39 minutes — **TECH SUPPORT** average wait time

Salespeople Trained In-Person	DMP University Instructor-Led Trainings	DMP University LMS Courses Taken
529	3128	18523

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AVERAGE RMA TURNAROUND TIME: **4.57 DAYS**

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> – Courtney Gibson, SICC, chief technology officer and chief information security officer, BioConnect

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NEW

DMP ON THE JOB

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

A SMALL TOOL FOR BIG SAVINGS

Jason Hooge, Training Development Manager

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 if a high-power receiver or repeater is needed in the installation. Using the LED Survey helps you accomplish a quick and flawless DMP wireless installation. The LED Survey combined with the wireless WALK test are just two ways to ensure the reliability of your DMP wireless system.

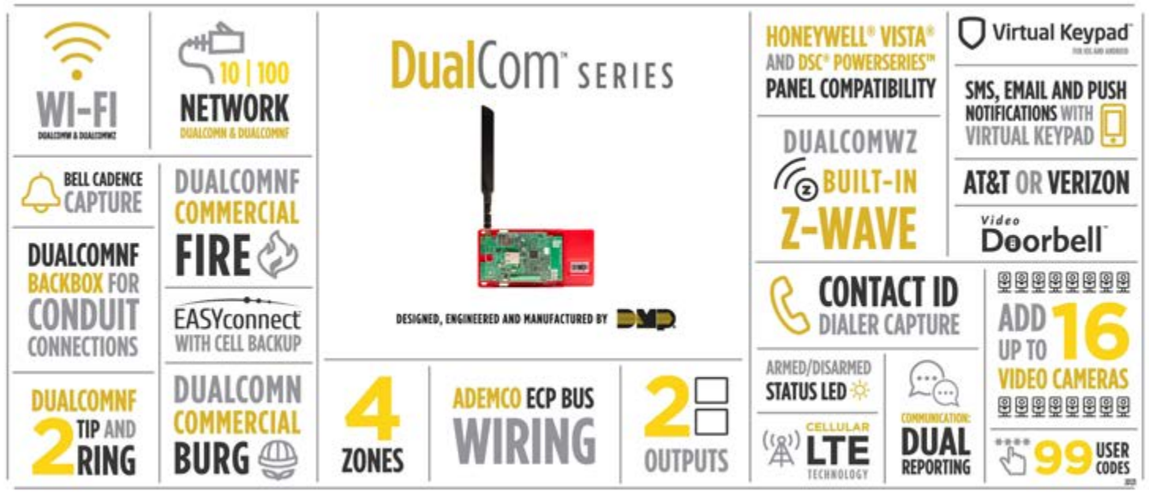
STEP 1	Hold a programmed wireless device in the exact desired location.
STEP 2	Press the tamper switch to send data to the panel and determine if communication is confirmed or faulty.
CONFIRM	If communication is confirmed, for each press or release of the tamper switch the LED blinks immediately on and immediately off.
FAULTY	If communication is faulty, the LED remains on for about 8 seconds or flashes multiple times in quick succession. Relocate the wireless device or wireless receiver until the LED confirms clear communication.

Task	How Often
LED Survey	**ALWAYS**
Adding a Wireless Receiver	**SOMETIMES**
Adding a Repeater	**HARDLY EVER**

MAKING SYSTEM TAKEOVERS EASY

The new DualCom Series includes commercial fire and residential fire installations with primary network communication, secondary cellular communication and two sets of tip and ring terminals. It meets the NFPA 72 standard for single communications technology.

There are non-fire options, too. Regardless, each module has built-in LTE cellular backup that provides a fully supervised alarm communication path over AT&T's or Verizon's LTE networks. As with earlier-generation products, the LTE communicators are designed to work with digital cellular service from SecureCom Wireless™ — enabling dealers to get systems up and running quickly and providing access to SecureCom Wireless' analytics features.



TECH SUPPORT REPRESENTATIVE SPOTLIGHT

Dustin Stevens

What Tech Support team are you on?
XR Hardware team.

What is your Tech Support Level?
Level 3 Technical Support Representative.

How many years have you been at DMP?
10 years.

What is your favorite DMP value and why?
Honesty & Integrity, because all of the other values depend on it.

A little about me:
I'm a father of three and a beginner garage blacksmith.

CAUGHT IN THE ACT

REAL INDUSTRY STORIES

Carbon Monoxide Detection

RALPH SEVINOR, PRESIDENT, WAYNE ALARM

I wanted to share an event that happened last month from a customer who had a CO (carbon monoxide) alarm and was upset when the alarm was activated. If you review the alarm activity log from our monitoring center it took the team LESS THAN ONE MINUTE to react to this event, from receipt of the alarm, calling the customer and dispatching the fire department. All in under a minute!

Without the quick action and empathy of the monitoring center team, great planning from the salesperson and quality installation by our technicians, the outcome would likely have been tragic. It brings up a point of why CO, and for that matter all life safety detectors, should be monitored by professionals.

If it was a local detector alarm, the customer would have likely disconnected the CO detector to silence it, gone to bed with his family and never woken up. We sometimes get caught up in the day to day workload — this should put it in perspective and this is one of many.

When someone asks what we do, I tell them every day we save lives and bring peace of mind using technology by a team of passionate local professionals who care. There are frequent events like this we have and **it takes a great team to ensure we are providing premiere reliable service**. I thought I would share just one.

AlarmVision™ Capture

JEFF HICKEY, PRESIDENT – OWNER, SONITROL

This picture is of an individual we actually captured using the XV-24 with AlarmVision. This occurred in our own parking lot as we were testing the unit. Our central station dispatched on the video and the PD apprehended the individual. It looks like it works!

Do you have an industry story you would like to feature here?

Email Mark Hillenburg at MHillenburg@DMP.com with details about your story and any photos to include.

AlarmVision™ Capture

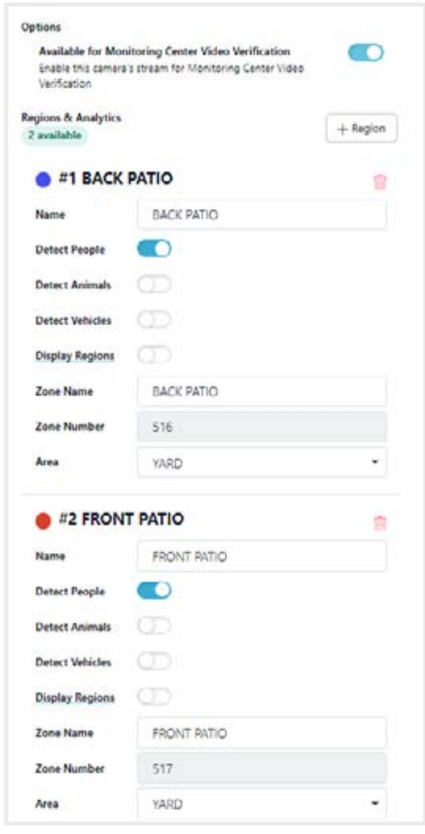
Acadiana Security Plus installed the XV-24 at a local oil field rental tool provider. They had a very expensive piece of equipment that was stolen and they had the idea of having us wiring the gates with pull cords.

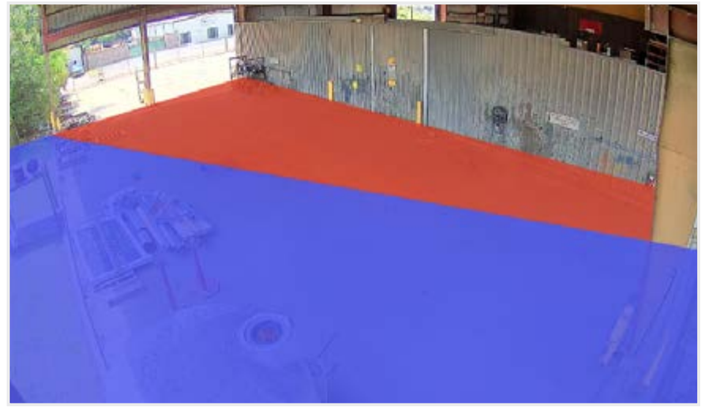
This did not seem like a suitable solution to us due to the amount of labor this would require and the known false alarms we would receive due to the age of the gate.

After a site survey, it was determined that the most cost-effective way for securing their property was to use the XV-24 in conjunction with the previously installed XR150 alarm panel and IP camera system. Despite some reluctance from our customer, we decided to let them try the Alarm Vision solution free of charge for 30 days and we were able to prove that the solution was, in fact, very effective.

Integrating the two systems was seamless and simple and provided our customer with virtual security zones from their existing cameras as well as peace of mind that the facility was sufficiently protected.

We are now pushing the XV-24 for all existing customers that have an XR panel as well as IP cameras, especially our commercial accounts.





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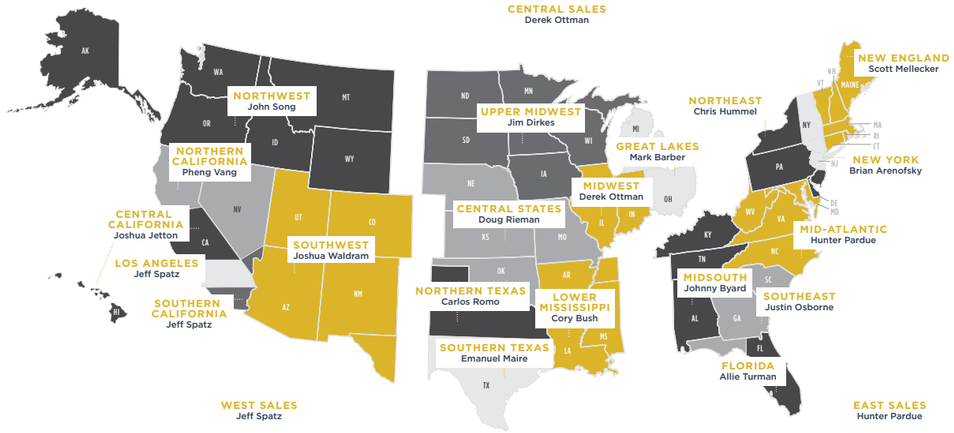

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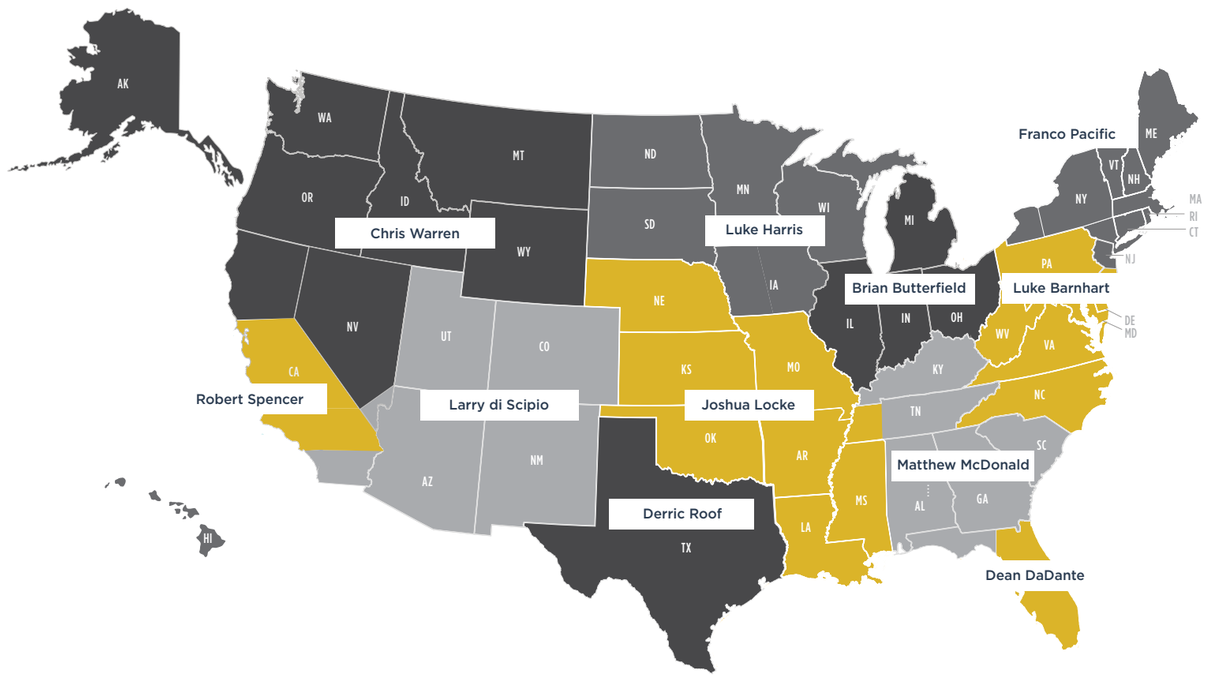
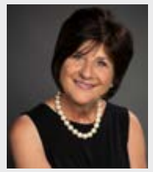


DMP Cares

Giving Back Spotlight: The Monitoring Association



Jan Britton,
DMP Cares
Coordinator

The annual TMA meeting held in Maui gave attendees the opportunity to see firsthand the charred remains of the town of Lahaina as they drove from the airport to the hotel. The August wildfires on the island took 100 lives and left many more displaced.

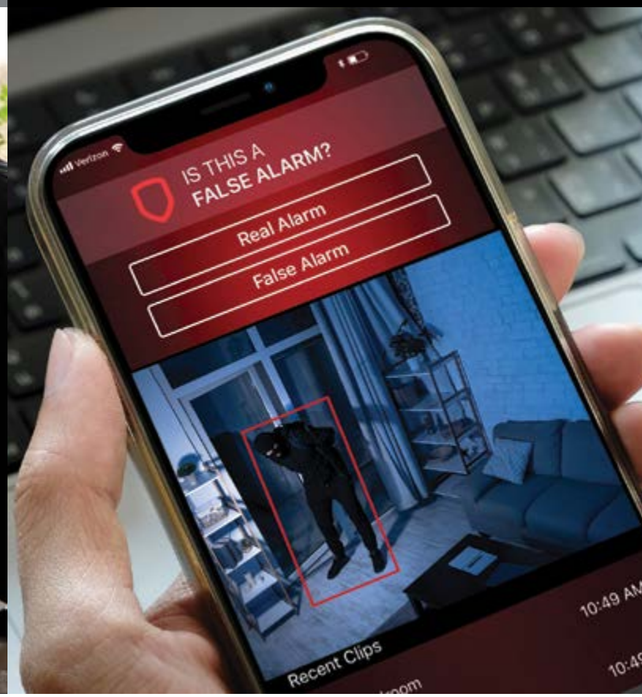
Through a partnership with Convoy of Hope, TMA members and guests packed hygiene kits for those living in temporary shelters and seeking help. Following the Tuesday sessions, everyone lined up to pack towels, soap, toothpaste and other toiletries to be distributed in the area. Many hands make light work! The group packed approximately 1000 kits in just over 30 minutes. It was a great way to give back to such a beautiful place.

Over $10,000 raised, presented to Convoy of Hope from TMA.

The 2023 TMA Annual Meeting attendees packing over 1,000 hygiene kits for those in need from the Maui wildfires.

Tired of Seeing the Crime After the Fact...

Not Anymore!



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Congratulations!

Giving Back Spotlight: SECURITY CENTRAL We C.A.R.E.

Photos taken at the celebration of Security Central's Million Dollar Impact Initiative.

In our March issue, the Giving Back Spotlight highlighted Security Central's Million Dollar Impact Initiative. Congratulations are in order for Jordan Jackson and his team! Eight years ago, they set a goal to donate $1,000,000 to local and global charities over 10 years. This August, they hit the target and accomplished their goal. Jordan hosted a celebratory dinner for his employees and their spouses and invited representatives from the ten organizations impacted by their monetary and volunteer gifts. The galaxy-themed event reminded attendees that we all shine brightest when we shine together. Each employee found the gift of a jacket on their chair to commemorate their accomplishment as a team.

The attendees were privileged to hear stories from two people directly impacted by their donations. One woman spoke of her time in a group home for women and the healing from trauma she had experienced.

Another young man and his mentor shared of their eight-year relationship that changed the course of the teen's life. It was clear that the generosity of the people of Security Central had set them on a new path.

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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 the 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:

ZUCCHINI & YELLOW SQUASH GRATIN

from the kitchen of David and Judy Peebles

INGREDIENTS

- 2 tablespoons butter
- 2 medium zucchini
- 2 medium yellow squash
- 2 garlic gloves, minced
- Coarse salt and ground pepper to taste
- ½ cup heavy cream
- 1 cup bread crumbs
- ½ cup grated Parmesan cheese

INSTRUCTIONS

1. Preheat oven to 450 degrees.
2. Slice zucchini and yellow squash crosswise, ¼ inch thick.
3. In a large skillet, melt butter over medium heat.
4. Add zucchini, yellow squash and garlic.
5. Season with salt and pepper.
6. Cook, stirring occasionally, until zucchini and squash are crisp and tender, about four to six minutes.
7. Add cream, cook until thickened, about five minutes.
8. Remove skillet from heat and stir in ½ cup bread crumbs and ¼ cup Parmesan.
9. Spoon mixture into shallow two-quart baking dish.
10. Sprinkle with remaining bread crumbs and Parmesan and season with salt and pepper.
11. Bake until top is golden, 8 to 10 minutes.

HAM MACARONI BAKE

from the kitchen of Dave and Polly Roberts

INGREDIENTS

- 1 pound package elbow macaroni
- 8 ounces diced ham
- 1 package shredded sharp cheddar cheese
- 8 ounces cream cheese, softened
- ½ cup milk

INSTRUCTIONS

1. Preheat oven to 375 degrees.
2. Boil pasta according to package.
3. Drain and pour into large bowl.
4. Add diced ham, package of cheddar cheese and cream cheese.
5. Stir to combine.
6. Add milk, stir until all macaroni is coated.
7. Cover and bake for 25 minutes or until hot and bubbly.

SOUTHWEST CHICKEN

from the kitchen of Valerie Stange

INGREDIENTS

- 6 chicken breasts
- 1 packet Fiesta Ranch mix
- 1 can black beans
- 1 can Rotel
- 1 can corn (do not drain)
- 1 package cream cheese

INSTRUCTIONS

1. In a Crockpot, combine all ingredients.
2. Cook for six hours on low.
3. Using two forks, shred the chicken.
4. Eat over rice or with tortillas.

NO-FAIL SUGAR COOKIES

from the kitchen of Mark and Lisa Barber

INGREDIENTS

Cookies (makes eight dozen):

- 6 cups flour
- 2 teaspoons vanilla
- 3 teaspoons baking powder
- 2 cups sugar
- 2 cups salted butter (4 sticks), softened
- 2 eggs

Icing (makes two cups):

- 1 pound confectioners sugar, sifted
- 5 tablespoons meringue powder
- ½ cup water

INSTRUCTIONS

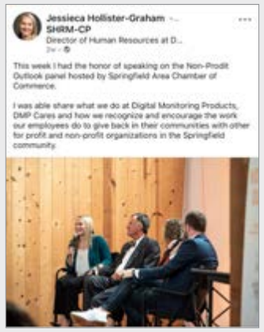
Cookies:

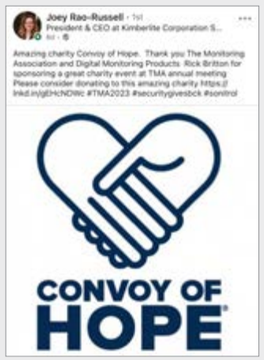
1. Preheat oven to 350 degrees.
2. In a large mixing bowl, cream together sugar and butter.
3. Add eggs and vanilla.
4. In a separate bowl, mix dry ingredients.
5. Gradually add dry mixture to butter mixture and mix until dough forms.
6. Roll a handful of dough on parchment paper or baking mat to ½ inch thickness.
7. Cut dough with cookie cutter and place on baking sheet. No need to chill.
8. Bake for 10-12 minutes and cool on rack.

Icing:

1. Combine all ingredients in the bowl of an electric mixer fitted with paddle attachment.
2. Mix on low speed until smooth and creamy, about 7-10 minutes. If icing is too thick, add more water, one teaspoon at a time. If too thin, beat icing 2-3 minutes more.
3. Color icing with food coloring by blending a drop of coloring at a time until you achieve desired color.
4. Use icing bags or squeeze bottles to decorate cookies.
5. Store in covered containers.

DMP *Social*





DMP FAMILY *Happenings*

DMP Cares

Serving in September 2023 Kindness Cards

This year during the month of September, the employees of DMP were giving the initative to give back to the community. They were given a variety of opportunities to serve. They were also given a “deck of cards” that contained a bunch of different prompts for helping coworkers and doing random acts of kindness around the community. Some of the prompts include: give someone a compliment, send someone flowers for no reason and take a new coworker to lunch. This was a fun reminder for employees to give and to do things for others all year round!

Post your **install photos** on social and tag @dmpalarms!

We love to see your before and after photos!

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Welcome TO THE FAMILY

Justin Osborne

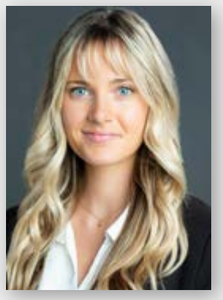
Dealer Development Manager, Southeast

We are pleased to welcome Justin Osborne to DMP as the Dealer Development Manager for the Southeast region. He will provide ongoing service and support to DMP's dealers across Georgia, South Carolina and the Florida Panhandle.

Before joining DMP, Osborne worked in a similar capacity in security manufacturing sales. He has spent the past six years providing service and support to security dealers throughout the east coast. His focus has been to increase dealers' success by helping them become more operational, efficient and increase their sales volume with additional RMR.

"I joined DMP because I want to make an impact for a company that is highly respected in the security industry. I have always heard great things about DMP from others in the industry as well as the dealers that have chosen DMP to be their manufacturing partner. I also feel that the company culture and values closely align with mine. My goal is to provide the support and expertise needed to help dealers succeed at the highest level. I'm eager to work alongside the best security dealers in the industry."

Osborne brings valuable experience and skills to his new role that makes him well-prepared to serve DMP dealers.



Allie Turman

Dealer Development Manager, Florida

We are pleased to welcome Allie Turman to DMP as Dealer Development Manager for Florida. She will provide ongoing service and support to DMP's dealers in that area.

Turman began her career in marketing with Fleenor Security Systems in Johnson City, Tennessee. She then moved to manufacturing sales, focusing on HVAC and security equipment for two years.

"What first drew me to DMP was how highly dealers spoke about the company. With each individual I asked, I only received positive testimonies regarding DMP and the individuals that worked there," said Turman. She learned more about the company and found that the culture and values closely align with her own.

With five years in the security industry, Turman brings valuable experience to her new role. Working for an integrator that purchased and installed DMP commercial products makes her well-prepared to serve DMP dealers.

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DEALER

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FEBRUARY 12-13, 2024

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IN HUNTINGTON BEACH, CA

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and 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, January 22, 2024 at DMP.com/DealerRoundtable-HuntingtonBeach.