

ISSUE 9 | MARCH 2024



Security Dealer DIGEST

Successfully Transitioning Your Family Business to the Next Generation

A Panel Discussion by George De Marco



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Security in One Step
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Sell More and
Work Less
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Why Self-Generated Lead
Creation is Essential
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Note FROM HQ



Michal Moss Early,
Executive Vice President
of Corporate Strategy



As you know, over the last few years labor markets have seen unprecedented adaptation. Dynamic changes, including shallow candidate pools and increased expectations for remote work and other flexibility, have presented new challenges to recruitment and retention. I want you to also know, DMP is evolving to grow its talent, strengthen its culture and position itself to remain a leader in industry innovation.

Creating awareness of the various opportunities presented by the security industry is a key part of effective recruiting. From cloud infrastructures and smart phone apps to video analytics and AI, the security industry is experiencing a renaissance. We aren't just sending alarms over POTS lines anymore. To help spread awareness, create excitement and attract top talent to the industry, The Foundation for Advancing Security Talent (FAST) was formed and I am grateful for the opportunity to be on the board. FAST's recruitment strategies include industry-specific job boards, education and recruitment programs with college campuses and trade schools, and marketing campaigns aimed to influence talented professionals looking to consider the security industry. To learn more, visit their website at advancingsecurity.org.

In addition to recruiting top talent, we also must build and maintain a strong culture. For DMP, this starts with hiring, where we implement Mark Murphy's Hiring for Attitude. Hiring employees who naturally possess and share our mission and values is essential to our culture. And we must always emphasize and provide growth and development opportunities at every level.

We also must embrace flexibility and agility to stay at the forefront of innovation. DMP's executive team is constantly analyzing organizational and leadership structures for DMP's success. Recently, we acknowledged the need for additional leadership in key roles to build and coach the next generation, and over the past year we've worked to define and fill those positions.

We are excited to introduce you to three new additions to our team:

- Quentin Easterling, Vice President of Engineering
- Branton Harris, Vice President of Software
- Warren Hill, Executive Director of Product Management

These individuals add decades of insight and expertise to our company. You'll find their spotlights featured on page 64. Please join us in welcoming them to DMP.



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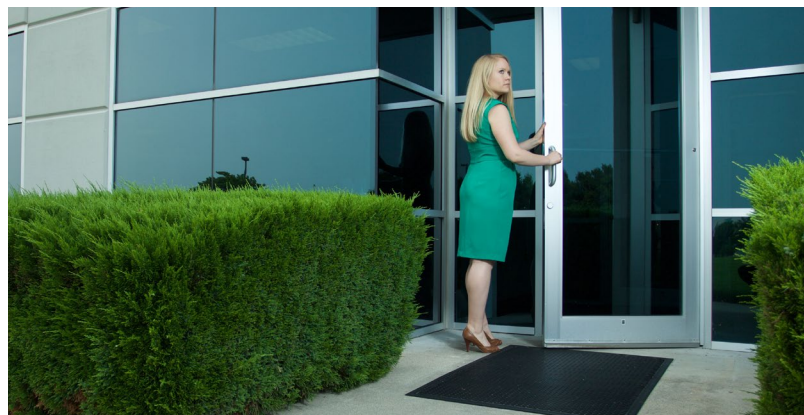
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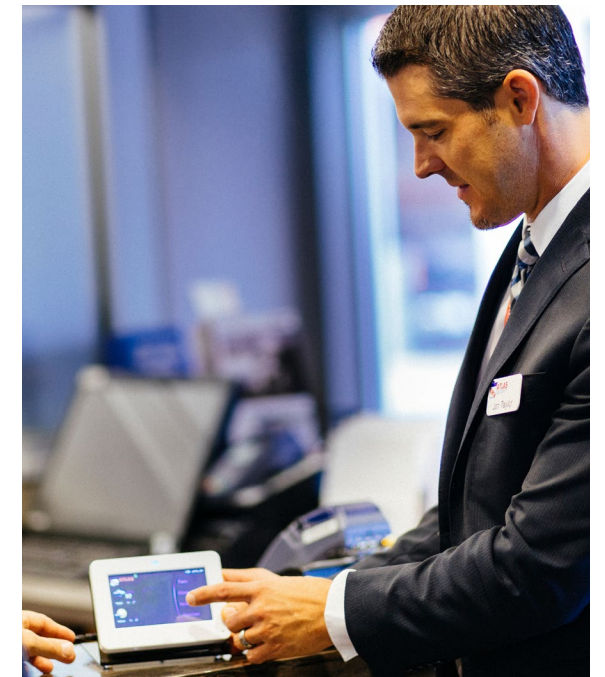
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EVENTS RECAP



The DMP Executive Roundtable in Huntington Beach, California. Product Manager Aaron McGhee presents new features of the 7-Inch Touchscreen Keypad.

AAF Annual Convention 2024

January 22-24



The AAF Annual Convention is an event where over 250 electronic security and life safety industry professionals from the Southeast join together to network and take part in memorable events to improve their businesses.

At DMP's booth was Dean DaDante, regional training manager, Florida/vertical and Allie Turman, regional sales manager, Florida standing with Barb Barden, owner, Security Pro Systems.

CAFAA Annual Conference

February 8-9



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

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

Executive Dealer Roundtable Huntington Beach

February 12-13



The objective of the DMP Dealer Roundtable is to provide dealers with an opportunity to discuss best practices with security professionals around the country.

Hosted by the DMP Executive Management Group, the event consists of one-and-a-half days of presentations and discussions. Most topics are presented or facilitated by dealers that cover a broad range of alarm industry issues.

MOBOTIX Partner Conference 2024

February 15-16



The MOBOTIX Partner Conference 2024 was hosted at the MOBOTIX headquarters in Langmeil, Germany.

The conference was an opportunity to make meaningful connections, encourage collaboration and explore trends, technologies and solutions that stand out. Mark NeSmith, DMP's vice president of international sales, attended this year's event.

Advanced Technician Bootcamp

Class #0224



Advanced Technician Bootcamp is an event hosted at DMP headquarters that consists of intensive bootcamp-style training to immerse your technicians in DMP products and culture.

The Advanced Technician Bootcamp is an event requested by and created for our dealers. Scan the QR code in the bottom right of this page to see upcoming bootcamp dates and to register.

Securitas Leadership Conference

February 21



Securitas Leadership and 100% Club Summit. The conference took place in Cleveland, Ohio. Over 250 of Securitas' top sales leaders attended from around the world.

Sean Cleary, DMP's executive director of strategic accounts, represented DMP at the event. Many Securitas representatives expressed support for DMP's Inside Sales, Customer Service and Tech Support teams as well as the ease of selling, installing and servicing DMP panels.

NJELSA 2024

February 28 - March 1



Brian Arenofsky, DMP Regional Sales Manager, New York, has completed his term as President of the New Jersey Alarm Association (NJELSA) the week of the NJELSA 2024 Annual Symposium.

The symposium ran from February 28 through March 1. Many thanks to Brian Arenofsky for his service to the security industry.

UPCOMING



APRIL 9
LAS VEGAS, NV



APRIL 10-12
LAS VEGAS, NV



APRIL 16-19
SPRINGFIELD, MO



JUNE 3-6
LOUISVILLE, KY

View all upcoming events and trainings here:



DMP.com/Events

FEATURE UPDATES

UPDATE Virtual Keypad Reports Your Customers Want

Virtual Keypad Reports have been enhanced in response to end-user requests.

- **All System Users** report displays every user code, PIN number and type to fully audit who has access to the facility.
- **All App Users** report now includes authority levels, a feature previously only available on Virtual Keypad ADMIN.

- **All Systems Profiles** report includes the number of users with that profile assigned, so it's easier to see how profiles are being used.



For more information, read the full technical update (TU-1401).

UPDATE XR Series, XT Series, XTL Series & Com Series Panel Cell Communication Improvements

Several cellular communications improvements were made for all the panel and Com Series products. These improvements include better CATM1 network handling by ignoring the NBIOT category and by resetting communications if the cellular communications detect any connection errors.

XR Series Version 231 (2/23/24) - Updated Version 231 (2/23/24) firmware is now available on XR150/XR550 Series panels.

XT Series Version 221 (10/20/23) - Updated Version 221 (10/30/23) firmware is now available on XT30/XT50 Series panels.

XTL Series Version 221 (10/20/23) - Updated Version 221 (10/30/23) firmware is now available on XTLplus and XTLtouch Series panels.

Com Series Version 232 (2/23/24) - Updated Version 232 (2/23/24) firmware is now available for download on Dealer Admin.

UPDATE XT Series Version 221

Updated Version 221 (12/5/23) firmware is now available for XT30/XT50, XTLplus, and XTLtouch Series Control Panels.

Panel Improvements

DMP has improved the way XT Series panels send event messages to SecureCom servers. The control panel now has multiple retry events to ensure that all events are delivered successfully. DNS operation has also been improved to ensure the panel can effectively deliver event messages to SecureCom.

Obtaining the New Firmware

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

UPDATE X1 Series Controller

New Features

The following X1 Series Controller software have been updated.

- X1 Series Controllers **Version 231 (11/14/23)**
- Dealer Admin™ **Version 2.97.6**
- Virtual Keypad App™ (iOS and Android) **Version 6.46.0**
- VirtualKeypad.com™ **Version 2.45.13**

Hardware Improvements

X1 Communication

Allows sites with both X1 Series Controllers and XR Series panels to operate cohesively. This will allow X1 systems to communicate with XR systems over the selected network as well as arm and disarm areas in an XR Series panel.

Sending User Codes

X1 Series Controllers are now noticeably faster and more efficient when sending user codes through CSV import.

Software Improvements

Dealer Admin™

Change Connection Type

Allows users to easily change the connection type for their X1 on Dealer Admin. Select the X1 door you want to edit and click the drop-down menu next to **Connection Type**. Users can select **EASYconnect**, **Cell**, or **EASYconnect + Cell Backup** to connect to their X1.

Door Configuration Update

This update allows users to add additional doors to their X1 on Dealer Admin. Select the X1 door you want to add to and click **+ Add Door**. Enter a **Name** and configure the door information. The Address section will correspond to the rotary switches on the unit and cannot be changed on Dealer Admin.

Card Formats Bank

The card formats bank feature allows users to quickly add multiple card formats to their X1 site. In **Site Information**, click the plus icon next to **Card Formats** and enter a **Name**. In **Type**, select an option from the drop-down menu to automatically populate the card format information.

Door Status

The door status feature allows users to quickly view the door status of their X1 on Dealer Admin. Above the name of each door, a status will display. There are three possible states for the X1, including:

- **Green:** Door is online
- **Red:** Door is offline
- **Yellow:** Door is online, but there is an issue with one of the connections and needs to be fixed

Recent Activity

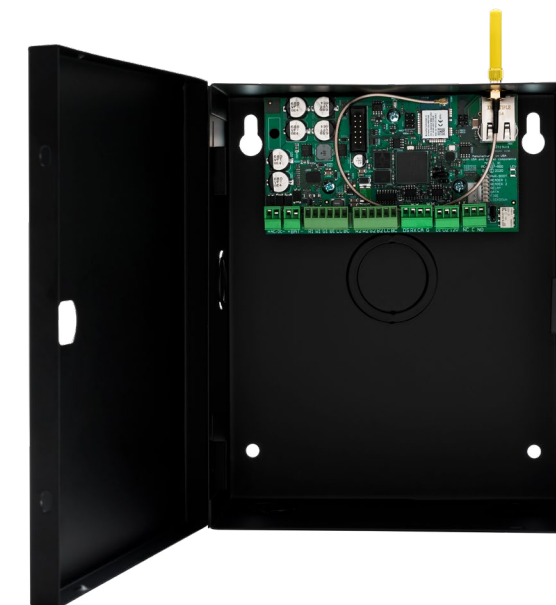
The **Diagnostics** page has been updated to display the last 30 days of user management activity for the X1 site.

Replace X1

To replace an X1, go to the **Site Information** page and click **Select a Door**. Next to the serial number, click **Replace X1** and enter the replacement X1's **Serial Number**. Once the **Serial Number** has been added, the previous X1 information will be sent down to set up the replacement X1.

Diagnostics Improvements

Updates have been made to the **Diagnostics** page to help with troubleshooting. In **Diagnostics**, click **View Analytics**. This will show the network and cellular communication history for that site.



Site Information Improvements

The **Site Information** page has been updated to allow users to customize their site layout on Dealer Admin.

Virtual Keypad App™ and VirtualKeypad.com™

Search and Display Improvements

This update includes improvements displaying and searching **Doors**, **Groups**, **Rules** and **Users**.

View User Events

On the **User Edit Page** in Virtual Keypad, the five most recent events for the selected user will display under **Recent Events**.

User Phone Number

Phone numbers can now be added to user profiles in Virtual Keypad.

User Notes

The user notes feature allows technicians to add notes to the user in Virtual Keypad. After the notes have been saved, they are searchable for that user.

UPDATE 8860 7-Inch Touchscreen Keypad

Updated Version 186.1.0.1002 firmware is now available for 8860 Touchscreen Keypads. Version 186.1.0.1002 is supported by XT30/XT50 and XR150/XR550 Series panels with firmware Version 231 or higher.

Improvements

The following updates have been added to the 8860 7-Inch Touchscreen Keypad:

Voice Annunciation Update

This update introduces the ability for the keypad to announce that a pre-defined zone name has been opened when the zone is tripped.

If a zone name does not match one of the pre-defined names, the keypad will announce the zone number and appropriate message. For a list of pre-defined zone names, scan the QR code to view the 8860 7-Inch Touchscreen Keypad Installation and Programming Guide (LT-2713).



Users can enable the keypad voice annunciation with the toggle and adjust the annunciation volume with the slider in the **Brightness and Volume** settings menu. Refer to the images below.

Z-Wave Thermostat Update

Previously, if the thermostat temperature dropped below 55°F, the keypad would incorrectly display the temperature as 55°F. This update allows the keypad to display the correct room temperature on the keypad at all temperatures.

Obtaining the New Firmware

Firmware updates are available on Dealer Admin (dealer.securecomwireless.com) and in the **Installer Options** menu on the keypad. Follow these instructions to update the keypad firmware on Dealer Admin and at the keypad.

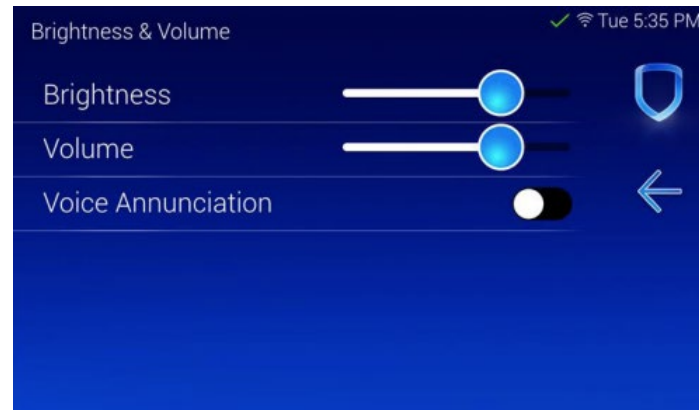
Note: This update could take several minutes. If you are updating from Dealer Admin, please refresh the page to verify that the keypad has checked in with its new version number.

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

DMP.COM/RESOURCES/
TECHNICAL-UPDATES



UPDATE XR Series Version 231

Updated Version 231 (1/25/24) firmware is now available on XR150/XR550 Series panels.

Panel Improvements

XR to X1 Communication
Allows sites with both X1 Series Controllers and XR Series panels to operate cohesively. This will allow X1 systems to communicate with XR systems over the selected network as well as arm and disarm areas in an XR Series panel. Users can also initiate a fire exit and lockdown in an XR Series panel.

XR to XR Communication
Allows multiple XR Series panels within a single site to operate cohesively. This will allow XR systems to communicate with each other over the selected network as well as simultaneously arm and disarm areas on multiple XR Series panels. Users can also initiate a fire exit and lockdown across all connected XR Series panels.

8860 Series Keypad Support

XR150/XR550 Series panels have been updated to support the upcoming feature for 8860 Series keypads to communicate wirelessly with the panel via Wi-Fi network.

7830F Keypad Support

7830F keypads can now be used with XR150/XR550 Series panels.

OSDP Tamper Message Support

If there is an OSDP reader connected to an XR system and a tamper occurs at the reader, a tamper message will be sent to the Monitoring Center.

Default Closing Code Update

XR150/XR550 Series panels that are set up as an Area System will now have the Closing Code option defaulted to YES.

1136 Annunciation

If the Zone Monitor feature was enabled on the panel and an 1100T Wireless Translator was installed, the 1136 Chime Module would not chime for entry or exit delays.

With updated Version 231, the 1136 will chime for entry or exit delays.

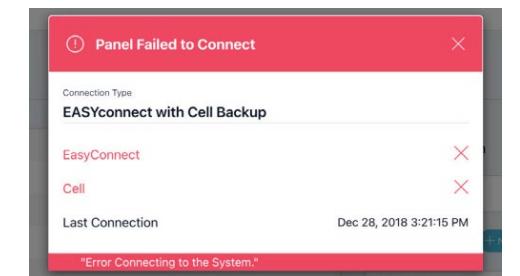
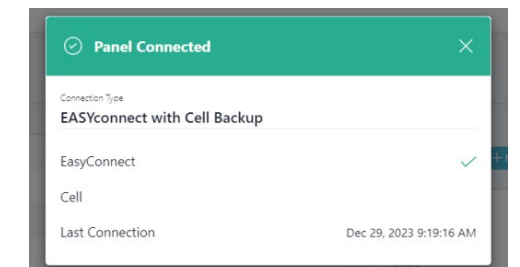
Obtaining the New Firmware

XR150/XR550 firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).

UPDATE Dealer Admin™

Test Connection Update

The Test Connection button has been updated to provide more detailed information on the panel connection status. A **Green** pop-up displays if the panel is connected and a **Red** pop-up displays if the panel is not connected. The programmed connection type, the connection type that was connected or not connected, and the last connection for the panel displays in the pop-up as well. See the images below.



Remote Key Update

The remote key can now be edited with the **Change Remote Key** button. In **System Information**, click **Edit** and scroll to **Remote Key**. Click the **Change Remote Key** button and type in the new remote key. Then, press **Change Remote Key** and **Save**.

V-6000 SD Card Status Update

The **Camera Details** button has been updated to show the SD card status on V-6000 cameras. The following SD card status options are available:

- **Good:** The SD card is properly connected and formatted.
- **Unknown:** The SD card is missing or needs to be formatted. If the SD card needs to be formatted, contact DMP Technical Support.

UPDATE Entré Security & Access Management Software

Performance Improvements

Lockdown Messages Update

Entré treats lockdown messages as recognizable messages.

Profile Association Update

If a panel had new users automatically sent via Profile association but already had a Duress User programmed on the panel, the sent users would overwrite the existing panel users. This update will allow for sent users to be added to the panel without overwriting existing panel users.

Duplicate Area Number Update

Multiple areas cannot be programmed with the same area number in the Edit Panel or Areas sections in Entré.

Event Photo Module Update

In the standard Entré client, personnel photos will display for a user when checking the event photo module for door events.

Duress Users Update

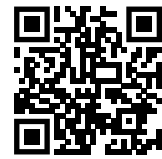
Multiple Duress Users cannot be assigned to a single profile on a panel.

Event History Update

Outputs are recorded as events and show in the event history in Entré.

Obtaining the New Software

Entré Security & Access Management software Version 9.4.1 (2/15/24) 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 9.4.1 (2/15/24), 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)**.

Haven't We Always Known Cameras Would Replace Motion Detectors?



UPDATE 8860 7-Inch Touchscreen Keypad

Version 186.1.0.1076 Update

Updated Version 186.1.0.1076 firmware is now available for 8860 Touchscreen Keypads.

Version 186.1.0.1076 is supported by XT30/XT50 and XR150/XR550 Series panels with firmware Version 231 or higher.

V-6000 Support Update

This update allows the 8860 keypad to display live video and video event clips from V-6000 Series Cameras.

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 below to update the keypad firmware on Dealer Admin and at the keypad.

Note: 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.

AlarmVision™

Real Events. Real Time. Real Response.

XV-24 with AlarmVision™ turns existing customer cameras into smart motion detectors. Monitor areas and detect activities your customer cares about only when they want it. Detect real people, not leaves, branches and birds.

Take action today at **DMP.com/XV24**



UPDATE X1 Series Controller

New Features

The following X1 Series Controller software has been updated.

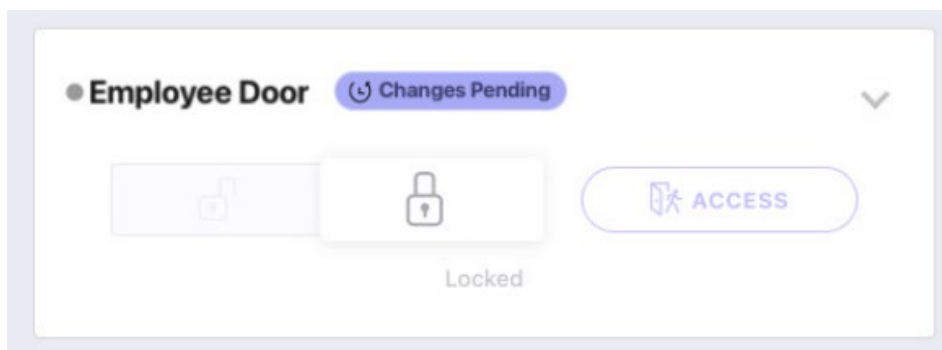
- Dealer Admin™
- VirtualKeypad.com™

X1 Pre-Programming

Dealer Admin™

New or existing X1 sites can now be pre-programmed with doors, elevators, card formats, and outputs. When adding doors or elevators to the X1 site, click

the **Pre-Program X1** checkbox to save the programming for when the X1 comes online. The pre-programmed X1 will appear in **Site Information** and **Diagnostics** with a gray highlight around the box and the status set as **Pending**.



VirtualKeypad.com™

Technicians can select the **Login as Customer** option in Dealer Admin to pre-program user information in Virtual Keypad. They can create Users, Credentials, Groups, Access Schedules, Rules, Auto/Lock Unlock Rules, etc. when the X1's status is **Online** or **Pending**. If the X1's status is **Pending**, then the Virtual Keypad programming will automatically be sent down to the X1 when it comes online.

UPDATE XF6 Series Version 231

Version 231 Update

Updated Version 231 (11/17/23) firmware is now available on XF6-100/XF6-500 Series panels.

Panel Improvements

Status List Update

Zone messages will be displayed in the status list after a user selects **STOP** in the programming menu.

Ground Fault Update

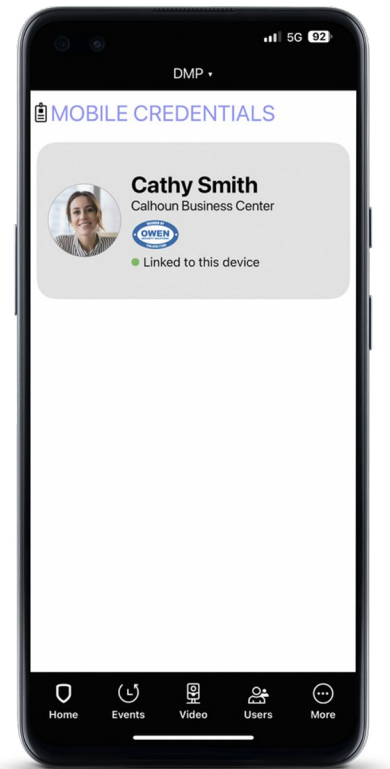
When an XF6 Series panel is running on backup battery, the panel will still check for ground faults.

Obtaining the New Firmware

XF6-100/XF6-500 Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).

UPDATE Mobile Credentials Update Brings a Personal Touch

With the latest version of the Virtual Keypad app, the Mobile Credentials tab now includes your customer's user photo, name, and your company logo on each credential. In addition, you and your customers can quickly confirm a credential has been successfully linked to a device.



**DMP EXECUTIVE
ROUNDTABLE**
DEALER

SAVE THE DATE
DECEMBER 2-3, 2024

**THE WESTIN DALLAS SOUTHLAKE
IN DALLAS, TX**

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 Friday, November 9, 2024 at DMP.com/Roundtable-Dallas24.

FEATURED INSTALLATION



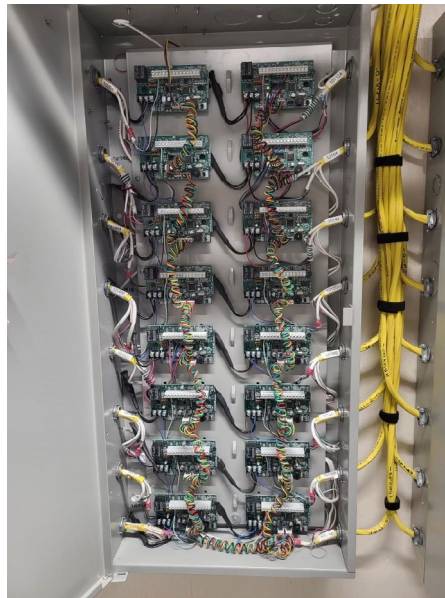
BY CLINT WASHBURN,
PRESIDENT, CONNECT
SECURITY

**Notes from Connect Security
Project Manager, Erryn Fields:**

Connect Security has been a proud partner with DMP for many years. Our small Tucson, Arizona based company has multiple DMP certified Master Level Technicians and prides itself on quality craftsmanship.

This new hospital is equipped with multiple XR550 panels connected to 734 modules and is integrated with several types of door hardware to secure 133 doors with high-security access control. Utilizing the 352G X-large enclosure with a few modifications, we were able to get an installation that looks great and is accessible for future growth and service.

Along with the access control system we wired in several panic buttons to help keep the medical staff safe. At Connect Security, we utilize DMP equipment in all aspects of installation, from Fire, Access control, and IDS.



NEW

You Asked, We Took Action

OUR 24V STANDALONE FIRE PANEL

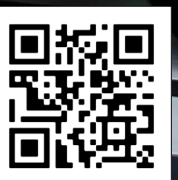
Introducing the new XF6 — an addressable and wireless fire control panel, equipped with free network and optional cellular communications. With a proprietary commercial UL fire-rated wireless offering, the XF6 Series can support a range up to 1.7 miles. Plus, powerful testing features can be performed using Dealer Admin.

The XF6 Series evolved from a long line of reliable panels, suitable for commercial and industrial applications. The touchscreen annunciator provides greater clarity and ease of use.



Unleash the Power of Fire Safety with XF6:
Monitor. Protect. Prevail.

Learn more at DMP.com/XF6Series



Convenience and Security in One Step

Swiping to Disarm on an Integrated Security System

Luke Barnhart,
Regional Training
Manager,
Northeast /
Mid-Atlantic



Imagine entering your workplace, effortlessly presenting your access card, and having the doors unlock and the security system disarm simultaneously. This

seamless experience is made possible with DMP XR Series security systems, offering both convenience and enhanced security. This application note explores the benefits of this feature, addresses common concerns and provides practical solutions to maximize its potential for your security needs.



Benefits of Swiping to Disarm:

- **Simplified Access:** Eliminates the need to memorize and enter disarm codes, streamlining entry and improving user experience.
- **Enhanced Security:** By automatically disarming only upon authorized access, the system mitigates the risk of unauthorized individuals disarming the system.
- **Centralized Control:** Manage access and disarm functionalities from a single platform, simplifying system administration and reducing false alarms.
- **Cost-Effectiveness:** Leverages existing infrastructure and avoids the need for additional hardware or software, making it a cost-effective solution.

Addressing Concerns:

While the convenience of swiping to disarm is undeniable, some concerns arise regarding lost

or stolen credentials. However, several practical solutions effectively address these concerns:

1. Time Schedules

Implement time schedules to restrict access based on employee shifts. For example, if a credential is lost after leaving work, it wouldn't grant access prior to the next workday. It is more likely a credential be left behind on the way home, as that credential would be needed to enter the building.

2. Credential Types

Consider alternative credential types, such as key fobs or mobile credentials, which are less likely to be misplaced or dropped. Key fobs attach to car keys and are more likely to go home with that employee. Mobile credentials are also great and if left behind it is not typically for an extended period of time. In some cases mobile credentials are also

protected behind security layers enabled on that device.

3. Multi-Factor Authentication

For high-security areas, deploy multi-factor authentication using card plus PIN readers. This adds an extra layer of security while maintaining the convenience of operation. With DMP adding a Prox/PIN pad is only a few dollars more and may be assigned to a specific Area of the building and to just a specific group of people (Profile). The remainder of the building can utilize proximity-only readers for ease and speed.

4. Manager Override

Utilize the manager first rule to restrict access to an armed system for non-management personnel. This renders a lost credential useless outside business hours. If the concern is an unauthorized disarm, this is a great method to reduce the

quantity of people who could even perform that function.

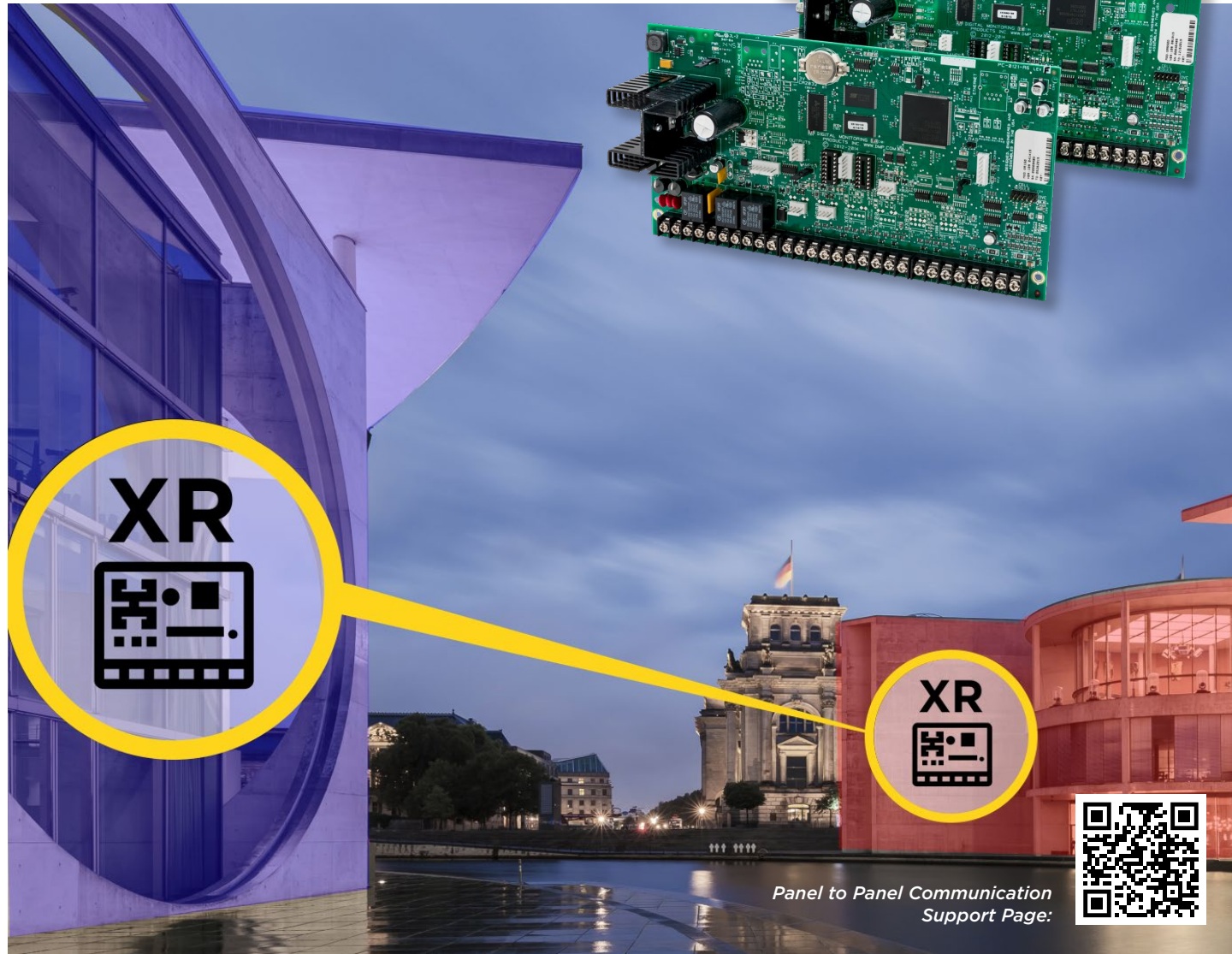
Summary

Avoid splitting the system operation into separate alarm and access control functions, which complicates management and negates the integrated features. Proper configuration ensures optimal functionality and ease of use.

Conclusion

By addressing potential concerns and implementing practical solutions, the swiping to disarm feature can be a valuable asset for your security system. It offers unparalleled convenience, enhances security and simplifies system management. By leveraging this feature effectively, you can create a secure and streamlined integrated intrusion and access control system.

XR Series to XR Series Communication



Panel to Panel Communication Support Page:

This New Feature is a Game Changer for Large System and Campus Applications

XR Series Panel to XR Series Panel communication is a brand-new feature for DMP control panels. This is a very powerful new concept that will change the way large systems are installed and managed. It allows for multiple panels within a single site to operate cohesively. These panels will communicate over the same network to simultaneously arm and disarm areas, as well as

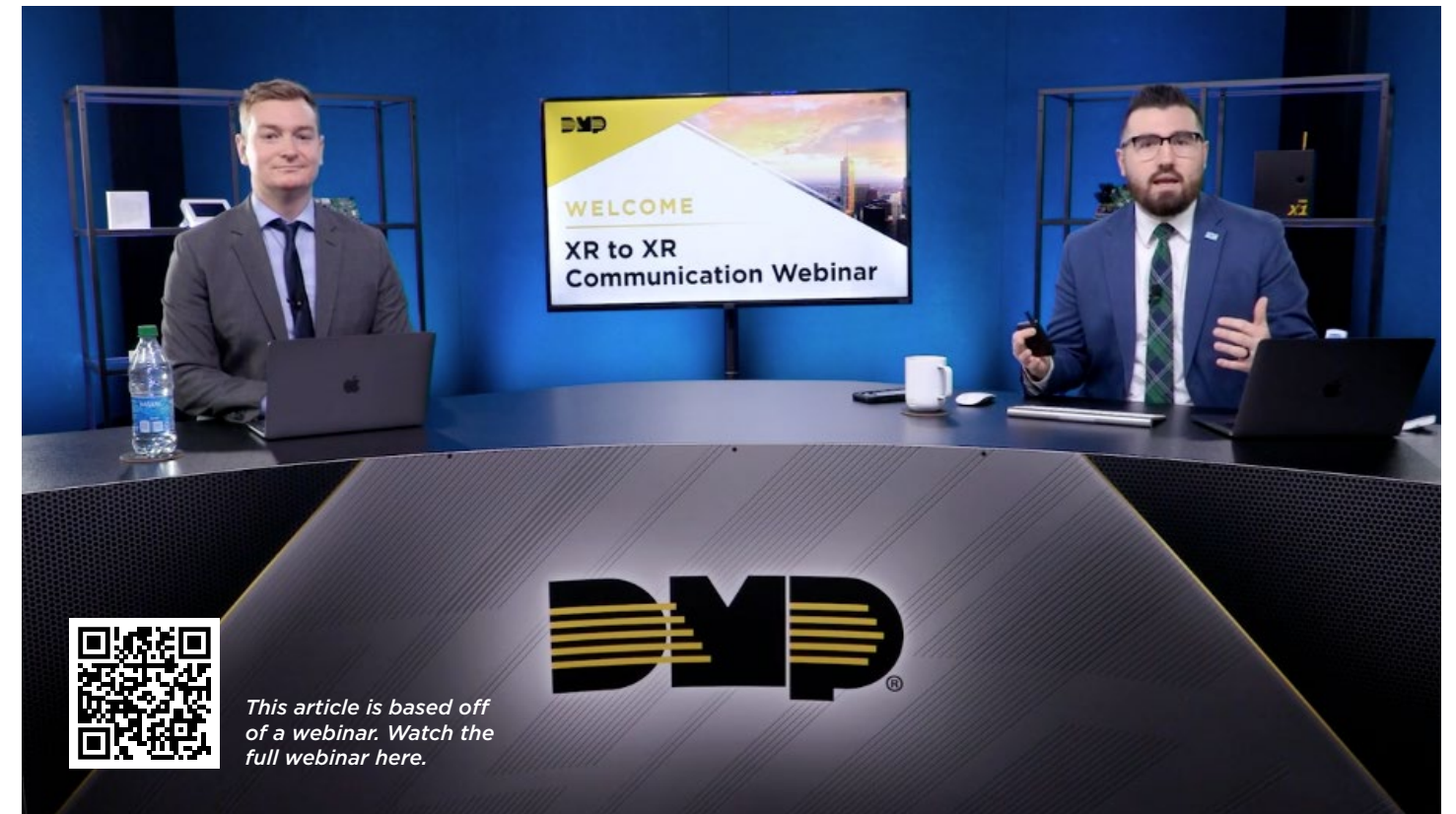
initiate a fire exit and lockdown across the site. They will have the same keypad display messages at each panel, including intrusion alarms, arms/disarms and faulted zones when arming.

Each individual panel needs to be fully programmed before connecting to another panel, including their individual **Communication Path, Areas,**

Zones, etc. See the QR code above for the full *Panel to Panel Communication Help file*.

How It Works

All panels need to use **Area Arming**. Areas that exist in the host panel have to exist in the sub panel, meaning there will be the same number of areas on each panel even if some panels do not have zones assigned to those



areas. Areas across all panels will arm and disarm together. When the area is armed and a zone is tripped, the only panel that will go into alarm is the panel where the zone was tripped. All keypads will display an alarm, but only the panel with the tripped zone will be in alarm.

Best Practices

When programming **Zones**, use a specific name and as many identifying qualities as possible. Any labels such as the building name, door, geographic location (N, S, E, W), etc. should be included in the zone name. The name will be displayed across all keypads and sent to the monitoring center when it is in alarm. This will provide a clear understanding of where to send help upon arrival.

Users are added on a per panel basis but do not need to be the same across all panels. For example, if a user is programmed in Panel A but not Panel B, they will only be able to interact with the system from Panel A. If Panel B goes into alarm, the user will

only be able to go to Panel A to disarm the site and cancel the alarm. If they go to Panel B and try to enter their user code, the panel will not recognize them as a user and will say invalid code.

Use Case Scenario

There is a site with multiple buildings, each with a dedicated XR Series panel. Each building has a main entrance and a side entrance.

The main entrances of each building follow the same schedule. Building One, Building Two and Building Three main entrances disarm at 7:00 AM and arm at 7:00 PM. They are assigned to **Area One** to arm and disarm during their scheduled times.

The side entrances of each building do not follow the same schedule as Area One. Building One, Building Two and Building Three side entrances disarm at 8:00 AM and arm at 5:00 PM. They are assigned to **Area Two** to arm and disarm during their scheduled times.

If the side entrance of Building Three goes into alarm at 6:00 PM, the keypads at Building One, Building Two and Building Three will display the alarm with the zone number and zone name. Only the alarm from Building Three will be sent to the monitoring center. A user at Building Two can go to the panel and disarm the system if they are a user at that building and cancel the alarm for Building Three.

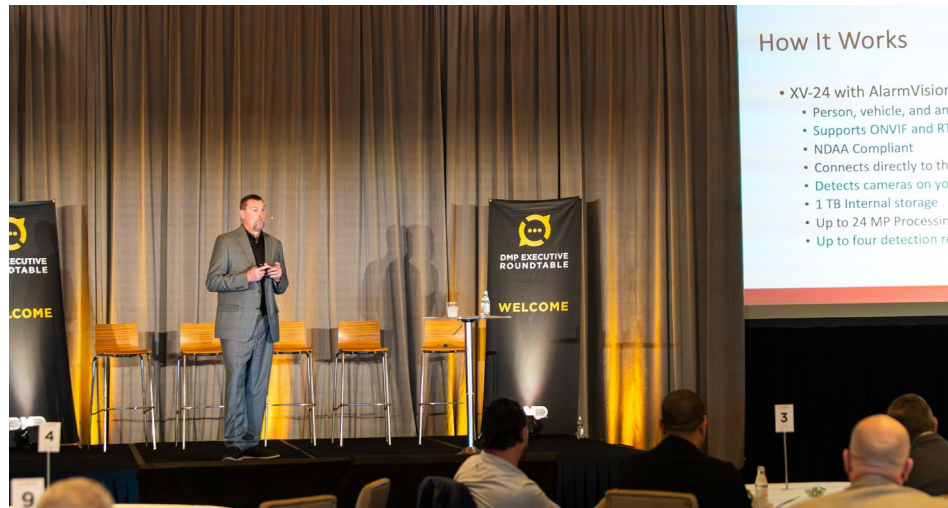
But Wait, There is More!

Similarly, you can have X1 Cloud Access Panels talk directly to XR Series Panels. X1 to XR Series communication allows for sites with both X1 Series Controllers and XR Series panels to operate cohesively. This will allow X1 sites to communicate with XR systems over the same network to simultaneously arm and disarm areas, as well as initiate a fire exit and lockdown across the site.

Browse the X1 to XR Communication Help file to learn more about this new feature.

How AlarmVision™ Works in a Real-World Environment

This article is adapted from a live presentation by Clint Beecroft, COO, Peak Alarm Company, at the DMP Executive Dealer Roundtable in Huntington Beach, CA.



I was excited to learn about XV-24 with AlarmVision last year at ISC West.

As it was introduced to me, I immediately thought of one of our customers that has multiple locations and was struggling with traditional intrusion detectors. I was hopeful this new technology would solve the problem this customer was experiencing.

What we're doing at Peak Alarm is, we use the XV-24 Gateway along with the SPECO Digital Deterrent cameras, which allow us to create a broad-view area of detection. Then we use the analytics of the XV-24 for a smaller area



of detection that comes to the central station for review.

The camera itself picks up a person or a vehicle. You see the red and blue flashing lights, as well as a prerecorded audio message that plays to anyone in the area. This typically runs the people away before they get to the actually XV-24 area of detection. This helps reduce the number of alarms coming into our central station. We're only using it for interior protection or exterior controlled environments, fenced-in areas where once the customer is gone, they've armed the alarm and no one should be in that area. If we see people in those areas, we will dispatch appropriately.

The Farm Store

This is a customer we have had for several years. They have a bunch of locations and they have always been a challenge in a couple of ways. They sell a lot of ranch equipment. They have hay, they sell fencing, equipment, etc... And they usually keep it in an outside fenced-in area.

It was very expensive to trench their parking lots to put up beam detectors in tandem with cameras. It was time-consuming, costly and a hassle for everyone. Once we had the beams installed, it would work pretty well, but it had some issues. In the wintertime, snow would build up on the beams and cause false alarms. If you had debris flying around in these compounds, tarps, or anything, they'd set off the false alarm. It would annoy the store managers, who would have to go out in the middle of the night to see what was going on. Occasionally an employee would set a pallet of products blocking the beams, and that would be an issue.

When we approached them with the XV-24 Gateway, we explained to them we could do away with the cost and false alarms of the beam detectors and simply use the cameras they already had installed.

We can just plug this device in. It'll find those cameras, create zones and work with your alarm system. When the system is armed and disarmed, your cameras will be part of the alarm system. It's going to give you better protection. They loved it. They asked how quickly we could get it installed in a location. We were able to install an XV-24 system in a store in Arizona, and they are ecstatic. They love it. It's working well for them, saving them up-front cost on the installation.

We have grown our RMR and saved them up-front cost. The customer is happy and I'm happy.

The Jewelry Store

Another location we're doing it is jewelry stores. We have a customer who has four or five jewelry stores along the I-15 corridor that runs north and south through Utah. We started to see them being targeted by a ring of burglars.

Long story short, we were able to install some cameras and the AlarmVision XV-24 in a way that would notify us when this particular group of burglars would attack these locations. It is working very well, and we have resolved this particular specific burglary threat to these jewelry stores.

The Warehouse

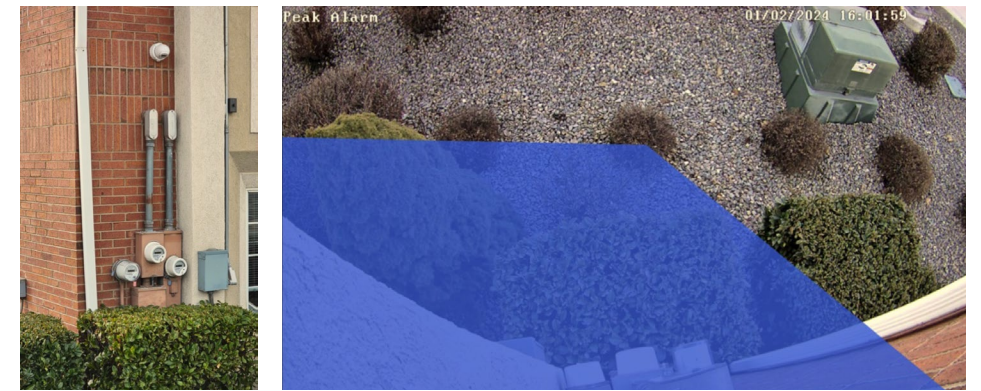
Some other examples. We've had a couple of customers now we've gone into, which have some very large warehouses that are rented out in part or in whole.

We needed some way to delineate the space between tenants. That was maybe a fence or maybe not, and even beam detectors were expensive or difficult to move, because the space requirements were ever-changing from month to month.

We were able to go into this space, use his cameras, create two different zones on them, and with the SPECO Digital Deterrent cameras, the cameras are actually looking at fence itself.

If somebody comes up to the fence, the camera flashing blue and red is telling them, please leave this is a protected area. If they do so, no signal is sent to us. I'm not dealing with nuisance alarms, but if they don't listen to it and they decide to move the fence or hop the fence, a signal comes into our monitoring center. As soon as they hit that blue or red area, we get that alarm. It comes in and we dispatch accordingly.

As this customer decides to grow his space, all we need to do is take that camera, move it a little bit to look at the new area set



up, new areas, and we're good to go. We don't have to install more equipment, and we can adjust to what our customer wants in real time. We don't have all the labor to move wires or beams.

He's happy. I'm happy. Once again, we're getting more RMR for this than we would if it was just a traditional intrusion system. We're all winning at this point. We love it.

The Monitoring Center

As it comes into our monitoring center, the alarms come in just like any alarm ever did before. Our automation grabs it. When it comes in front of a dispatcher, you'll see that yellow highlighted line in the action pattern. It's letting the dispatcher know there's video and it's associated with this account. They click on that, and it then brings up the video alarm event.

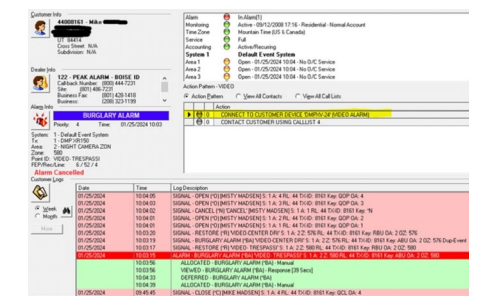
The operator is able to see what triggered the alarm. They can also see live video, the additional video cameras associated with that account and their activity.

When this alarm comes in, the dispatchers are able to see what triggered the alarm, see that exact photo live and then see additional videos on the account. We use this particular video verification service for us. At Peak Alarm, we handle these like we would any other burglar alarm. When it comes in, we get the alarm, we dispatch and we are calling the customer to let them know an alarm is going off on and what it was caused by.

We just simply notifying the customer their alarm system was armed. There is something in an area that you said should be protected. There should be nobody there after hours. There now is somebody there. We want to let you know why the alarm is going off and we're dispatching on it.

So one of the things we've learned as we've deployed these units out there is that controlled environments work best. This AlarmVision™ is a great technology. We're really excited about it. We want our monitoring center team to be really excited about it. We don't want nuisance alarms coming in to us from these. So, for us, the controlled environments work best, either inside a facility or in that fenced-in area.

We see it's the future. Most of our customers already have cameras anyway, so this eliminates us installing more, or additional door contacts or motion detectors. It's been a success for us. We love it. We're going to continue to use it. We've got a salesman in the organization now who's bought into it so much because of the examples I've shown. It's how he leads every commercial sales call.





Successfully Transitioning Your Family Business to the Next Generation

A Panel Discussion by George De Marco



George De Marco



This article is adapted from a LIVE panel at the DMP Dealer Roundtable in Huntington Beach, CA, February 2024.

There is so much transition going on in this industry. It's important for us to have a plan, especially in family-run businesses. How do we move it forward? How do we move past the founder's vision and move it to the next generation?

The stats regarding family business are telling. As a company grows through the generations the percentage of success goes down to where only 3% of companies reach the 4th generation.

There are 5.5 million family-owned businesses in the United States and 78% of all new job creation. An astounding 57% of US GDP come from family business. Family business is the cornerstone of the US economy. That's the success family business is about. That is why it's important we continue the success to the next generation.

Family business leadership relies on competence, not just genetics. Genetics may influence succession, but deliberate training is essential...it can't be left to chance.

The most successful business doesn't leave it for chance. They have a plan and a process, and today we want to learn about the plan or the process our panelists have put in place.

"In preparing for this session, we determined there are four main factors for Family Business Success," states George De Marco as he launches into the conversation.

There are four Cs of Family Success:

- **Continuity** - commitment, excellence and sustainability
- **Community** - unity, values and collaboration
- **Connections** - shared experiences and partnerships
- **Command** - independence, adaptability and empowerment

“Your health is your wealth, your faith is your walk, and you have to transition (your business) to people you trust. People do business with people they know, they like and they trust.” – Morgan Clayton, CEO, Tel-Tec Security Systems



The companies that are the most successful work on these items within their organization. They focus on these items intentionally, and sometimes unconsciously.

Today our panel will be talking about some of these lessons learned and they are going to give you some insight on what has made them successful.



John Campau, president of Comtronics, starts by introducing himself and his wife Anne. “We are headquartered in Jackson, Michigan. I am second generation but

what makes me a little unique is my father started the alarm company back in 1958. Anne’s father started a couple of businesses. And then we formed another company in 1999, which was a successful Verizon retail business.”



Morgan Clayton, CEO of Tel-Tec Security Systems, continues, “I raised myself since I was 15. I met my wife Gloria in high school. We got married, had three amazing kids. We have a foundation and it runs on two principles. You have people who have a kingdom mindset and those who have a world mindset. And so, we took those two principles and began to think about what is it we need to be doing to sustain and grow a family and a family business.

We’ve been a part of a DMP family for over 25 years, a wonderful family. We built the company up today to 60 employees, with several thousands of customers across California in different areas.”



“I live in Dallas, TX where our main office is. We also have offices in Austin, Houston and we do a little bit of work in

Oklahoma & Arkansas. We run a UL 681 and UL 2050 Listed security business. We’ll celebrate our 35th year anniversary next month, which I’m real proud of. I thought I had a game plan for what I wanted to do, but my youngest son just graduated from college, and he has started working for me at an entry level. He is doing very well. We can see that the next generation is motivated differently than I was, but we will see if he develops a passion for the business, and that may change my thought process,” added Christopher Geymuller, ProNet Security Solutions.

Q: How are you involving the next generation in your business? And what challenges or opportunities do you see?



“For me, it’s a soup to nuts question. My children, my family have always been engaged in everything I’ve ever done. They were part of my days riding

around in the truck running service. They’ve been there, essentially from the beginning of Tel-Tec. In March, we’ll be in business 42 years.

What we discussed strategically was, how do you get the kids to connect with the business? First, we ran a DISC personality analysis on each of the kids to understand how they think. Second, we pulled them together to ask, what role in the company will you best be suited for? We as a team together determined who was going to do what role.

The third, and probably most important for this group, was to fire myself. I asked our kids and our leadership team (without me being present) to establish a new vision for the company. And as my daughter says, she fired me the first day.

One other thing was, we made a formal announcement. We also wanted to create an actual transition document, where we sat down with the leadership team and asked, what does this new company look like? You know, when you start something from the beginning, it’s your baby and the baby becomes a teenager and then it’s an adult and now you have to let it go.”

Q: What strategies are you implementing to foster a culture of innovation and adaptability within the family members, but also with other employees who are non-family members.



I think that one thing John and I have always advocated for, is you have to change,” said Anne Campau, EVP and COO, Comtronics. “In 2018 *SDM* magazine wrote a story and I was quoted in there about change. My dad passed away in 2008 and it was 2018, so, ten years. And in that article, I make a statement that with all of our success and doing millions and millions of dollars of sales and all of that new revenue, none of that, was products or services that we were doing ten years earlier, when my dad was alive. Talk about change! We only wonder what it’s going to be like ten years forward. Embracing change is a monster point here.”





“What I did when we got into a situation where we had to transfer from phone lines, thousands and thousands of clients need to be transitioned from phone lines. I’m trying to process all this change. I’m fighting with AT&T on the cost, and my son already had the solution, but it was just me pausing to listen. You really have to trust, Trust with a capitol T.

As my wife said, ‘You just need to trust that they know what

“The greatest influence that we can have on this country is what we teach our children.”
– Booker T. Washington

they’re doing.’ And that was the whole challenge. Change is about releasing the old so the new can come in. So really what it boils down to is, I had to release my old vision and turn it over to them and get out of my own way.”

Q: What are the core values and principles you’ve instilled within the company that you hope will guide it for generations and how to communicate them effectively, to deepen your family’s commitment to the business and to the staff?



“We have a fantastic culture in our business where we do have employees that bring their own initiatives to the table. Christmas is a big time for giving back to the community for us.

Our daughter understands our core values and has grown up living them.

One of the challenges that is part of any family business, you still have non-family members to communicate your values and intentions to. We have layers of management and organization, and we don’t think of them any less than our family.

It’s the idea that, just as my father started it with me, and Anne’s dad her, we were raised the same way that you can’t make somebody respect you. You have to earn it. Otherwise it’s superficial and it’s not sustainable.”



“For me, there are these four elements. I taught my children that everything begins excellent,

service begins, not for what you get paid for, for what you give. We have been putting on a leadership conference in our community for over 20 years. We sponsor a conference at the convention center. We invite 3000 kids across the community. We’ve impacted about 40,000 kids. It’s our talent pool to grow the company.

Community engagement to me is where you take what has been given to you and reinvest in your community and it comes back 100-fold. It really does come back to you, with your relationships, which means more to me than money.”

Q: What are some of the pivotal external connections that played a crucial role in the early development of your business?



“As parents, you know we always want our kids to do better than what we did and maybe not struggle as much as we did. But I will say those struggles taught me a lot. I’m in my son’s ear every day telling him things that I’ve learned or how I would have handled things. What I’ve learned over the years and the reason why we do things in a certain way. And it’s important that my son understands they have to listen to the client. They need to collaborate with their team. They need to provide innovative solutions. It’s important for them to execute well, and if you do that, you will always get back tenfold of what you do for the client.

I started my business in 1989 and I had a partner. When we got sideways, he said, ‘You don’t have what it takes to run a business.’ And it was something that really stuck with me for a lot of years. And it was something that kind of really lit a fire and still is something I think about today. It motivates me.”

“Once you say it’s time to transition because you have built a strong leadership team foundation, you have to define and commit to yourself how you will spend your time to fill the gaps.

Q: Who influenced you in the beginning?



“Her father and my father. The two fathers did. And my mother, you know, she got her master’s in nursing, and she was the director of nursing, so she showed a woman could be out there



in the business. But my father actually mentored me as far as business opportunities. He’s very much an entrepreneur. He was very much a creative thinker. He would teach, ‘Okay, you’ve got a problem now, you’ve got to solve the problem.’ I think if you can instill that in your children to not look at it as ‘something didn’t go the way you think it should go.’ There’s often a silver lining to that, you just have to figure

it out. I think if you can teach people to problem solve and to look for the silver lining, we are equipping them well.”

Q: How are your kids being mentored?



“I definitely made a lot of a lot of mistakes, but fortunately, nothing that was

catastrophic and I always learn from the mistakes that I’ve made. If you have you been around the industry enough, you’ve made mistakes. The philosophy that I challenge my son with is, ‘you get paid for what you know, not what you do with your hands.’ So, make sure you are learning as you go.”



“What it boiled down to for me, was sitting down with them and sharing the benefits that the business could provide long term. They understand what the business is like, but then when they got introduced to RMR, it changed the whole concept of how you grow something to become something.”

Then you begin the process of letting go of the old vision to allow the new vision to be created by the new leadership team. The legacy transition process is disruptive, time consuming, hard work, challenging and very rewarding at the end of the process to see my legacy moving forward with my children and team unified.”



“What I’m trying to teach my children is, ‘You don’t need to be the most interesting person in the

room. You need to be the most interested person in the room.’ That helps develops a curiosity which I think will develop them further into what they want to do in life.”



“We do business with a lot of family companies and more often than

not, they’re bringing the next generation into the room to listen to the bank meetings. To hear the questions that are asked and talk to their parents afterwards about what’s going on. This is happening many years before taking the reins. And I would encourage everyone in a family business to do that,” said Jennifer Holloway, market lead, Security Industry Group.

Question from the Audience: We have six kids. The oldest is 18. They are not interested in getting into the family business. At what point did your kids decide to get involved?



“What it boiled down to for me, was sitting down with them and sharing the benefits that the business could provide long term. They understand what the business is like, but then when they got introduced to RMR, it changed the whole concept of how you grow something to become something.”

In the next issue of the DMP Security Dealer Digest, we will hear from the third and fourth generations. Those are the folks that have already “overthrown” the founders. We will learn from what they learned the hard way and how they are preparing for the future in their family business: John Bazyk, Command Corp; Chris Hill, Sentry Watch; Melissa Brinkman, Custom Alarm and Tim Westphal, Bay Alarm.

“Behind every successful family business is a story of resilience, dedication and the strength of family ties.”

– Simon Sinek

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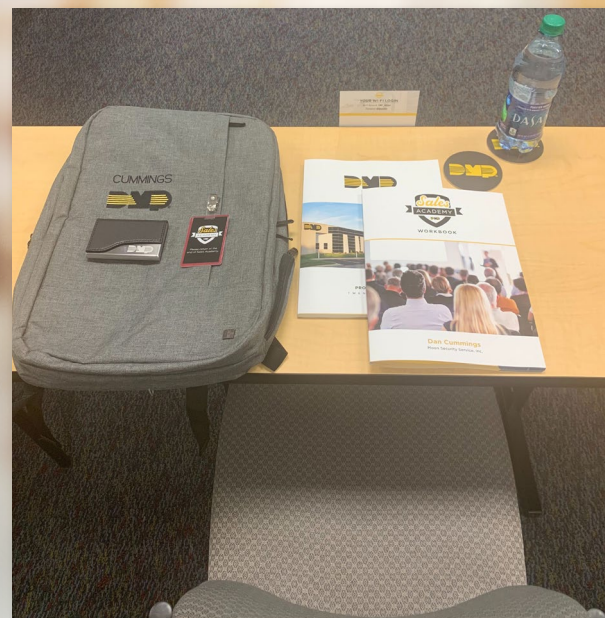


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SALES MANAGEMENT ACADEMY

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THE SALES SKINNY

CLOSING THE SALE



Rather than “Closing the Sale,” it’s best to look at this segment of the sales cycle as the “opening of a relationship.”

How many times have we heard the expression, “Your attitude determines your altitude”? While attitude plays a significant role in all the segments of the sales cycle, nowhere is it more important than Closing the Sale!

Your attitude must be one of total confidence and the assumption the customer **MUST** have your product right now! I once read that “timid salespeople have skinny kids.” If you have a positive attitude that you’re protecting lives and property and providing a community service to your sales territory, you can fly with eagles in the sales business!

Ask, “what is the definition of a close?” The definition of a close is getting a decision. Yes or no. If you get a no, that is OK. It is OK to get a NO. Many sales people do not try because they do not want to fail by

getting a no. They think if the customer says no, it is a rejection of them. However, a true sales professional understands that their job is to get the customer to make a decision. Yes, no or a continuation. A continuation is a next meeting if required. But be forewarned, you must get a date set for the appointment. You can not leave it hanging; that is not getting a decision.

When it comes to **CLOSING THE SALE**, a large percentage of salespeople take on a very interesting characteristic — they’re scared! I once read that 63 percent of all sales interviews end with no direct attempt on the salesperson’s part to close the sale. It appears most salespeople hope the prospect will interrupt them as they drone on-and-on in their presentation.

Why don’t—or maybe the question is, why won’t—more salespeople attempt to close the sale? The only obstacle we can think of is... the fear of being rejected. If this is what you’re

doing out there every day, you’re not a sales professional... (Failure to close is closely related with the natural fear of being turned down, fear of antagonizing the prospect, fear of embarrassment.) ...you’re a professional visitor! Tell me, have you ever seen a place on a bank deposit slip for “Just Visiting”?

Making the sale is the sum total of the steps you go through from the time you first contact the prospect until he is satisfied with his purchase. Every aspect of your discussion with your prospect has been a prelude to the close. From the initial meeting where you established rapport, to the discussion and questions determining needs and motivations, and through the presentation — all your activities and hard work have been designed to Get The Order.

If there is ever a logical step in selling, this is it — Closing!

Up to this point in the sales cycle, you have been working on what is now popularly called the “consultative” selling approach — where you view people like family members and friends rather than like dollars. (This is also called the “warm and fuzzy period.”) As a result, there is no need to rush the prospect. Instead, you lead the person to the appropriate conclusion — the transfer of his money for your products and services. This style creates a positive, win-win situation, which is helpful for referrals and repeat business.

Prospects seldom insist on buying without being asked. They expect you to do what you came to do...

Jack Conard,
Director of
Sales Training



“A true sales professional understands that their job is to get the customer to make a decision.”



Ask Them to Buy! SOMETIMES YOU JUST GOTTA ASK! The biggest problem, as we said, that salespeople have in closing is actually **ASKING FOR THE ORDER.**

Question: Have you ever heard a client ask to place the order himself?

A few years back, a study was conducted to learn America’s attitude about decision making. A huge percentage of the people said they hated to make a decision. The next time you want to go to lunch with a friend, ask, “Where do you want to go for lunch?”

“I don’t know, where do you want to go?”

“Well, you decide.”

“No, you decide...”

Give your friend a choice, “Do you want Chinese food or a hamburger?” and listen to the difference. Try it with your spouse or friend when you’re going out. You will be amazed at the difference in the response.

Psychologically, it is easier for clients to say yes to you than for them to “ask for the order.” Furthermore, most people fear change, even if it’s positive. If sales is your chosen profession, it is your responsibility to help your prospects make decisions and acquire those things which are in their best interest. Otherwise, everything you’ve done has, and will be, a total waste.

Take care my friends and always remember: if you don’t make a sale, **YOU** work for free.

Subscribe to the monthly Sales Skinny emails:



DMP.com/SalesTraining

SELL MORE AND WORK LESS

Increase your revenue by selling DMP factory end-user training for Virtual Keypad Access.

Ensure your customers are proficient with Virtual Keypad Access. A new training service, tailored specifically for dealers and your customers, is now available from DMP.

Say goodbye to the hassle and expense of designing and delivering training sessions. Let DMP handle it for you! Comprehensive online training sessions, focusing on Virtual Keypad Access for either XR Series or X1 Series products, are available to order and sell to your customers.

“With hands-on practice and expert guidance from DMP, your customers don’t just learn how to operate their systems — they master them. This mastery brings a sense of confidence in every interaction with the system, translating into a profound peace of mind. They’re not just users

anymore; they’re empowered stewards of their security, armed with the knowledge and skills to unlock every feature and capability their system offers,” says Troy Riedel, director of sales for DMP X1 access control products, “and when a customer feels confident with their product, they will want to buy more doors and more locations - from you.”

With the purchase of part number **VKA ENDUSER TRAINING**, your end users will receive:

- One hour of expert-led Virtual Keypad Access online training
- Best practices, tips and tricks from experienced trainers, guiding your customer to master the system
- You join the session alongside your customer for FREE!

For just \$150 at any dealer level, your end users can benefit from specialized training conducted

by experienced DMP trainers. Include this training on every access control system you sell. You increase your revenue, let us do the work.

How to Order

Simply include the following details in your purchase order: the end user company name, city and state, end user contact name, and contact email and phone number. Send your purchase order to CustomerService@DMP.com.

“This training isn’t just about proficiency; it’s about results. It means fewer false alarms, fewer customer support calls and fewer service visits. It’s a game-changer that drives efficiency, enhances customer satisfaction, and elevates your reputation as a trusted provider,” adds Riedel.

YOUR COMPANY NAME

Street Address
City, State, ZIP

PURCHASE ORDER

Date: 1/1/2024
PO#: 0012345

VENDOR:

DMP
2500 N. Partnership Blvd.
Springfield, MO 65803

SHIP TO:

End User Company Name
ATTN: End User Contact Name
Street Address
City, State, ZIP

1	VKA ENDUSER TRAINING	\$150.00
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Virtual Keypad Access
Training Checklist

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.**

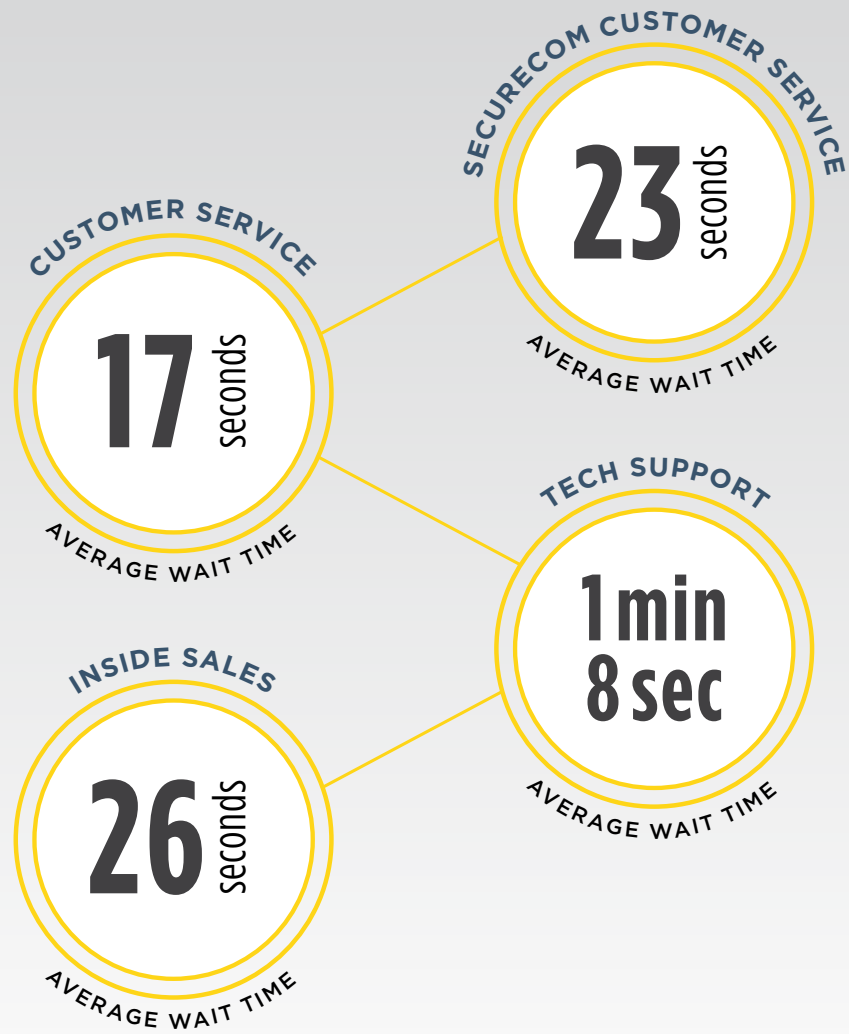
A Resource for Competitive Distinction.

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/.



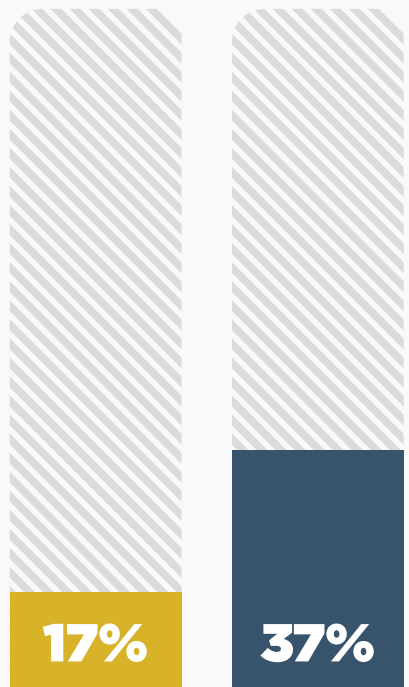
1ST QTR METRICS DASHBOARD



144
Salespeople Trained In-Person

3,804
DMP University Instructor-Led Trainings

14,196
DMP University LMS Courses Taken



Dealers Who Use the 1% Net 10 Day Discount
Dealers Who Pay Using Dealer Account or EFT

AVERAGE RMA TURNAROUND TIME:
2.2 DAYS

These metrics will be published each quarter.



One Voice for The Alarm Industry on Alarm Management Issues

WHAT WE DO

- Education
- Network Liaison
- Intervention
- Communication



MODEL ORDINANCE RESULTS

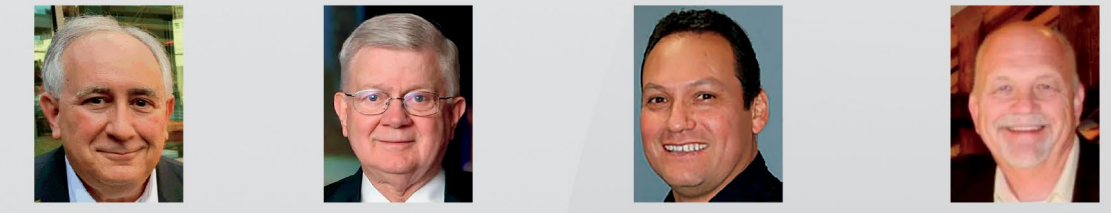
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SUPPORT SIAC

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

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Industry Leader Tim Creenan of Amherst Alarm Elected Security Industry Alarm Coalition Chairman

Frisco, Texas (January 3, 2024) – Tim Creenan, founder and vice president of Amherst Alarm and a long-time leader in the field of electronic security, has been elected chairman of the Security Industry Alarm Coalition (SIAC).

SIAC is comprised of four major North American security associations—Canadian Security Association (CANASA), Security Industry Association (SIA), The Monitoring Association (TMA) and the Electronic Security Association (ESA). Tim serves as the ESA representative on the board.

SIAC represents one voice for the electronic security industry on alarm management issues by communicating solutions and

enhancing relationships with law enforcement.

“Tim’s unanimous selection reflects his commitment to SIAC’s mission and breadth of experience and leadership in our industry,” said outgoing chairman Kirk MacDowell. “As treasurer, Tim demonstrated exceptional leadership as the finance chair steering the financial ship with precision and securing a solid foundation for the future.”

“Working with Kirk and our other board members has been a privilege,” said Creenan. “We will continue to move forward on our path of grooming the next generation of experts on our law enforcement liaison team and

enhancing the fundraising efforts to support SIAC’s important mission.

“While SIAC has had a great deal of success promoting the Model Alarm Ordinance in communities throughout the country, there are still many opportunities as we help promote the TMA AVS-01 standard, ASAP-to-PSAP and other technology to reduce unnecessary dispatches,” said Stan Martin, SIAC executive director.

Tim started in the electronic security field in 1975 working for a large locally owned security firm. Tim earned a degree in electronic engineering at State University College at Buffalo. In 1984 Tim and his wife founded Amherst Alarm.



Our business is building yours.

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

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



The Voice of the Electronic Security & Life Safety Industry

Why Self-Generated Lead Creation is Essential

BY AUDREY PIERSON, AUDREY PIERSON CONSULTING



One of the first lessons a new salesperson learns is that their sales pipeline must always be full. Anything less and there will be times of feast or famine; a roller coaster ride that stresses the salesperson as well as company management. To reliably reach and exceed sales goals and keep commission payments consistent, the sales pipeline must remain full month in and month out.



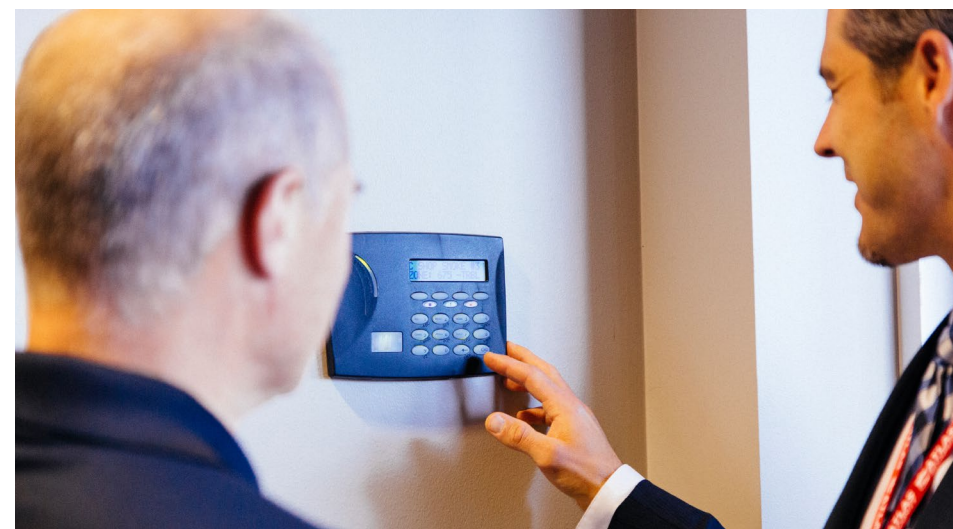
Some salespeople excel at designing and selling specific kinds of systems and it's in the company's and their best interests to provide them with leads that play to their strengths. If company-generated leads are not sufficient to meet their goals, the salesperson must ensure they are creating self-generated leads. For any salesperson, receiving company leads is valuable, but offers less control of the quantity and quality of those leads than if they develop them on their own.

- The quality and value of leads received is the luck of the draw.
- Assigned leads are random with regard to type of system, size, scope and the prospect's intention to buy.
- Inferior leads can waste a salesperson's time.
- There is no inferred trust from which the salesperson can build.

Certainly, on the plus side, a trained salesperson can qualify a lead and build it into a bigger sale than the prospect originally envisioned. Even a 'minor' lead can be built into a system with more components, multiple buildings, locations, or types of systems using proficient sales skills.

Challenges of Company Assigned Leads

There are great reasons for salespeople to concentrate on generating their own leads rather than depending solely on company leads, including:



Achieving sales goals requires ongoing qualified lead opportunities. Many salespeople receive some or all their leads through their company by way of its marketing and advertising efforts, calls from existing customers, upgrade requirements based on service calls, or referrals from previous customers, among other ways. However, some companies haven't been in business very long, don't have a pool of existing clients from which to draw, or lack name recognition to consistently be on the list of companies called for proposals. New salespeople are also often excluded from receiving sales leads until they meet training benchmarks or certifications in specific types of jobs or systems.

Advantages of Self-Generated Lead Creation

The first major advantage of self-generated leads is the salesperson's ability to target the type of clientele and kind of systems they are most talented at selling. Salespeople working in the areas in which they are most qualified is the best use of their time and provides the best return on their time investment. It also allows salespeople to grow their sales more easily, build their own 'book of business' within the company and increase their commissions along with the company's profits.

Self-generated leads often provide opportunities to be the only bidder for a job, rather than one of many. In addition to creating a better chance of winning the job,

the customer saves time and aggravation by avoiding the multiple bidder process.

Self-generated leads may mean the customer...

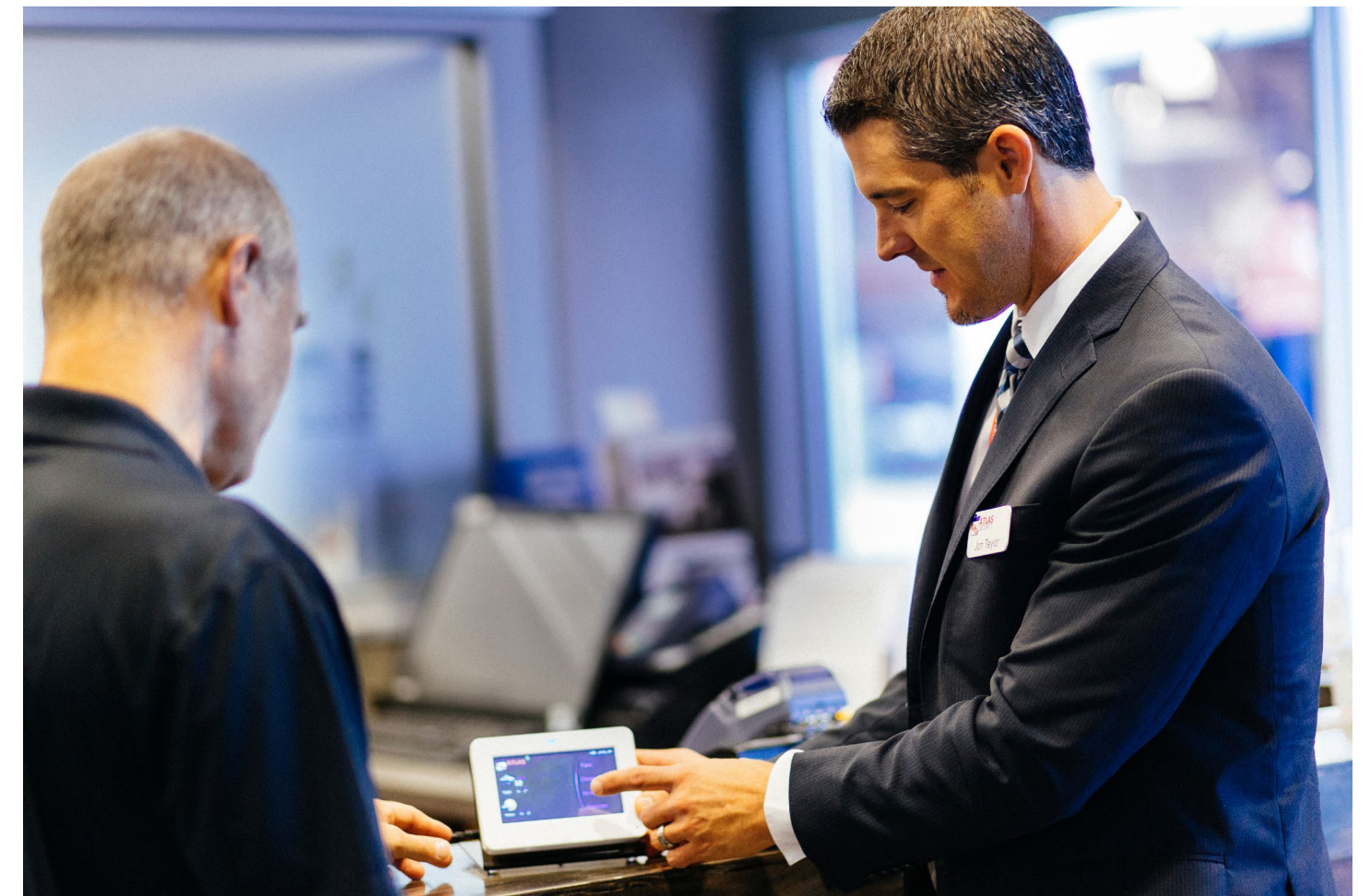
- Has previously worked with the salesperson, not only the company, and trusts them.
- Was referred to the salesperson individually by someone they know or trust.
- Met and remembered the salesperson.
- Responded to a social media post created or shared by the salesperson.
- Heard the salesperson speak and saved their contact information.

Encourage and Reward Self-Generated Lead Creation

Not all salespeople are

knowledgeable about the benefits of self-generating their own leads. They often believe it's too hard, too much work or simply not valuable to them. As with any other skill set, understanding the value and the rewards of developing self-generated leads can be trained.

As we know, what gets measured gets done. What is rewarded is advanced. Include commission or other incentives for sales closed through self-generated leads. Train the sales team in the many ways leads can personally be developed and increased with consistent actions. Successful salespeople build your company as they build their own sales, creating a win for the company, the salesperson and the satisfied customers.



The 2024 DMP Product Catalog is now available!



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



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

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

Learn more about DW Spectrum IPVMS :



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



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Exclusive EASYconnectVPN™ for encrypted connectivity.

DMP Bullet IP camera



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V-2012B

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V-2014B

DMP ultra low-profile IP camera



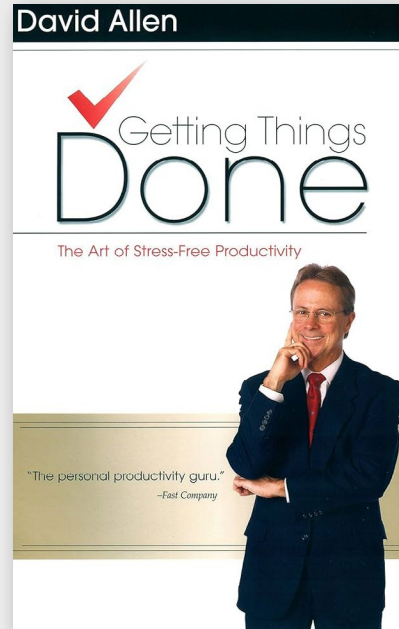
4MP
V-5052D

2.1MP
V-5054D

Learn more about DMP Video Solutions:



DMP BOOK CLUB:
Getting Things Done
by David Allen



Getting Things Done by David Allen offers a comprehensive system for boosting productivity and reducing stress through effective organization and task management. Key points include:

- **Capture:** Gather all commitments, ideas and tasks into a trusted system, whether it's a physical inbox, digital app or notebook.
- **Clarify:** Process each item to determine its significance and identify actionable next steps. Use questions like "Is it actionable?" and "What's the next action?" to clarify tasks.
- **Organize:** Categorize tasks based on context, priority and timeframe. Create lists such as "Next Actions," "Waiting For" and "Someday/Maybe" to keep track of different types of tasks.
- **Reflect:** Regularly review and update your lists to maintain clarity and ensure nothing falls through the cracks. Conduct weekly and monthly reviews to stay on top of commitments and adjust priorities.
- **Engage:** Dive into your tasks with a clear mind and focused attention. Use the GTD system to make informed decisions about what to work on next and how to allocate your time and energy effectively.

By implementing these principles, readers can experience increased productivity, reduced mental clutter and a greater sense of control over their workload and commitments. Allen's GTD methodology offers a practical framework for achieving more with less effort and stress.



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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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The beauty of the Conrad is celebrated through 1,496 ultra-stylish rooms and suites, making it the largest Conrad in the world. Brimming with tasteful art, tech conveniences and premium amenities, these luxe accommodations include a private reception lobby and lounge, dedicated VIP check-in and digital keys.

This year we are offering all of our guests an opportunity to book their hotel stay through our unique booking link. **If you are attending Owners Forum or ISC West, scan the QR code to book your room at the Conrad for \$139.00 per night. Be where all the DMP dealers are!**



Book your room



\$139 A NIGHT



Telephone entry for DMP XR...finally!

Easily manage gate access through Dealer Admin and Virtual Keypad.

Why deal with CellGate, DoorKing, or others when GateHawk's D-Series intercom works seamlessly with DMP XR systems?

Visit gatehawk.com/d-series or scan the QR code for details.

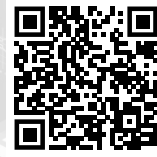


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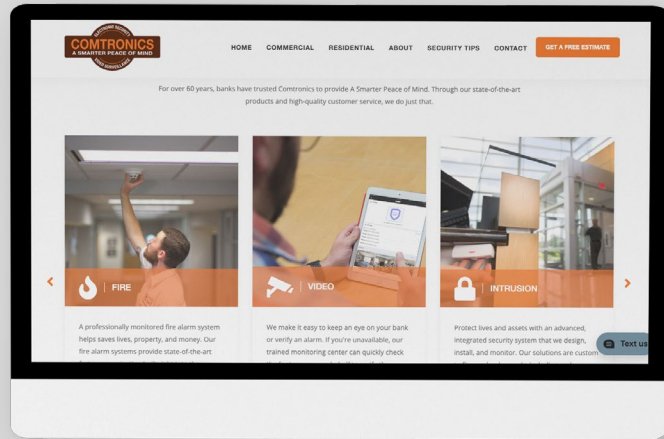
SEEN AROUND THE WEB



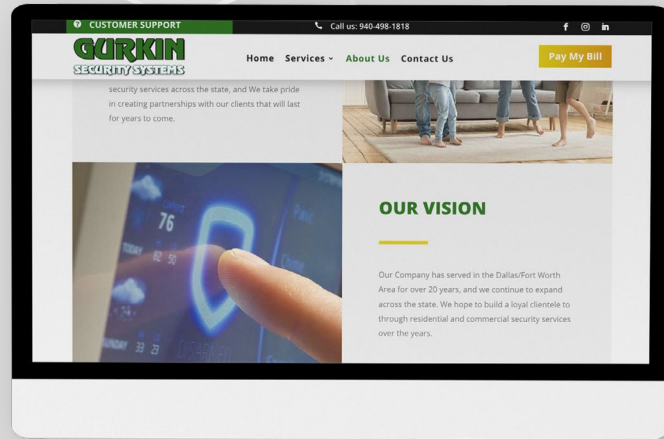
DEALER WEBSITES THAT FEATURE DMP PRODUCTS AND PHOTOGRAPHY



Scan the QR code to view the Marketing Support page on DMP.com to see what marketing materials are available for dealers. View and download web graphics, photography, email assets, social media and more on Marketing Central. Use the sign-up form on the Marketing Support page to request a login for Marketing Central.



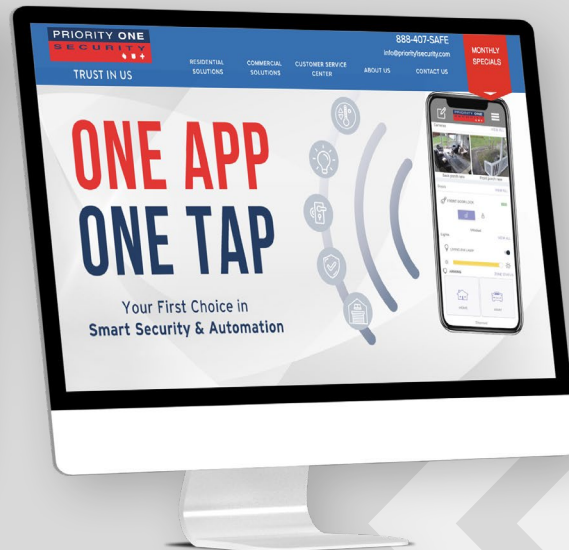
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THE CYBERSECURITY CERTIFICATION FOR SECURITY INDUSTRY PROFESSIONALS

Why Earn the SICC?



The only credential focused specifically on cybersecurity for physical security systems



Validate your understanding of essential topics like:

- Infosec principles
- Networking and network security
- Device security
- Software security
- Social engineering



Accelerate your career and build trust with your colleagues, partners and clients

We will be making the SICC certification part of our essential staff training to ensure everyone in our organization has the skills and knowledge they need to face changing cybersecurity challenges and build innovative, secure solutions for our customers.

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

Learn More About the SICC
www.securityindustry.org/sicc



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DMP Video Verification

ONLINE AND AVAILABLE HERE



If you are compatible with DMP video verification and your logo is not listed here, please contact Mark Hillenburg at MHillenburg@DMP.com.



COMPATIBLE WITH:



Join the Movement. Become a Partner in Verified Alarm Response.

At PPVAR, we are on a mission to revolutionize the way alarm response is handled. By joining our movement, you can make a significant impact on the partnership between public safety and the alarm industry. Together we strive to establish processes and standards that ensure a fact-based response to verified alarms.

Membership in PPVAR allows you to

- Influence future standards and ordinances
- Collaborate with all stakeholders in the alarm response process including law enforcement, public safety, emergency communication centers, alarm monitoring centers, NRTLs.
- Solve issues of concern arising from current and future technology

Our Goals:

- Promote the value of verification and validation in alarm events.
- Enhance dispatch efficiencies.
- Increase first responder safety.
- Increase apprehension rates for intrusion alarms.

Be a Part of the Change. Join PPVAR Today!

Make a meaningful difference in the alarm response process by joining PPVAR. Visit our website at www.ppvar.org or call us at (844) 700-0041 to learn more about how you can become a valuable partner in verified alarm response. Together, let's create a safer future for everyone.

communications@ppvar.org

www.ppvar.org



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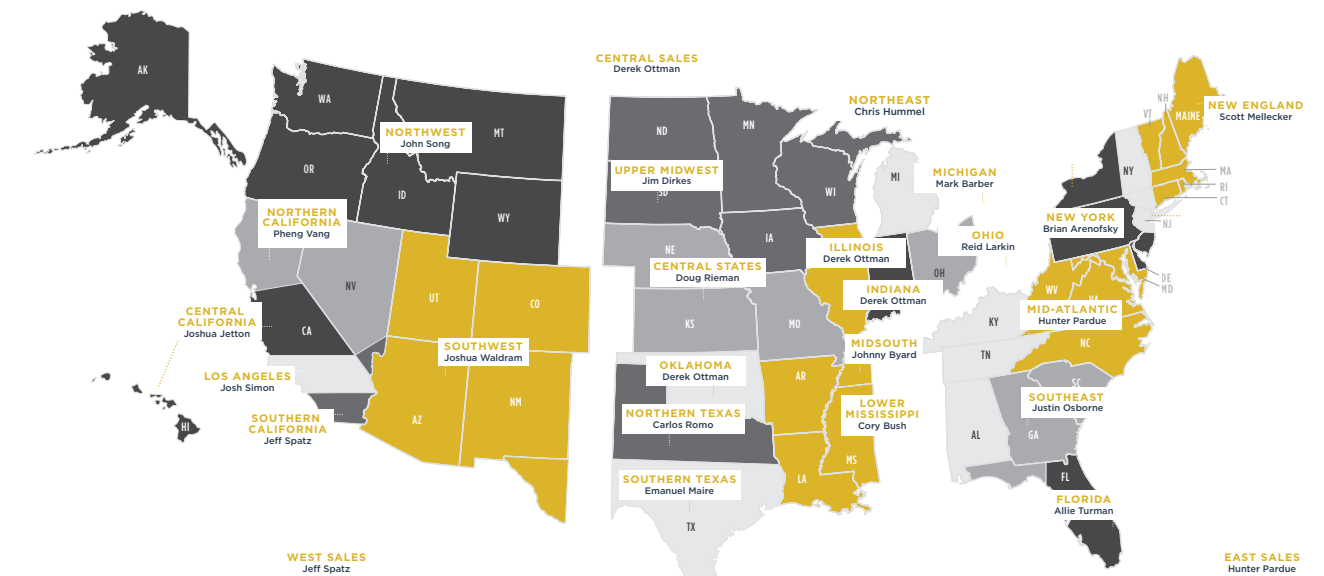
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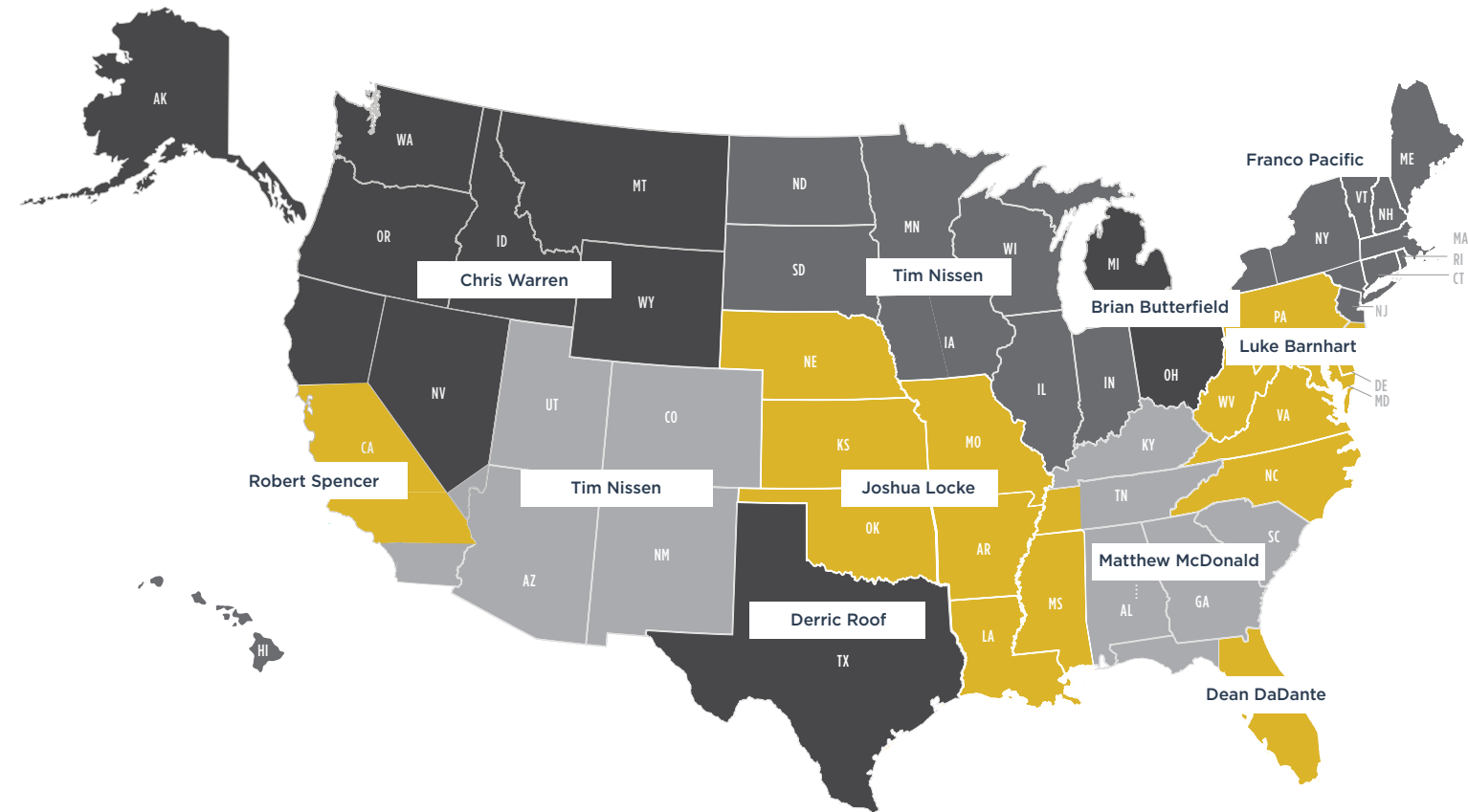
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Giving Back Spotlight:



**Jan Britton,
DMP Cares
Coordinator**

Congratulations to Jeffrey Hausner, executive vice president of Intelli-tec Security Services, Long Island, NY, for the recent recognition of his service to the organization Life's WORC.

Life's WORC provides care and support to individuals with intellectual and developmental disabilities. Jeff and his team at Intelli-tec conduct fire safety inspections for 45 homes and 12 programs, ensuring each is equipped to handle any emergency situation. Intelli-tec employees also install and maintain proximity card systems for Life's WORC, as well as performing quarterly inspections of smoke detectors at the organization's headquarters.

Their dedication to ensuring every aspect of the organization's facilities is up to standard speaks volumes about their commitment

to the well-being of Life's WORC's residents and staff. As Intelli-tec's website says, "We provide more than security. We provide peace of mind."

Intelli-tec has installed many XR150F Fire Control Panels in the group homes and their HQ uses an XR150 for security. "Life's WORC is my personal favorite client. They provide over 45 wonderful homes for individuals with special needs. They truly do God's work," Hausner says.

This year they are starting a new program to create job settings for training individuals with autism, so they can provide work solutions in the real world. Intelli-tec has started the design, providing the XR550 as the platform for the security systems in this existing 30,000 ft² building.

Jeff began operating in the security industry in 1978 as an installer/service technician in his family's firm. He later became a project engineer, overseeing many municipal contracts including the Town of Islip, the Southampton Police Department and multiple Suffolk County Parks sites. Intelli-tec celebrated 25 years

in business this March 2024, a wonderful milestone with 95 employees and still growing.

Through the years, he has built an outstanding reputation in the industry as a knowledgeable and respected professional. Jeff's responsibilities include the development of Intelli-tec's overall sales growth strategy and business plan.

Jeff has also been on the committee of the Village Cup Regatta for a decade. This year they will break the \$1Million level in total money raised. This event raises funds for the Lustgarten Foundation in the search to find a cure for pancreatic cancer. Half the funds go to Lustgarten, the other half to Mather Hospital Northwell Health. Jeff's father, William C. Hausner, passed away from pancreatic cancer in 2007.

Being involved for so many years with the Village Cup and Mather Hospital, Jeff was chosen to be the honoree in June 2023 for the Mather Hospital Northwell Health Golf Classic. "This was quite an honor. We raised just over \$256K," said Hausner.



Indoor PIR / Combination Detector

FlipX SERIES



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

Standard Models

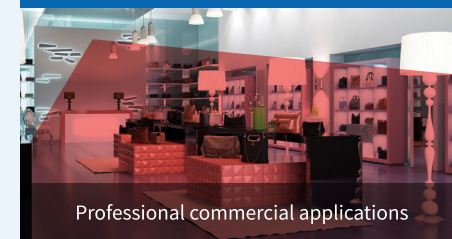
FLX-S-ST & FLX-S-DT



Residential / light commercial applications

Professional Models

FLX-P-ST & FLX-P-DT



Professional commercial applications

Advanced Models

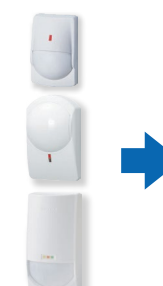
FLX-A-AM & FLX-A-DAM



High end / high risk intrusion applications

The FlipX Series replaces these discontinued OPTEx products:

End of Life Product
RX-40PI
EX-35T
CDX-AM
CDX-NAM
CDX-DAM



Replacement Product
FLX-S-ST
FLX-S-ST
FLX-A-AM
FLX-A-AM
FLX-A-DAM



DMP EMPLOYEE Favorite Recipes



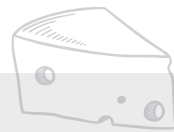
To us, there's nothing better than a home-cooked family favorite recipe. Especially the ones that have been handwritten by a loved one and passed between family members and friends from recipe box to recipe box.

When our DMP family was invited to gather around 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:

Do you have a favorite recipe you would like to see featured in a future issue of DMP Security Dealer Digest? If so, email the complete instructions of your recipe to MHillenburg@DMP.com!



CHICKEN ROYAL from the kitchen of David and Judy Peebles

INGREDIENTS

- 6 chicken breasts
- 1 can cream of chicken soup
- ¾ cup shredded sharp cheddar cheese
- Herb-seasoned stuffing mix
- ¼ cup melted butter

INSTRUCTIONS

1. Preheat oven to 300 degrees.
2. Cut chicken into small pieces. Place in 9 x 13 baking dish.
3. Top with cheese, soup and generous layer of stuffing mix.
4. Pour melted butter over top.
5. Bake for one hour.



AUNT LEOLA'S MUSHROOM RICE from the kitchen of Michal Moss Early

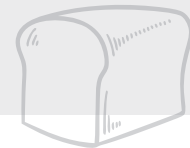
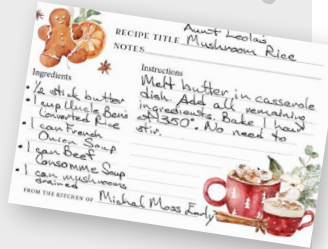


INGREDIENTS

- ½ stick butter
- 1 cup converted rice
- 1 can French onion soup
- 1 can beef consommé soup
- 1 can mushrooms, drained

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Melt butter in casserole dish.
3. Add all remaining ingredients.
4. Bake for one hour. No need to stir.



RASPBERRY-PRETZEL SALAD from the kitchen of Valerie Stange

INGREDIENTS

- 2 cups chopped pretzels
- 1 stick butter
- 1½ cups sugar and 5 tablespoons sugar
- 8 ounces cream cheese
- 1 package Cool Whip
- 1 large box raspberry Jell-O
- 12 ounces frozen raspberries

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Combine pretzels, butter and 5 tablespoons sugar. Place mixture into a 9 x 13 greased dish and bake for 10 minutes.
3. Beat and cream together the cream cheese, Cool Whip and 1½ cups sugar. Spread over the baked pretzel mixture.
4. Dissolve the raspberry Jell-O in 2 cups hot water.
5. Mix frozen raspberries with the raspberry Jell-O.
6. Spread the raspberry Jell-O mixture over the top of the cream cheese layer.



JOHN LEGEND'S MAC & CHEESE

from the kitchen of Mark Hillenburg

INGREDIENTS

- 4 tablespoons butter
- Coarse salt and pepper
- 3 cups elbow macaroni
- 2 (12 ounce) cans evaporated milk
- ½ cup skim milk
- 2 large eggs
- ½ teaspoon seasoned salt
- ¼ teaspoon garlic powder
- 2 (8 ounce) packages extra sharp grated cheddar cheese
- 1 (8 ounce) Monterey Jack grated cheese
- Paprika for sprinkling

INSTRUCTIONS

1. Preheat oven to 375 degrees.
2. Generously butter 9 x 13 glass baking dish, set aside.
3. Bring pot of water to boil, add macaroni. Add salt and cook until al dente. Drain and return to pot.
4. Add butter and toss until pasta is coated and butter is melted. Set aside.
5. In bowl, whisk evaporated milk, skim milk and eggs. Add seasoned salt, garlic powder, salt and pepper.
6. In a separate bowl, combine the cheddar and Monterey Jack.
7. Layer one-third of the macaroni in the baking dish then cover with one-third of the cheese mixture. Repeat, then pour milk mixture over top. Sprinkle with paprika.
8. Bake 35-40 minutes until top is lightly browned.
9. Let stand 10-15 minutes before serving.

Brian Arenofsky, Regional Sales Manager, New York, SDM Magazine Podcast Interview



Brian Arenofsky, DMP regional sales manager, New York, is completing his term as president of the New Jersey Alarm Association (NJELSA) the week of the NJELSA 2024 Annual Symposium, February 28 through March 1. Many thanks to Brian Arenofsky for his service to the security industry. Scan the QR code to listen to an interview of Brian on the SDM Magazine Podcast.



DMP's Annual Chili Cookoff

February 21, 2024

This year there were 19 chili chefs and over 90 tasters participating in the 2024 DMP Employee Chili Cookoff. Congratulations to the judge's choice winner, Brandon Dirickson and the people's choice winner, Rhonda Randolph!



DMP FAMILY Happenings



Congratulations to Richie Petitbon III, President of Business Development, Petitbon Alarm Co.

YARMOUTH, Maine—*Security Systems News* (SSN) is excited to announce our inaugural "Emerging Leaders Under 40" Class of 2024, highlighting those security professionals who have already made an indelible mark on the companies they work for.

Previously known as the "40 under 40" awards, this rebranded annual awards program features leaders who have proven themselves to be self-motivated, team-oriented creative thinkers who have shown leadership competencies by engaging in the vision of their organization and making that vision meaningful for their colleagues.

This year's class of emerging leaders features security professionals with expertise in sales, marketing, learning and development, program management and customer relations in the physical security and cybersecurity space, combining technical background and education with their business savvy and excellent leadership qualities.

DMP Social

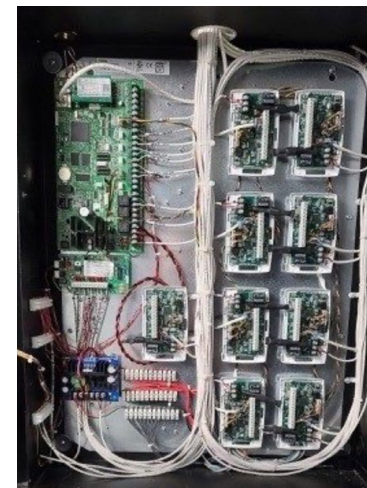
Post your install photos on social and tag @dmpalarms!

We love to see your before and after photos!

Andy Klein
Integrated Systems Consultant,
American Alarm

Do you know how many times we open control panels installed by other companies, and a mangled rats next of wire comes falling out? Nothing is dressed, nothing is labeled. It's a wonder the system works at all (actually... often we're on site because the previous company left stuff not working).

Meanwhile, we're out doing *this* quality of work. Is it perfect? There's always room for improvement! I'd still stay our work up against any competitor any day of the week. I'm proud of our techs for maintaining this level of workmanship!

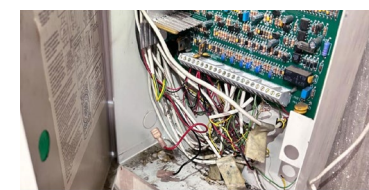


Valley Alarm

We just completed an upgrade of a customer's security system in San Pedro, CA.

We pulled out the old panel and installed a new cellular DMP controller. These are excellent for commercial and residential properties.

Reach out to us if you're looking to upgrade your alarm.



Dean Belisle
Director of Key Accounts, DMP

I am surrounded by industry legends again this week in Dallas at the ESA - Electronic Security Association 2024 Strategic Planning Meeting. Thank you to all the volunteers and staff that make this organization so successful and vital to our industry.



Fred Harris
Sr. Commercial Integration Consultant,
Everon

A wonderful evening celebrating the Grand Opening of Everon's corporate HQ in Irving, Texas. CEO Dan Bresingham makes it official with ribbon cutting.



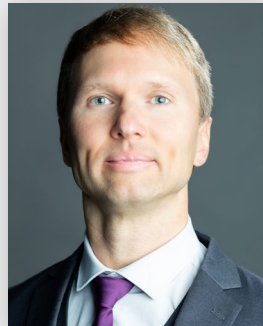
Welcome **TO THE FAMILY**



Warren Hill

Executive Director of Product Management

We are pleased to welcome Warren Hill to DMP as the executive director of product management. He will oversee the product management team through all aspects of development. Hill has been in the security industry for over 15 years. Hill enjoys building relationships with people, especially alarm dealers and integrators who are looking for ways to build profitable businesses. His rich experience in product management and product marketing makes him a valuable addition to DMP's leadership.



Quentin Easterling

Vice President of Engineering

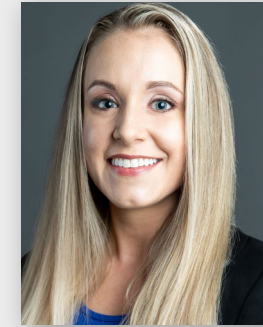
We are pleased to announce Quentin Easterling has joined DMP as vice president of engineering. He will oversee the Hardware and Embedded Engineering teams. Easterling has over 25 years of electronics product development experience, specializing in wireless communications. "I chose DMP because they are a privately held industry-leading electronics company that designs and manufactures innovative products in the USA whose stated company values resonate with my own," Easterling said.



Branton Harris

Vice President of Software

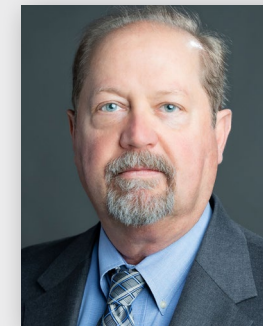
We are pleased to welcome Branton Harris to DMP as vice president of software. He will oversee the Advanced Products, SecureCom Software and SecureCom Entré teams. Harris has 22 years of experience in software development across multiple industries. "What initially attracted me to DMP was the company culture and values," said Harris. "Even more exciting is the dedication to innovation and open mind for continual change. I look forward to contributing to the success of a great company continuing to be an industry leader."



Amanda Zupan

Dealer Marketing Manager

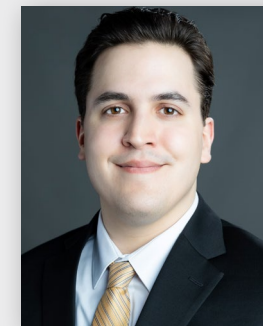
Amanda Zupan has joined DMP as the dealer marketing manager. "With my professional background in customer service and marketing management, I am excited for the opportunity to work alongside DMP's dealers to further grow the partnerships, as well as their businesses, through collaboration on end user marketing strategies," said Zupan. Her experience includes retail management, consultative sales and marketing, account management and coop marketing for national brands.



Ed Keiser

Regional Sales Manager X1, East

Ed Keiser has joined DMP as the regional sales manager for X1 East. He will provide ongoing service and support to DMP dealers throughout the East Coast, Great Lakes and Upper Midwest, specifically focusing on X1 products. Keiser has over 30 years of experience in the security industry, from installing systems and managing projects to selling large integrated systems and working with national accounts.



Reid Larkin

Regional Sales Manager, Ohio

Reid Larkin has joined DMP as the regional sales manager for Ohio. He will provide ongoing service and support to dealers across the state. This addition represents a restructuring of DMP sales regions, designed to further elevate personalized service to dealers. "The main reason why I chose DMP was because I saw the impact DMP was making across the industry for both its dealers and its users," said Larkin. His passion is helping businesses identify solutions and methods of growth.



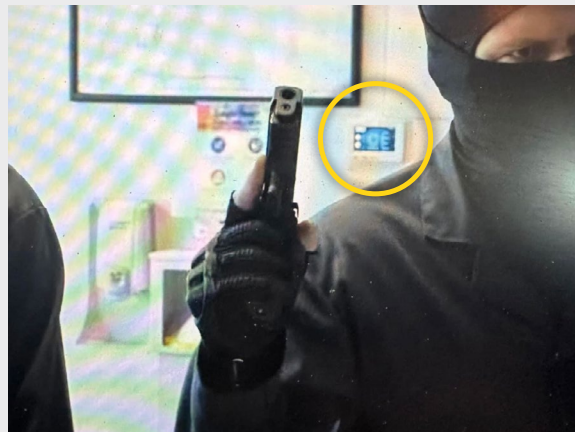
Josh Simon

Regional Sales Manager, Los Angeles

Josh Simon has joined DMP as the regional sales manager for Los Angeles. He will provide ongoing service and support to dealers throughout LA and the surrounding area. Simon's experience in the security industry led to his interest in becoming part of this team. "I chose DMP for several reasons, but primarily because throughout my years in the industry, every encounter I've had with a DMP representative has been marked by genuine enthusiasm and kindness."



From the 2017 movie *Get Out*, actor Bradley Whitford is shown with a DMP keypad in the background.



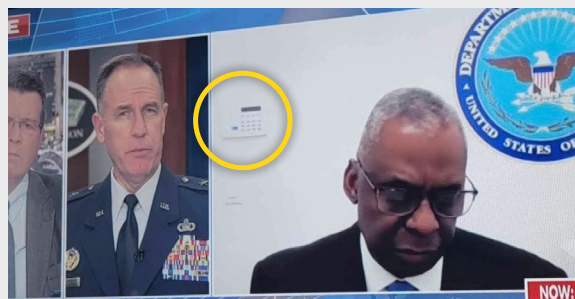
From the CBS show *S.W.A.T.*, episode three, a 5" Touchscreen Keypad can be seen in the background.



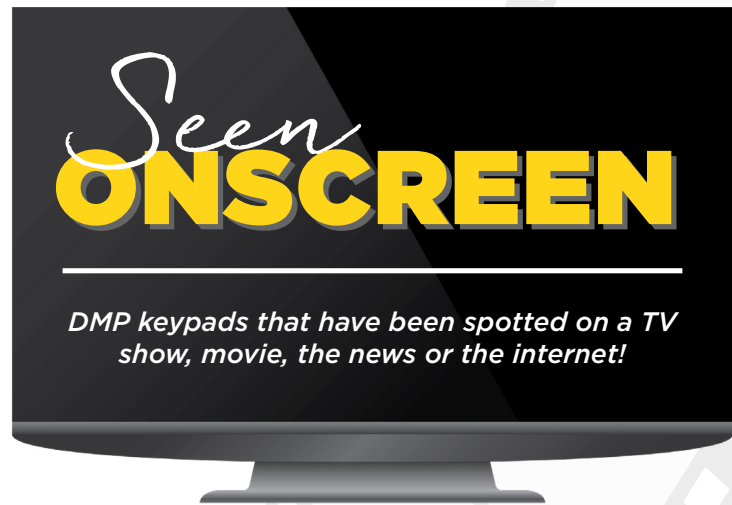
From the *Joe Rogan Experience* podcast, Joe shoots an arrow at guest, Elon Musk's Cybertruck with the DMP keypad in the background.



From the 2023 movie *The Out-Laws*, actor Adam Devine with a DMP Slimline Keypad in the background.



US Secretary of Defense, Lloyd Austin appears on Fox News from an unknown location with a DMP keypad in the background.



Have you ever seen a DMP keypad onscreen?

Send us a screenshot and the source! Send an email to Mhillenburg@DMP.com or tag DMP on Facebook!



California • Nevada • New York

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

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

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

We've made our choice.

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

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



UL Listed for CRZH, CRZM, CVSG, UUFO, UUFY

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**DMP EXECUTIVE
ROUNDTABLE**
DEALER

SAVE THE DATE
SEPTEMBER 9-10, 2024

**ATLANTA MARRIOTT
NORTHWEST AT GALLERIA
IN ATLANTA, GA**

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
Friday, August 16, 2024 at
DMP.com/Roundtable-Atlanta24.

