Security Dealer DIGEST

The DGA Way

DGA
DGA Security

AFFILIATED MONITORING

ALARM MONITORING SERVICES FOR THE SECURITY PROFESSIONAL

Affiliated is tightly integrated with DMP's suite of products and SecureCom transport / interactive services

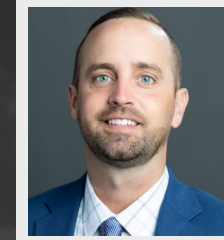Affiliated has DMP technology subject matter experts on staff

Affiliated offers DMP's Video Verification Platform

Call to learn how Affiliated helps DMP partners succeed

800.296.9000

www.affiliated.com

Note FROM HQ

Jon Adams,
Vice President of Sales

"

Here at DMP, we frequently highlight being a "partner" and bringing "value" to our dealers. In order to truly live that every day, we have to explore the question: what does that mean?

If you are kind enough to give time in your office to a DMP representative, we want to ensure that time brings value to you. We've implemented several new changes to support this goal and provide dealers with top-tier, unmatched service.

In the last issue of the *Digest*, we announced a new structure to sales territories. Increasing the number of territories decreased the geography each regional sales manager covers, allowing them to spend more time with their dealers. We also increased the number of sales directors, which gave them smaller teams to lead. This provides more time for them to coach and develop the regional sales managers in their area. This also gives sales directors the opportunity to be more in tune with dealer needs in their specific area.

My desire is that DMP regional sales managers also travel with dealer sales representatives, helping them grow their business, close more business and ensuring they have the skills and confidence to continue to do so on their own.

Unlike our competitors, who typically focus on one pillar, be it Intrusion, Access Control, Fire or Video, we provide solutions for all four categories. Regional sales managers need to be well-versed in helping dealers close business in all of these pillars. Our sales team receives improved, in-depth product training to make sure they are knowledgeable about all DMP products and services. When they are in your office, they can provide answers quickly so that you benefit more from your time with them.

I am grateful for the time you allow us to spend with you. Our sales organization is here to assist you in ways that benefit you. That's my commitment as vice president of sales.

"A diamond is a piece of coal that stuck to the job!" –Michael Larson

DMP is here to partner with you to ensure you meet your goals, not only in the short term, but in the long term as well. Whatever your endeavor, we want you to have the outcome you envision.
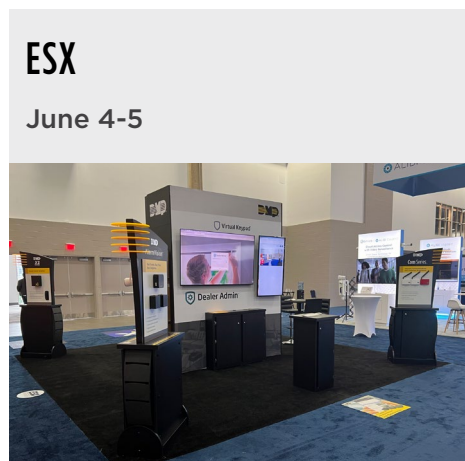
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DMP®

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EVENTS RECAP

DMP's booth at the Electronic Security Expo (ESX) at the Kentucky International Convention Center in Louisville, Kentucky.

Sales Excellence Training
August 20

DMP and Rapid Response hosted a certified sales training designed for sales representatives in the residential or commercial space to gain effective techniques to increase their close rate and learn strategies to master the sales process.

The training took place at Rapid Response headquarters in Corona, California. A one-day technician training also took place at Rapid Response on August 22, that focused tips to boost efficiencies, allow upsells and decrease labor for jobs.

Advanced Technician Bootcamp
Class #0824

After completion of the DMP Technician Bootcamp, the next step is the Advanced Technician Bootcamp, hosted at DMP headquarters.

This training is for Technician Bootcamp graduates who want to have a greater understanding of DMP's higher level programming. It consists of three-and-a-half days of hands-on training.

ESX
June 4-5

The Electronic Security Expo, owned by the ESA, consisted of two days of security industry content, interactive sessions and fresh ideas.

This year's event took place in Louisville, Kentucky and brought together the best and brightest professionals within the electronic security and life safety industry.

Technician Bootcamp
Class #0724

Technician Bootcamp is an immersive training for technicians on-site at DMP headquarters. The training was developed to train technicians in DMP products and culture.

This hands-on training is geared towards dealer technicians who have basic alarm installation experience, basic computer experience and mobile app exposure.

Entré Certification Training
July 23-25

A three-day online training that provides Entré certification.

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

Executive Dealer Roundtable
September 9-10

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group.

This Roundtable was hosted at the Atlanta Marriott Northwest at Galleria in Atlanta, Georgia. It consisted of one-and-a-half days of dealer discussions and presentations that covered a broad range of alarm industry topics and issues.

Sales Academy
September 10-13

Sales Academy is another four-day training event held in Springfield, Missouri at DMP headquarters.

The training was created for DMP dealer sales consultants who are new to the industry, sell in residential and/or small commercial space, want to improve their close rate on transactional selling and who want to sharpen their selling skills and DMP product feature knowledge.

UPCOMING

TECHNICIAN BOOTCAMP
SEPTEMBER 17 – 20

APEX
SEPTEMBER 22 – 25

GSX GLOBAL SECURITY EXCHANGE
SEPTEMBER 23 – 25

SALES MANAGEMENT ACADEMY
OCTOBER 8 – 9

View all upcoming events and trainings here:

DMP.com/Events

MAXIMUM SECURITY
MINIMUM SIZE

2.56"

3.75"

5.5"

TMSentry™

Put the heart of your ATM security back where it belongs.

This industry-first compact control panel fits in the chest of newer, slimmer ATMs and ITMs, adding a layer of critical protection that keeps your valuable assets safer than ever.

Visit **DMP.com/TMSentry** to provide your financial customers with the highest level of protection available.

DMP®

The Next Generation of ATM/ITM Security

As banking teller machines become more compact, interior space becomes a premium and the technology to protect them must become more robust. TMSentry™ represents the latest alarm system technology designed specifically for monitoring ATMs and ITMs. Provide your financial customers with the highest level of protection in the most compact size available on the market.

Teller machine use and design has changed over the years. Today's consumers prefer simpler digital solutions and closer-to-home convenience. Teller machine robbery and machine theft is becoming more frequent. As this industry continues to grow and ATMs become even more prevalent, the need for effective security solutions grows with it.

SALES TALKING POINTS

Compact Size Keeps Pace with Industry Innovations
With newer technologies being developed, teller machine manufacturers no longer need to make the machines as big as they used to. This creates an issue with security systems currently in the market, as they do not fit within the machine. The TMSentry answers this call as the first-to-market, compact security system designed specifically for this need.

Due to the TMSentry's unique compact size, this fully functional security device can also be discreetly positioned in the ATM's lower chest inside the safe or vault for even more security. The Velcro mounting option

included is ideal for these unique installation needs where space is a premium.

When installed as an upgrade to existing ATMs, the TMSentry allows for more space for other equipment and can also be repurposed later inside new, smaller teller machines.

Built-In Encryption
Signals to the monitoring center and Dealer Admin™ are encrypted to ensure secure communication. Industry standard AES encryption protects data from being intercepted by third parties. This secures alarm communications across the network.

Constant Communication with Adaptive Technology
Ensure your customers' panels have constant communication. If the primary communication path is ever disrupted for any reason, Adaptive Technology™ seamlessly switches to the panel's secondary path. Plus, direct signal transmission means that every alarm message goes straight to your monitoring system without the unnecessary step of relaying communications through a NOC. The TMSentry also comes with a

Selling TMSentry

TARGET AUDIENCE

- **Independent ATM providers** and private business owners
- **Financial institutions** (predominantly banks and credit unions)
- **Teller machine manufacturers**/distributors

BENEFITS TO END USERS

- **Industry-standard AES encryption.** Protects alarm signals from being intercepted.
- **Flexible communication options.** Variable options and Adaptive Technology™ ensure constant signal transmission.
- **Battery backup.** Provides continuous operation and alarm transmission during power outages.
- **Fast and easy compliance reports.** Inactive User Code auditing and Inactive Zone auditing make compliance reports simple and efficient.
- **Compact size offers optimal location placement.** Crucial security system components fit within the secured body of the ATM, as opposed to more vulnerable positions like the top or exterior.

24-hour backup battery so signal transmission continues even in a power outage.

Streamlined Audit Reporting for Easy Compliance and Management
Special features are built-in that make audit reporting simple and efficient. Inactive User auditing automatically sends an inactive user message to the monitoring center if a code is not used within a programmable number of days. Inactive Zone auditing supervises every zone to ensure they are working as they should.

Comprehensive Security
Monitor teller machines in real time with accurate detection in a powerful but compact size. Six fully supervised zones give you the flexibility of adding security devices such as seismic detectors, door contacts and heat detectors.

MARKET OPPORTUNITY

U.S. Market on the Rise
In 2022, the global ATM market was $22.8 billion, with North America having 31.4% of the market share. Deployment (installing and implementing ATMs) accounted for 53.9% of the overall industry in 2022 and grows at a rate of 4.3% CAGR.

Key factors contributing to market growth are technological advancements. Customers want more secure, more convenient ways of accessing their cash. With the rise of mobile banking and the upgrade of existing ATMs, ITMs and VTMs, improved security measures assure customers they can access their funds quickly and safely.

Onsite ATMs at Financial Institutions
Financial institutions use onsite ATMs at their branches to alleviate the workload of employees, reduce the chance of transaction errors and reduce wait time for their account holders. These benefits lead to increasing demand for onsite ATMs.

Private Industry and Smaller ATMs
Due to the smaller sizes of modern-day ATMs and their less-expensive prices, the private, independently owned ATM market is expanding rapidly. Many privately owned ATMs are now owned by the proprietors of the establishments in which they are located. Many of these establishments are smaller businesses with restricted and expensive floorspace inside retail strip centers, crowded shopping malls or smaller cottage industry settings.

U.S. ATM Market
Size, by Solution, 2020 - 2030 (USD BILLION)

$3.7B $3.9B

3.5%
U.S. Market CAGR, 2023-2030

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

● Deployment ● Managed Services

Source: www.grandviewresearch.com

KEY DIFFERENTIATORS

- The power of an XR in a compact footprint for newer, smaller teller machines — first-to-market solution for customer needs
- Features designed specifically for teller machine security
- Designed, engineered and manufactured in the U.S. with U.S. and global components

WHY DMP?

- **Rock solid reliability** Fewer false alarms and calls for service
- **Customer-driven innovation** Tailored, innovative solutions driven by customer needs
- **Operational benefits** Gives you an easily understandable system ●

Watch the TMSentry Webinar Recording
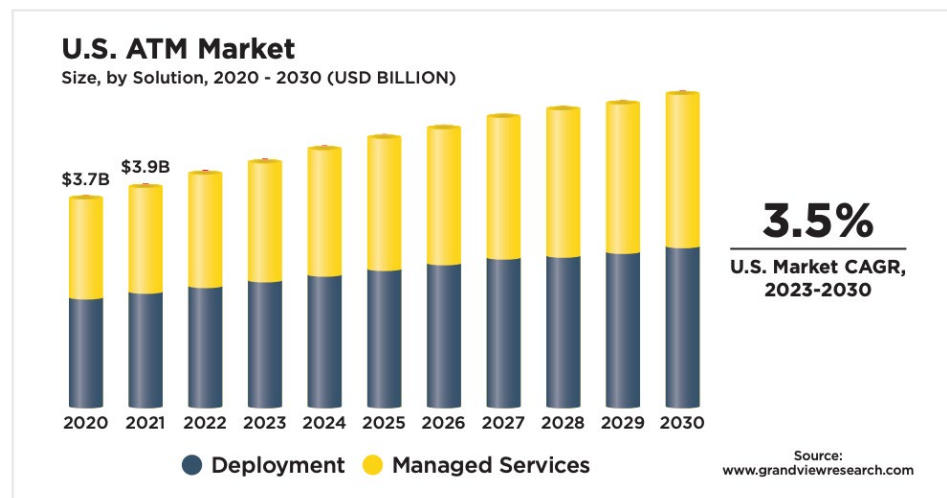
X1 BY DMP

Real Access. Really Easy.

Cloud-based access control, using cellular, network or wifi. Installs in minutes. Total flexibility for single or multi-site management. Up to 1,000 doors per site, full edge system redundancy, full control and reporting from a single app or browser, video integration and much more.

If you're using Brivo, ProdataKey™, OpenPath, Feenics or any other access product, you owe it to your business to give us a look today.
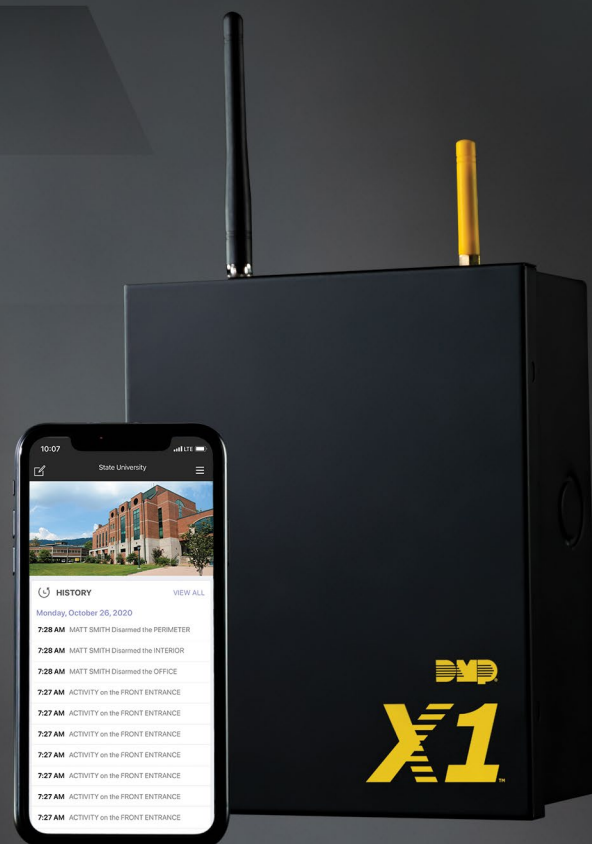
To learn more, go to **DMP.com/X1** or contact your regional sales manager today.

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PUT YOUR READERS & CREDENTIALS TO WORK FOR YOUR BUSINESS

Farpointe Data®
Readers • Credentials

Custom branding the RFID components you install can help grow your business. Your logo and contact details promote your brand, encourage customers to contact *you* for credential reorders, and generate new leads.

Branding options available through DMP:
- Durable, UV-resistant, full-color labels for readers
- Scratch- and fade-resistant laser etching for physical cards and tags

Contact your DMP Regional Sales Manager to begin promoting your business today!

1-800-641-4282

THE PERFECT BLEND OF XT | XR | X1

INTRODUCING THE
XT75

Perfectly designed. Perfectly sized. Perfectly equipped.

The feature-rich XT75 combines intrusion, access control and cutting-edge video technology in the industry's most tightly integrated security panel.

Intrusion   Access Control   AlarmVision™

XT75 Delivers Premium Features in a Small Footprint

Springfield, MO – Digital Monitoring Products (DMP) announces the release of a highly anticipated control panel designed to bridge the gap between the XT Series and the XR Series. The XT75 tightly integrates intrusion, access control and AlarmVision™ — making it ideal for customers who need a robust system with a smaller footprint.

- Access control that's simple to use, similar to X1 programming
- Compatible with AlarmVision™ technology
- Faster installs with built-in wireless
- Built-in encryption to Dealer Admin
- Optional encryption to monitoring center

The XT75 supports AlarmVision products, a compatibility previously only available through XR Series panels, giving the ability to monitor real events in real time with a real response. "By combining the XT75 with an XV Gateway, small businesses and residential customers can benefit from AlarmVision technology without upgrading to the XR Series," said Warren Hill, executive director of product management for DMP. "Since AlarmVision was introduced, it has significantly reduced costly false alarms in every case."

The XT75 can be programmed with up to 142 zones, 200 users and 50 wireless fobs. It has a built-in wireless receiver, onboard network and connection for a Wi-Fi module. Like all DMP control panels, it comes with free network communication, 100% product testing and is manufactured in the U.S. with U.S. and global components.

XT Series Comparison Chart

	DMP XT30	DMP XT50	DMP XT75
Key Features			
AlarmVision			Yes
Intrusion			
Devices	8	8	8
Hardwired Zones	42	42	92
Areas	6	6	6
Wireless Zones	32	48	100
Wireless Repeaters	8	8	8
Wireless Keyfobs	8	8	50
Users	30	99	200
Event Log	100	200	1,000
Access Control			
Doors of Access	8	8	8
Schedules	1	1	10
Wiegand	Yes	Yes	Yes
MIFARE DESFire	Yes	Yes	Yes
OSDP	Yes	Yes	Yes
Communication			
Network	Yes	Yes	Yes
Cellular	Yes	Yes	Yes
Dialer	Yes	Yes	No
Direct to Monitoring Center	Yes	Yes	Yes
Free Network Communication	Yes	Yes	Yes
Key Features			
Virtual Keypad	Yes	Yes	Yes
Made in the USA	Yes	Yes	Yes

XT SERIES
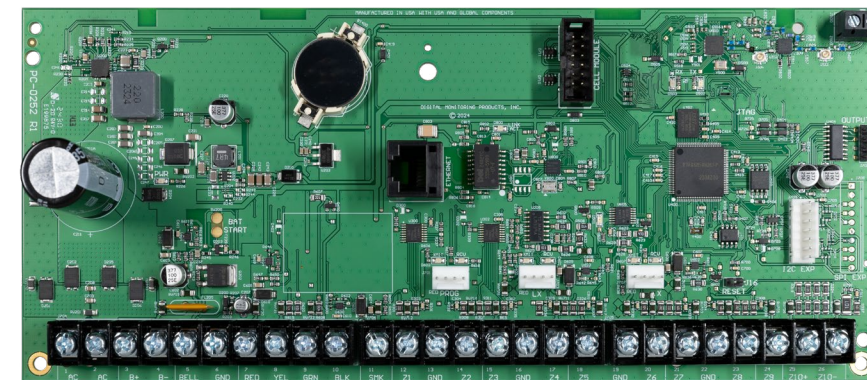
Introducing a New Package Featuring the XV-24 with AlarmVision!

XV-24 GATEWAY PACKAGE
XV-24PKG

XV-24 with AlarmVision turns cameras into intelligent motion detectors able to trigger actions and alarms, the same way an intrusion sensor would. Instead of alerts about moving leaves, shadows and light, receive notifications about people, vehicles or animals.

Adding four V-4072MD Indoor/Outdoor Mini Dome cameras makes this a versatile and quickly installed solution to protect any site.

What's included:

- XV-24 with AlarmVision
- (4) V-4072MD Cameras
  - 2MP resolution
  - 30ft of IR imaging
  - Supports POE & Wi-Fi
  - Includes 12VDC transformer

PLACE YOUR ORDER TODAY!

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CustomerService@DMP.com

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Your **Single Point** of **Data Entry**

PREMIER PARTNER
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WHServices

- RMR Billing
- Field Service Management
- Lead & Sales Management
- e-Agreements
- Mobile Work Order
- Payments
- Reviews

WHCustomer Portal

- Review and Accept Estimates
- Make Payments on Invoices
- Chat with your Customers/ Dealers
- Customers can Place Systems on Test & Update Emergency Contacts

WHMessaging (MMS)

- InTouch in RealTime
- Reviews
- Payments
- Chat
- Feedback

2 way sync + 40 Central Station Integrations

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The DGA Way

The DGA Way

1. **Execute with Excellence**
   We hold ourselves to the highest standard.

2. **Go the Extra Mile**
   We exceed our customers' expectations.

3. **Own it and Follow Through**
   We own the problem until it's solved.

4. **Be a Team Player**
   We work selflessly as one team, encouraging and celebrating each other.

5. **Embrace Innovation**
   We value new ideas from everyone.

illustrates how DGA has become one of the most successful alarm companies in the nation, comes from the military's regimented way soldiers organize their footlockers. If you have never been regaled by a story from Mr. O, you are missing out. We will try to do it justice, in his own words.

This is one story I tell often. When you're in basic training, you are given a footlocker. You know, the old big wood trunks with a square tray that would sit in it. This tray had partitions, and you must keep everything in this tray according to an extremely precise and exacting method. Your soap had to be in the upper lefthand corner here. Your toothbrush had to be right below it, facing down. There was an extremely specific way your socks would be rolled and then lined up in a very precise way. And then you would have the world-famous footlocker inspection performed by the drill sergeant with great seriousness. If your toothbrush was facing up when that toothbrush should be facing

We had the opportunity to sit down with the Founder and CEO of DGA Security, Mr. Stanley Oppenheim. Mr. O (as he is affectionately called by many employees and friends) operates one of the largest alarm companies in the United States located in the heart of Midtown Manhattan, New York City. We learned and laughed a lot during our wide-ranging conversation. Here is the story of this multi-generational security industry success.

Stanley Oppenheim is a nationally known figure in the alarm industry holding numerous leadership positions. He entered the security industry the day before Thanksgiving in 1964 where, at 19 years old, he bought his first ten alarm panels. "You had to buy ten, to let them know you were serious about being in business, and not just a do-it-yourself kind of person," he said.

He grew that original alarm company with all commercial, all leased systems with service

contracts, using the traditional model. He built and ran that company successfully for two years. At that time, he was drafted into the military at the height of the Vietnam War. He then sold the company, went to serve in the Army, which included a tour of duty in Vietnam.

Upon returning home, he "took a week off to relax" and then took the necessary steps to re-start his life. After purchasing civilian clothes, obtaining a new driver's license, and all the other

details you need to re-join society, he incorporated DGA, printed business cards and, in February 1969, started DGA Security Services. He has been operating it every day since.

It's safe to say that The DGA Way, which we will discuss more fully in a moment, was highly shaped by Mr. O's experience in the military. One of his stories, which

From left to right: Stanley Oppenheim – DGA CEO, Amanda Zupan - DMP Dealer Marketing Manager, Rebekah Teller - DMP Copywriter, Mark Hillenburg - DMP Vice President of Industry Relations

down, it was not a good thing. It had to be standing tall. It had to be perfect.

We had some educated recruits with us who asked, "What difference does it make if the toothbrush is up or the toothbrush is down?"

I quickly realized the motive behind the entire exercise. The reason is very simple. You are in the Army now. You will do it the Army way. You will do it no other way. You will do it exactly as you've been ordered, and you have no right to vary anything or to change anything. If you want a soldier in the battlefield to do something exactly right, it starts with the toothbrush facing in the right direction. There isn't anything they do that doesn't have a reason.

The way this manifests itself in the day-to-day operation of DGA is that every installation is completed to an exacting standard. Not out of some unreasonable esoteric rules for the sake of rules, but out of a practical way to run an excellent business. One that leaves every installation standing tall. This is true especially for an alarm company that has its eyes on future growth, a reputation built on high security, which thrives in one of the toughest environments on the planet to run a successful business.

To that end, each technician's toolbox is checked in and refilled with the exactly approved screws and anchors, all in the same screw box location, no deviation and no exception. This process, and the exacting installation procedures and standards, ensure that any technician can show up on any jobsite, immediately know what to do, and service or complete the job with no delay or question.

There is a reason for everything. "If you want an installation to

be perfect, it starts with shining shoes and a spotlessly clean truck that is washed every day, every day. It starts with a clean truck and a clean uniform and an attitude of excellence. You respect the company, and the company respects you.... And by the way, no one drops papers or makes a mess in a spotlessly clean truck," says Mr. Oppenheim. "Did I learn lessons in the military that convey to this day to the operation of this company? Without a doubt."

"Let me take it further...each technician takes a photograph of each control panel and sends it into their supervisor for inspection that it meets our standards. Many ask, why make a masterpiece within an enclosure that no one is ever going to see? We are going to see it. Every week, as part of our education and training class, these installs are critiqued. Five installs are selected by their peers, and the class determines the best panel of the week. The installer of the best installation is given a not insignificant amount of U.S. currency. So, you can go look at any job with our name on it, and it's done in a standardized, perfect, flawless manner.

"The Army was in the defense business, and we are in the security business, and everything has its purpose starting with a toothbrush or shined shoes."

From day one, DGA was run like it was going to be a BIG business. Every job was labelled and systems were implemented, even though it was a one-man company. As the salesperson and the installer and the service technician, Mr. Oppenheim knew that as DGA grew, he would not be the one servicing each install, so everything needed to be consistent and labeled and ready to scale. The company operated like this for two full years before he hired his first technician.

Leveraging his natural sales ability, Mr. Oppenheim pursued a marketing program that consisted of cold calling on the best retail shops in Brooklyn, NY. As the company continued to grow, alarm transmission technology was evolving with the invention of the tape dialer and then the digital communicator, which ultimately changed the industry. Digital communicators began replacing Direct Wire and McColloh circuits in many locations. Monitoring centers began to spring up around the country. In January of 1977, Mr. O, observing this evolution, started a new and separate business, Affiliated Monitoring. Today it is recognized as one of the top third-party monitoring centers in the nation. Affiliated is run by Mr. O's son, Daniel Oppenheim, who himself is widely known and respected in the industry.

DGA continued to grow and perfect their sales and marketing methods. In 1991, they moved their operation from Brooklyn to Midtown Manhattan and the Diamond Jewelry District, where they still maintain a sizable presence today. Nearby is their six-story Manhattan office building that serves as their headquarters.

Today DGA operates in the main four core pillars of the security industry: Intrusion, Fire, Access Control and Video. But it did not grow in that order. Initially after Intrusion, Video was added, and then Access Control. Commercial Fire came along much later. "The commercial fire alarm business in New York City is not a small thing. It's no easy task," explains Mr. Oppenheim. "It requires engineers, it requires draftsman, it requires a lot of infrastructure. Of all the disciplines of the industry, it is the most complex."

Along the way, Mr. Oppenheim and the DGA team have become experts on the protection of high-risk locations. They made it their

focus to develop expertise in this area, and today DGA has more UL Central Station Certificates in force than any other company in the United States.

If you have been in the security industry for any amount of time, you have likely met Mr. Oppenheim, or many from his DGA team, at a security association meeting. DGA is extraordinarily involved in almost all the security industry associations. You can count on DGA to be highly involved in industry associations for a simple reason. To give back to the industry that has treated them so well.

One of the secrets to DGA's success is in their hiring practices. For one thing, they rarely hire a technician, or what is called a "mechanic" in New York, from any other security company. They have an apprenticeship program and are always hiring apprentices to grow the company. Their technicians go through a multi-year, non-stop apprenticeship program. When DGA sends a mechanic (installer) to a job, that person will have an apprentice with them, learning and growing through every experience.

For management roles, it's not that they prefer to hire from outside the security industry, but rather they intentionally make an effort to hire from outside the security industry. DGA feels it brings in a more sophisticated candidate with diverse business experience and background they can learn from. "We have the alarm expertise to teach them the security industry. In time, these hires become fully knowledgeable in the alarm industry. That said, we are always open to interview qualified candidates from the industry as well."

In the summer of 2023, the DGA family was dealt a terrible blow, as long-time employee Craig Dacher, friend to all and VP of

the company, suddenly and unexpectedly passed away at home. Craig joined DGA in 1983 and left an indelible mark on the organization. His office was next to Mr. O's for over 40 years, and he was the right hand of the organization. Craig Dacher was the consummate gentleman, a very good and decent man who was known to everyone in the DGA family, and widely known and respected in the industry. He is greatly missed by all who knew him. Craig modeled The DGA Way and in that tradition, DGA created and named the new Craig Dacher Learning Center to maintain his legacy. The Learning Center is a modern, technologically sophisticated 8,000 square foot teaching center used exclusively for providing the most modern learning environment for the DGA team.

One of the secrets of DGA is the continuity of their employees. They have many long-term employees. One recent year, they awarded 14 individual 25-Year Employee Awards.

In July of 2003, DGA became a DMP dealer, and they have been an important customer from the beginning. The nature of the high security applications and centrality of the monitoring center make DGA a strong partner. DMP sees it as an honor and a privilege to be able to serve them every day.

"The partnership with DMP has been critical to our success. Much like our own experience, the Britton Family's roots come from people who understand how to run an alarm company. It's my belief that DMP benefits greatly from that fact. The intimate understanding of what the daily life of an alarm technician is, somebody who understands what it is to operate an alarm company, and the knowledge gained from being what we would call 'an alarm guy,' in my view is a significant component of the success of DMP over the competition who simply does not have that understanding. And since you have an alarm guy in charge, who understands the life of an alarm company, DMP products have long reflected that to the betterment of all DMP customers," states Mr. Oppenheim. "The ability to

innovate, create and bring products to market at a rate that is simply breathtaking—I don't even know how you guys do it. There is no one in the industry that comes remotely close to that… the capabilities of the products with the reliability and dependability. They are built with the understanding of what it takes to run a successful alarm company, we feel without question that DMP products are an instrumental component of our success."

DGA operates in arguably one of the most challenging locations anywhere. One of the secrets of their success is their ability to adapt to their environment. Famously, many of their technicians walk to their service calls with their tools in tow behind. The parking and the traffic make it extremely difficult to route trucks. The fact that their headquarters is located two blocks from Times Square is part of that adaptation. To be located centrally, even at much greater expense, is essential to their success. Even though DGA truly has a nationwide footprint,

What advice would you have for an alarm dealer that is just starting out or only in business for 5-10 years?

Solid Gold Advice from Mr. O:
- *Daily you can do the best thing for your business based on what you say no to, not what you say yes to. Always be reticent in trying to be all things to all people, because you can't be.*
- *Standardize on your equipment in every regard.*
- *Install your systems in a disciplined fashion.*
- *There are riches in niches. Find a certain industry that has a uniqueness to it, become an expert at servicing that industry and you will build a following and a reputation in that industry. Your reputation will be far greater than any other company. So, narrow your focus.*
- *Limit your geographic service area, so you don't have to spend time traveling outside of your region.*
- *Always run the company like it is going to be a big business. Standardize, systematize and document your jobs.*
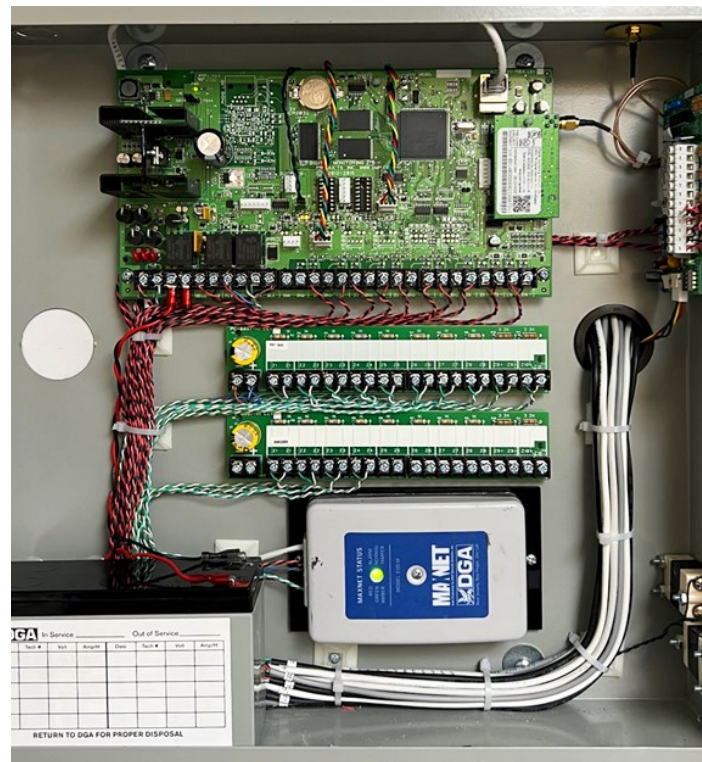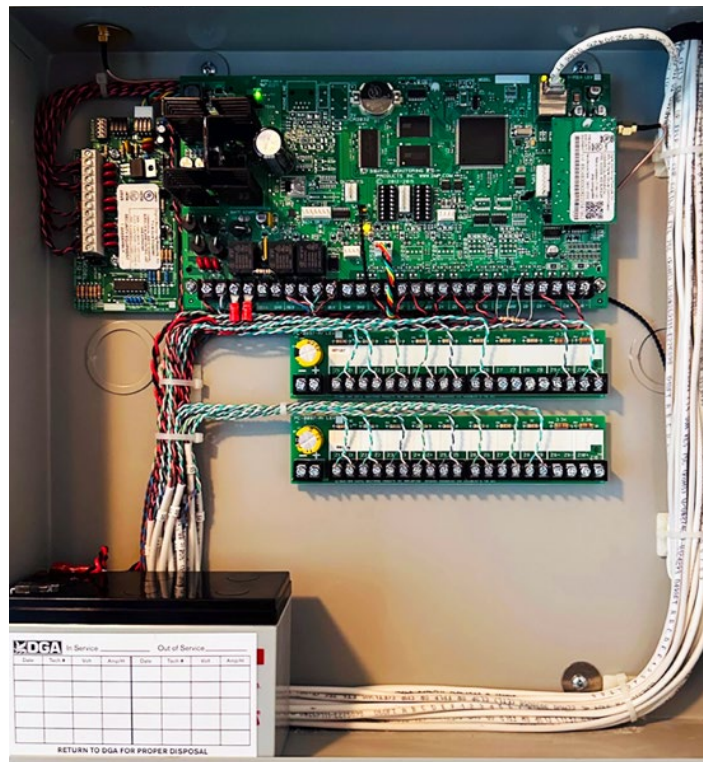
Over the past 50 years, the world has experienced unimagined technological leaps. The pace of innovation has become faster than ever before. DGA not only embraces new business security and fire protection technologies but has played a critical role in their development as an industry leader. They have been a trailblazer in the use of new business security technologies. They were among the first to automate the processing of alarm signals in a monitoring center, offer a managed access control solution nationwide, and implement modern security and fire data transmission that combines cellular and internet technology. Today, DGA boasts one of the largest in-house software development, IT and engineering teams in the industry.

Stanley Oppenheim presently serves on the Board of Directors of The Monitoring Association (TMA). He was instrumental in the inception of the National Training School (NTS) within the Electronic Security Association (ESA) in addition to holding many roles at ESA, including National Vice President. His alarm company has more UL Central Station Certificates in force than any other company. Mr. Oppenheim has received many industry awards and recognitions, among them the TMA Presidents award and in 2009, the Stanley C. Lott Award, TMA's highest honor. Since 1999, he has been an active member of the board of directors of NetOne.

DGA is truly a diamond in the security industry. And as Mr. O will tell you... it all starts with that toothbrush. ●

From left to right: Ethan Newberry – Senior Director, Head of Operations, Paul Davies – CFO, Stanley Oppenheim – CEO, Mark Pezold – Senior Vice President & General Counsel, John Fischer – Vice President of Technology, Fred Geoffrion – President, Michael Reynolds – Managing Director, Sales, Crystal Lannaman – Head of Human Resources, Seth A. Storm - Managing Director, Customer Experience. The picture of Lower Manhattan, including the Freedom Tower, taken from the Brooklyn Promenade.

the core of how they operate their business remains the same, regardless of location.

DGA believes that your success is going to be derived from the entire team of employees. The building of esprit within a company is the single, most important thing you can do for your success. Employees who feel and know the company is committed to them and their family, that they have a stable, secure job, will lead to success. At the end of the day, you can do all the advertising you want, but the service tech who walks into that business is the face of the company. The owner is not the face of the company. Your management is not the face of the company. It's the tech, that front line employee—who should be well-informed, well-dressed and happy—that is what makes the impression of what customers will think of your company. You must ask your employees advice or for feedback, and you must act on that feedback if it has merit. Make your employees feel like they are a part of a greater whole, and that their input is valued and respected.

"Many employers make the mistake of thinking the number one thing that motivates employees is money. And that is not true," says Mr. O. "Make people feel like they are respected, that their input is valued, and they are a 'part of this'. So many employers think that if you pay enough, they stay, and if you don't pay enough, they leave. No, they want to know if they're respected, that what they are doing is making a difference, and that the company values their values and values their point of view. Money is down the list."

It is for the reasons above and many more that DGA Security Systems remains one of the most trusted family-owned security businesses for almost 60 years. They are one of the largest independent security and fire systems providers in the United States, offering local service nationwide.

Their customers span a wide range of industries including art galleries, banks and financial services, cannabis, hotels, jewelry, nonprofits, offices, property management, religious institutions, restaurants and retail stores, shops and boutiques.

THE BEGINNING OF THE MODERN ALARM INDUSTRY
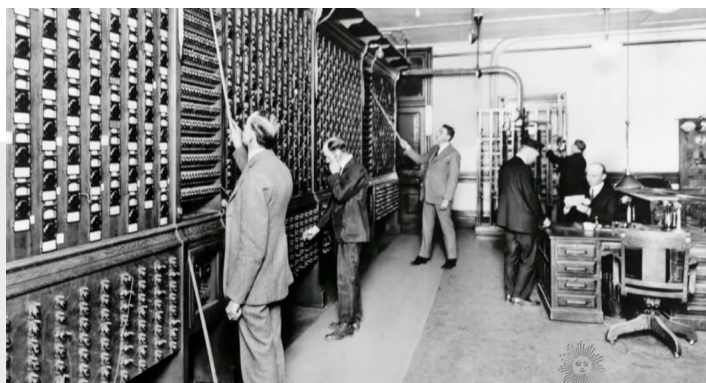
BY JOHN G. FISCHER, DGA SECURITY SYSTEMS, INC.

2023 marked the 165th anniversary of the modern burglar alarm industry. It all began with patent number 9802, issued to Augustus Russell Pope on June 21, 1853. Although, the first business began operating five years later, starting the modern alarm industry in 1858.

This simple patent was the seminal design in the evolution of the modern burglar alarm industry. Pope sold the rights to the patent in 1858 to Edwin Holmes and it was Holmes' dedication to the implementation and success of this invention that would make the burglar alarm a viable and recognized device.

Many people cede the invention of the modern burglar alarm to Edwin Holmes, and yet, while Holmes may be known as the "Father of the Burglar Alarm Industry", and he would improve upon its design extensively in subsequent years, Augustus Russell Pope remains the true inventor of the modern burglar alarm. Both Pope and the original patent deserve both recognition and consideration, as they represent the starting point of what would become known as the "alarm business".

Pope, born on January 25, 1819, traced his ancestry to the Mayflower. He graduated from Harvard University with the class of 1839 and earned a Divinity degree at Harvard in 1842. Initially ordained the pastor of the Unitarian Church in Kingston, Rhode Island, in 1849 he was installed at the Unitarian Church in Sommerville, Massachusetts where he would live out the remainder of his life.
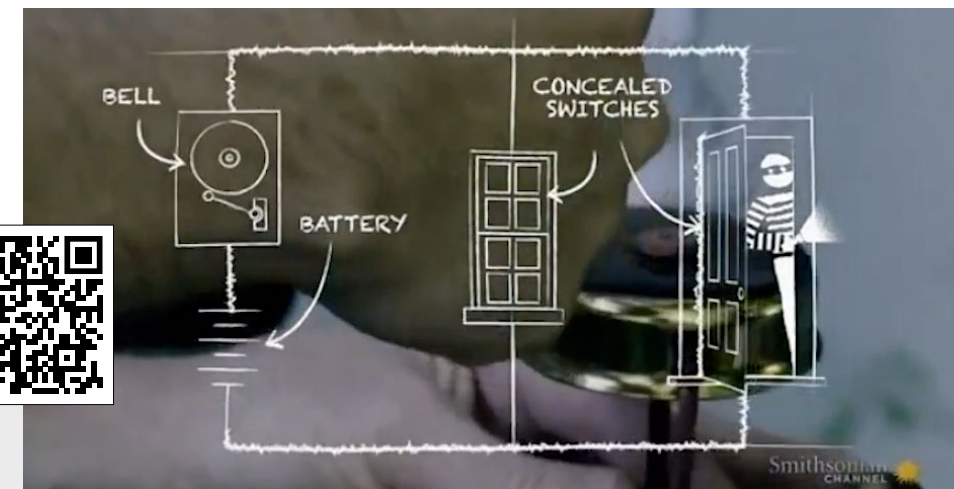
By all accounts, Pope possessed a curious mind and was keenly interested in science, religion and the social consciousness of his day. When possible, he would apply his knowledge of physics, electricity and telegraphy to his sermons. He served on the Massachusetts Board of Education and devoted what little spare time he had to his endeavor with the "burglar-alarm". The development of Pope's "burglar-alarm" in Sommerville, a town just outside of Boston, was not an accident. Boston, long hailed as the center of the United States telegraphic manufacturing, was home to a shop owned by Charles Williams Jr. Nationally known for his expertly crafted telegraph equipment, Williams was well acquainted with many telegraphic businessmen and inventors of the time including Edison, Holmes, Pope, Channing, Alexander Graham Bell and Moses Farmer. At the Williams shop, these men would gather to design, build and discuss their latest inventions and ideas in electricity and telegraph communication. Pope spent considerable time in the Williams workshop between 1856 and 1858.

The design of the Pope patent, simple by today's standards, proved to be highly effective. It called for a normally open circuit. Doors and windows were connected in parallel and when physically opened they would close the circuit and activate the alarm. It is worth noting that the alarm did not "latch". The bell would stop ringing once the violated door or window was physically shut.

In 1856, Pope exhibited his alarm at the Fair of the Mechanics Charitable Association of Boston and won both a diploma and a silver medal. He hired a salesman to help sell the device and completed one installation in a shoe factory near Boston; however, failing health and the need to provide for his family prompted him to sell the patent rights to Edwin Holmes for $1800.00 in cash and $8000.00 in notes shortly before he died in late May of 1858. The patent was reissued on June 8, 1858.

Edwin Holmes was born on April 25, 1820, in West Boylston, MA to Sally and Thomas Holmes. He would eventually revolutionize the burglar alarm industry; however, Edwin Holmes did not begin his career in the burglar alarm business. He was nearly thirty years of age when, in 1849, he and his younger brother John, opened a "notions" store on Tremont Row in Boston. They sold among other things, thread, lamp wicks and hoop skirts.

During these formative years of entrepreneurship, Holmes advertised in local newspapers. This experience would prove valuable in the future, when his business acumen and marketing skills propelled his burglar alarm business to great success. The notions shop was by all accounts unsuccessful as evidenced by an 1857 published newspaper account listing the brothers as insolvent; however, it was around this time that Edwin Holmes began spending many of his days at the Charles Williams telegraph shop, which was conveniently located on Washington Street around the corner from the Holmes thread store. It was probably here that Holmes was introduced to Augustus Russell Pope. Immediately after purchasing the Pope patents and noting Pope's seeming inability to successfully market the burglar alarm in Boston, Holmes began spending more and more time in New York City. In 1859, he packed his bags and brought his family and fledgling business to New York, where he believed "all the country's burglars" made their home.

Holmes' arrival in the busy port city just prior to the Civil War preceded a period of tremendous commercial growth for both New York and the country. This area was home to the city's jewelry industry, banks and telegraph community. Despite tumultuous times, the young business slowly took root. Gradually Holmes' marketing and advertising skills, coupled with endorsements from prominent New Yorkers guided the business to success.

Starting in or around 1863, Holmes standardized the name of his product as a "burglar alarm telegraph." This seemingly minor change apparently made quite a difference. Electricity was considered dangerous and unproven at the time. The telegraph changed the world in 1844 when the first telegraph wire was strung between Baltimore and Washington D.C. The Civil War served only to heighten the necessity of the telegraph.

Although not a telegraph in the strict sense of the word, the burglar alarm did notify people of a problem, and more importantly, the public trusted telegraphs. His business grew by 1866 to a client base of more than 1200 customers proving the value of the product and that Holmes' marketing worked. By the time Holmes published his 1868 list of testimonials, the Holmes alarm is ubiquitously referred to as a "burglar alarm telegraph" and a drawing of the alarm bell appears in all of Holmes' advertising.

EDWIN HOLMES, BURGLAR ALARM TELEGRAPH, 201 B'WAY. 1869

It even appears in the public directories of the day, not as a stand-alone advertisement, but alongside Holmes' name. This logo listing, as we now call it, was quite ahead of its time and effectively branded his device. Within a few years his alarm bell was instantly recognizable as a "burglar alarm telegraph."

By 1868 the alarm had also grown technologically. Holmes began offering a system with a clock that would turn the alarm on and off, and a latching circuit was added so that the bell did not stop

ringing without being manually reset. Zoned systems were introduced and were often housed in ornate wooden boxes along with the alarm bell. Annunciating devices, which could double as a maid call device were also offered. In his 1918 publication, *A Wonderful Fifty Years*, Edwin T. Holmes, the elder Holmes' son, recalled how his father devised a method of insulating wire using paint and cotton thread. The modern burglar alarm had arrived, not just on the pages of a patent drawing, but in a viable and profitable business.

One of Holmes' patents led to perhaps his most important contribution to the burglar alarm industry – the central station burglar alarm. A safe lining patent, while important for its apparatus also called for the transmission of signals to a central location. Ever the marketing genius, Holmes sponsored contests challenging people to compromise the system. According to all available evidence, no one ever did so successfully.

In short order, Tiffany and Lord & Taylor signed on as central station customers and the orders began pouring in. Faced with the prospect of running a twenty-four-hour operation, Holmes moved his office to the top floor of a downtown New York City

building so that he could run telegraph cables across the city to monitor the new system. A few years earlier, Holmes had sent his young son, Edwin T., to Boston to run the Holmes office up there, and soon the younger Holmes also established a central station in Boston. Here begins one of the most intriguing and amusing stories in our industry's history.

While in Boston, Edwin T. Holmes began spending time at the Williams telegraph shop where his father's interest had spawned the Holmes' entry into the alarm industry nearly two decades earlier. At the shop, he came to know Thomas Watson, who was assisting Alexander Graham Bell with the invention of the telephone. Watson shared the progress of the telephone with Holmes.

During these formative years, telephones were installed as point-to-point devices. Each telephone could only communicate with one other telephone. Holmes realized that his customers only used their alarms at night when their businesses were closed. He reasoned that during the day these businesses might be able to use the very same wires the alarms communicated over for telephone communication, and that they could be interconnected so that any business with a

Holmes central station alarm could speak to any other business with a Holmes central station alarm.

Holmes' reasoning proved correct, and by late 1877, 700 telephones were interconnected in Boston using the Holmes office as a switching center. The center, while very basic in its earliest form (operators would connect to both parties and verbally relay messages) proved successful, and young Edwin encouraged his father to follow suit in New York.

By 1878 the Bell Telephone Company of New York was formed with the elder Edwin Holmes as its president. Here lies what would appear to be an enormous lapse in judgment. Difficulties surrounding voice quality and patent infringement cases between Western Union and the Bell companies may have played a role in this decision, for by 1880, Edwin Holmes sold out his interests in the Bell Telephone Company of New York for $100,000.00.

Upon leaving the telephone business Holmes believed himself to have made a handsome profit on a still unproven device. He forfeited a fortune in future profit; however, he did secure and cement a relationship with the telephone company that gave him the exclusive right to lease the phone company's lines for use with direct wire alarm circuits. The central station was firmly established, and the alarm industry was born. ●

CBS Sunday Morning - Almanac:
The First Burglar Alarm Video

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/.

DMP Training Opportunities

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

TECHNICIAN BOOTCAMP

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

ADVANCED TECHNICIAN BOOTCAMP

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

CONTROL PANELS AND OTHER HARDWARE TRAINING

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

SOFTWARE TRAINING

Instructor-led, on-site training for your team. These courses provide an understanding of the basic features, how programming affects the systems and the correct way to program each software. Much of the software training can also be accessed online, still instructor-led.

END USER TRAINING

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

UPSELLING TRAINING

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

SALES ACADEMY

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

SALES MANAGEMENT ACADEMY

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

DMP UNIVERSITY

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

ENTRÉ VIRTUAL CERTIFICATION

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

Training hosted at DMP Headquarters in Springfield, Missouri

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

Online training, videos and webinars

SIAC
Security Industry Alarm Coalition

SUMMARY OF 2023 ACTIVITY

NATIONAL LAW ENFORCEMENT OUTREACH

IACP – International Association of Chiefs of Police – Attended the annual meeting & section zoom calls; Stan continues to chair the Alarm Sub-Group of the Private Sector Liaison Section where attendees are briefed on AVS-01, ASAP to PSAP status, SIAC Alarm Management Committee's activity and the Model Ordinance activity. We co-hosted a Board Reception along with ESA & TMA that was well-attended by the IACP Executive Director, President and many past-presidents and other key leaders.

NSA- National Sheriffs' Association – Attended the winter and annual meetings. Stan chairs Alarm Sub-group of their Outreach Committee and reports on all major industry topics (as stated above w/IACP). We co-hosted a board reception, meeting with key NSA leaders.

STATE LAW ENFORCEMENT OUTREACH

SACOP – IACP/State Association of Chiefs of Police – These are the state chapter associations where representatives from each state attend. We host a luncheon, update state chiefs on issues (same as IACP) and work to set up Alarm Management Committee's within each chapter.

We attended 15 annual state chiefs meetings and initiated or participated in 47 video calls. We organize/facilitate Alarm Management Committees (BOLD), yet maintain a strong presence in the others:

Arizona	**Maine**	**Pennsylvania**	**Virginia**
California	**Michigan**	**South Carolina**	**West Virginia**
Florida	Minnesota	**Tennessee**	Wisconsin
Georgia	**North Carolina**	Utah	

LOCAL ORDINANCE INTERACTIONS

Agencies that we assisted in some form of ordinance review/edit:

Phoenix, AZ	Oakland, CA	Marietta, GA	Columbia, SC
Paradise, Valley, AZ	Oxnard, CA	Bangor, ME	Greenville, SC
Scottsdale, AZ	Garden Grove, CA	Bath, ME	Myrtle Beach, SC
Vallejo, CA	Antioch, CA	Birch Run, MI	White House, TN
Hawthorne, CA	Fort Walton Beach, FL	Dearborn Heights, MI	Roy, UT
Los Angeles, CA	Palm Beach County, FL	Duluth, MN	Ogden, UT
Monterey Park, CA	Vero Beach, FL	Asheville, NC	Centerville, UT
Riverside, CA	Thomasville, GA	Gastonia, NC	Prince William Cty, VA
Sacramento, CA	Brookhaven, GA	Albuquerque, NM	Wheeling, WV
Woodland, CA	Kennesaw, GA	Rock Hill, SC	

MAJOR ACTIVITY AND ACCOMPLISHMENTS

- **California ASAP to PSAP** – SIAC was able to facilitate meetings between key leaders and California Chiefs to petition the California DOJ to approve the use of ASAP in California, breaking several years of program denial.
- **Albuquerque, NM** – Numerous meetings, calls, trips and materials provided to help educate local dealers who opposed a Verified Response proposal by the PD. After months of effort the PD dropped the proposal.
- **Phoenix, AZ** – Opposed a city wide Verified Response proposal by educating senior law enforcement leadership on alternate, effective solutions. After providing documentation, making calls and meeting with the PD they elected not to pursue VR.
- **Gastonia, NC** – SIAC representative organized numerous calls and meetings, educated stakeholders with information and reached out to city leaders to provide alternatives to Verified Response. We also engaged our Public Relations firm to provide media support, customer letters and talking points for council meetings. VR so far, has not advanced.
- **Ogden, UT** – Verified Response proposal from PD, though they refused to communicate with SIAC representative, we were able to provide information to the media that provided local residents with the information which eventually led the police department to abandon Verified Response.
- **Oakland, CA** – years of outreach and communications to the PD, particularly intense this past year did not achieve the desired results as they did pass a city wide Verified Response ordinance in 2024.
- **Asheville & Greensboro NC** – Both cities were considering city-wide Verified Response. After SIAC made contact with senior law enforcement personnel, both cities have decided to abandon VR.

DMP Sales Training Workshop Options

If you would like us to bring sales training to you at your company, contact Angela Hudson at AHudson@DMP.com.
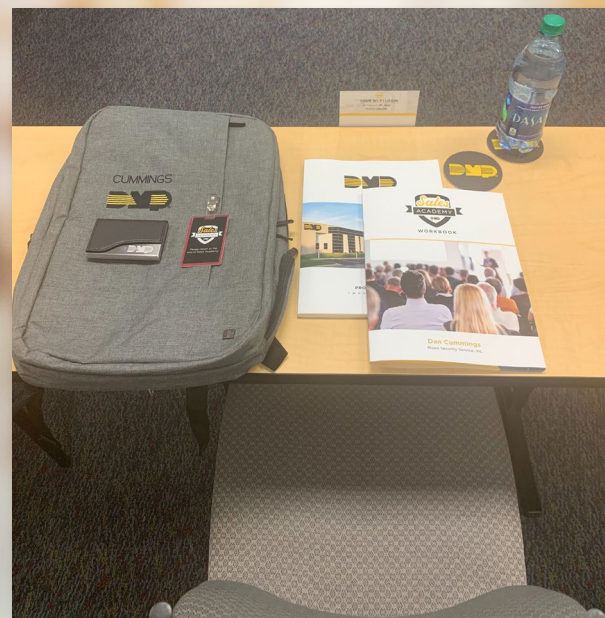
EST. 2019

SALES EXCELLENCE TRAINING

Upcoming Sales Training Opportunities

Sales ACADEMY

SEPTEMBER 10 – 13

EST. 2020

SALES MANAGEMENT ACADEMY

OCTOBER 8 – 9

grow

ESAWEB.ORG

Our business is building yours.

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

- ✓ Training discounts on ESA's National Training School's online and virtual live courses
- ✓ Exclusive rates on Security America's industry-specific insurance coverage
- ✓ Discounts on sales training
- ✓ ESA Member Savings Program with discounts on fuel, office supplies, shipping, credit card processing, tools/equipment and more
- ✓ Lead generation through ESA's "find a professional" platform on Alarm.org
- ✓ National networking and best practice sharing, free of competitive risks
- ✓ Government advocacy and representation

- ✓ Access to exclusive online resources for finding, hiring new talent, looking up licensing requirements, employee engagement surveys and more
- ✓ Active PR efforts for enhancing your company exposure in local and national news outlets
- ✓ Access to ESA's "Training as a Service" — concierge onboarding and personnel development program, including assessment testing and customized training paths
- ✓ All NEW INTEGRATOR MEMBERS receive a $250 online training gift card

ESA ELECTRONIC SECURITY ASSOCIATION®

The Voice of the Electronic Security & Life Safety Industry

THE SALES SKINNY

THE 4 E'S IN EXCELLENCE

**Jack Conard,
Director of
Sales Training**

The definition of selling is the transferring of energy, emotion, enthusiasm and education for your product or service to the extent that it persuades someone to exchange their money for the value your product brings to their situation. Let's drill into this a little bit.

The first E is **Energy**. Feeling good, looking good and being powerful. A positive demeanor. This is your health. How you feel and look. It is the amount of stamina, vigor, or "juice" you have to complete a given task or engage in a particular activity. It is YOUR power to do your work, engage with people, enjoy life and bring joy and happiness to others.

The next E is **Emotion**. This is the bodily feelings experienced as arousal of the nervous system. It is a natural state of mind driven by your relationships with people. Many of your feelings come from historical insight and not simply how you feel any given day. And this is very important for sales people.

After that is **Enthusiasm**. Generous? Friendly? Kind? Happy? Helpful? Positive attitude? Do you care about others? This is a feeling of energetic interest in a particular subject or activity. Waking up and wanting to come to work like a kid on summer vacation? Are you so excited that you just can't wait to get to work and solve the problems of the day? Are you proud of yourself? Do you like your job? Yourself? Your product? Many times, you will have an

eagerness to be involved in an activity. Stay engaged and have fun. This is what makes life fun!

And finally, we have **Education**. We either let the consumer be educated by the market or we do the education. This is the act or process of acquiring general knowledge for your product or service to the extent that it persuades them to exchange their money for the value that product brings to their particular situation.

You know the secret to happiness is to have a dream or goal so powerful that it will pull you out of bed each day excited to attack the day, like a kid on the first day of summer vacation.

At DMP, we bring you that education and happiness. We teach your technicians and salespeople how to sell, install and service our American made products. We believe this is the best time of your life to enjoy yourself and make money!

Make more DMP sales and don't forget to get your cookie! ●

Subscribe to the monthly Sales Skinny emails:

DMP.com/SalesTraining

How to Provide Video Monitoring Without Added Labor and Reduce False Alarm Fees

Video cameras record evidence of what happened, providing days and days of video to comb through when a security event occurs. They show us what happened, but only after the fact.

Video monitoring is a useful service monitoring centers can offer to ensure customers that their premises are always being protected. With video verification services, monitoring centers need to have operators available to view the video 24/7. Setting this up can be complicated and operators have to juggle different kinds of software. Now you can save labor and put cameras to work with a single device.

New video technology uses analytics to help cameras identify what is showing up in their field of view. Taking this a step further is AlarmVision™, a detection technology that enables video analytics integration with the intrusion control panel. This truly integrated system allows cameras to talk to the panel natively. When a security event occurs, all information from the system and the cameras is sent to the monitoring center and to the end user.

How does this work? AlarmVision™ turns existing cameras into smart motion detectors with the addition of one, easy-to-use XV Gateway. DMP introduced the XV-24 with AlarmVision™ in 2023 and has recently expanded the video gateways product line. XV Gateways with AlarmVision™ bring analytics to any IP camera system, turning those simple cameras into powerful alarm detection devices.

XV Gateways include three models: the XV-24, XV-60 and XV-96. The XV-24 is ideal for everyday security and standard network configurations. The XV-60 and XV-96 are enhanced for security configurations designed with advanced network management in mind. They include Dual NIC, increased megapixel support and additional internal storage. More megapixels of processing power allows you to add more cameras or higher resolution cameras to the network.

Reduce False Alarms
In traditional intrusion systems, motion sensors monitor open areas, but they are highly prone to false alarms and can be easily defeated. With video analysis of the event instead, the subject of the motion is determined before sending the alarm to the monitoring center. Using video analytics in this way virtually eliminates false alarms. Cameras become smart motion detectors able to trigger actions and alarms, the same way an intrusion sensor would.

AlarmVision uses analytics to determine a real alarm condition in real time. Custom notifications let your customers know what is happening as it happens. Instead of alerts about moving leaves, shadows and light, they'll receive notifications about people, vehicles or animals. This technology detects the motion events that matter, thus drastically reducing false alarms and the penalty fees associated with them.

In addition to reducing false alarms, AlarmVision reduces false alerts to the customer. Fewer notifications mean the customer is more likely to use their system the way it's intended, rather than disabling it after feeling like it's an inconvenience.

Enhance Existing Systems
AlarmVision seamlessly integrates with XR Series panels. There's no need to replace existing cameras. Adding this one product to an IP camera system turns those simple cameras into powerful alarm detection devices, allowing you to bring advanced analytics and video verification to systems already installed.

Dual NIC is available on the XV-60 and XV-96, so you can connect the Gateway to more than one network at a time. For example, if your customer's cameras are on a private video network, you can use one network connection for the control panel and one network connection for cameras.

Another way to implement AlarmVision in systems with motion detectors is to cross zone them with the camera zones. If the motion detector is tripped, but the analytics aren't, then you'll know it wasn't a person. This reduces false alarms and improves security service offerings, giving you the opportunity to increase RMR.

Easy Installation
It's surprisingly simple to put existing cameras to work. XV Gateways are compatible with ONVIF cameras and set up is all in Dealer Admin, the system management software DMP dealers already use. You can specify up to four zones per camera, and program and adjust them remotely. Different zones on one camera can even be on different schedules. Simply define the zones in the camera's field of view, specify person, vehicle or animal and indicate when the activity will trigger a response.
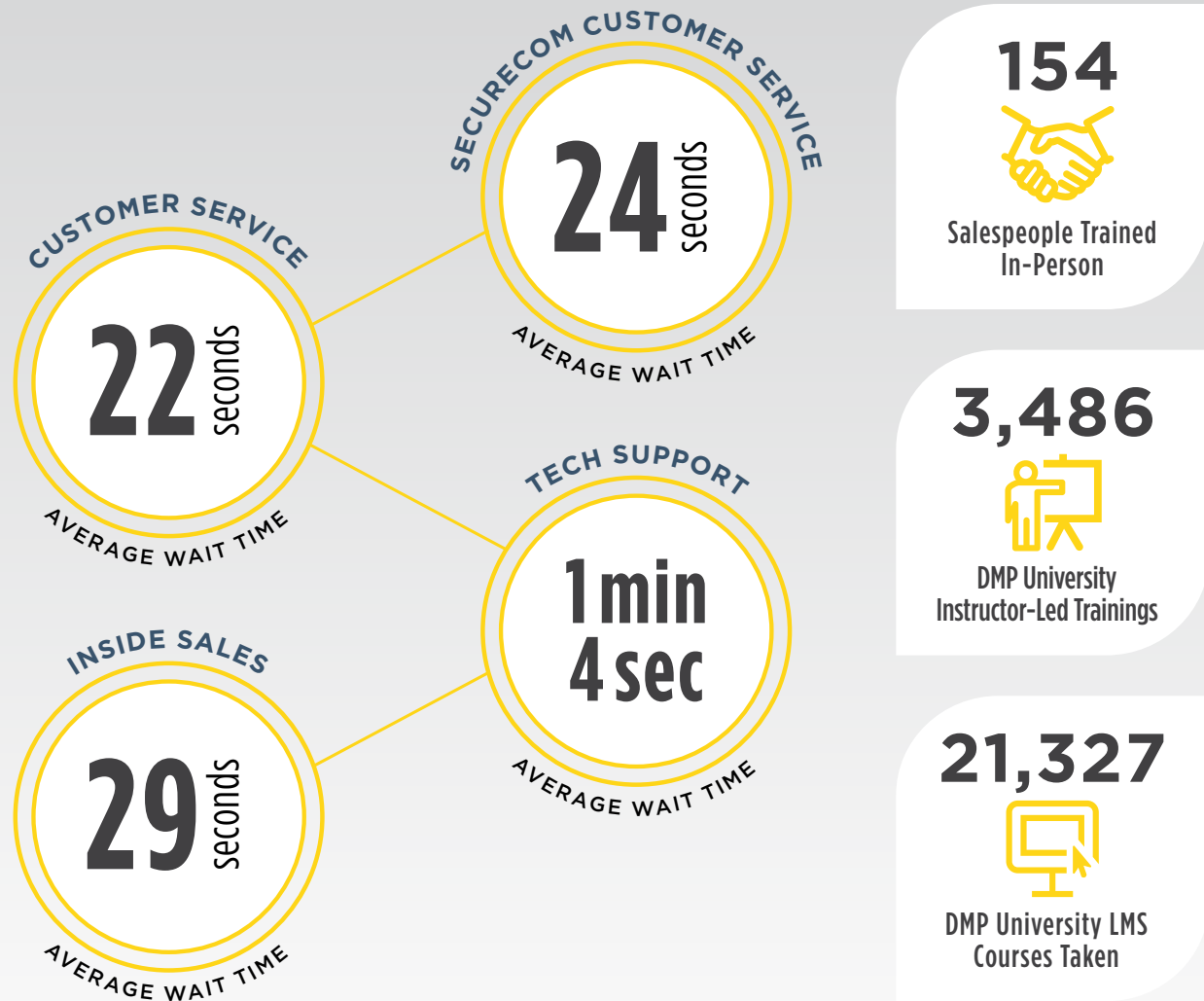
Video actions can trigger alarms, sirens, lights and other outputs. The arming status of the control panel is a factor in determining the alarm condition. Settings are integrated with the alarm system schedule, so alerts can be disabled when the system is disarmed if desired. In this case, since the video is integrated with the panel, you'll only receive notifications when the system is armed. Recorded clips are included with the event notification for easy video verification via the end user or the monitoring center.

XV Gateways connect to the internal network so the communication with the control panel works even if the internet is down. Monitor multiple areas of a room at different times with a single camera. AlarmVision can replace motion detectors in new installations.

AlarmVision. Real Events. Real Time. Real Response.
Revolutionize the role of video in security. Bring advanced analytics that detect a person, vehicle or animal and give conventional IP cameras the ability to trigger actions and alarms. Thousands of cameras are already in the field. Make them part of the security system like never before while drastically reducing nuisance notifications and false alarms. You can start using XV Gateways today with any customers who already have cameras installed. AlarmVision identifies real events in real time for a real response. ●
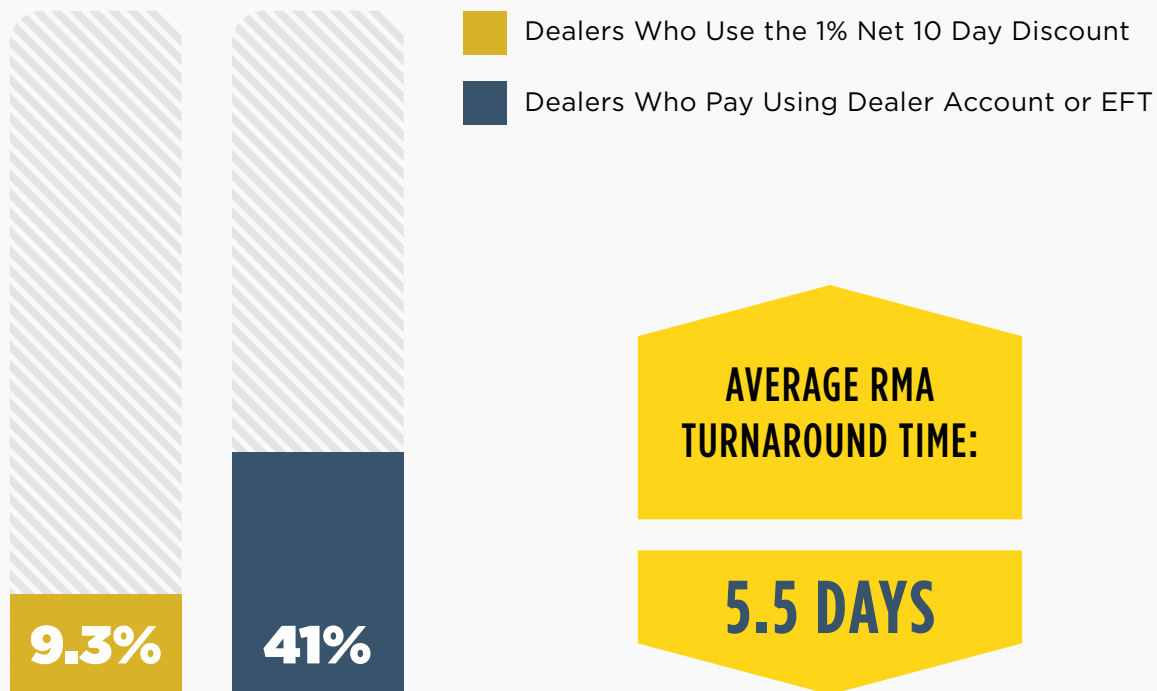
CUSTOMER SERVICE
22 seconds
AVERAGE WAIT TIME

SECURECOM CUSTOMER SERVICE
24 seconds
AVERAGE WAIT TIME

TECH SUPPORT
1 min 4 sec
AVERAGE WAIT TIME

INSIDE SALES
29 seconds
AVERAGE WAIT TIME

154
Salespeople Trained In-Person

3,486
DMP University Instructor-Led Trainings

21,327
DMP University LMS Courses Taken

■ Dealers Who Use the 1% Net 10 Day Discount

■ Dealers Who Pay Using Dealer Account or EFT

9.3%   **41%**

AVERAGE RMA TURNAROUND TIME:

5.5 DAYS

These metrics will be published each quarter.

FAST | National SECURITY TECHNICIAN Day

Celebrating Our Industry: National Security Technician Day on January 23rd

In the ever-evolving world of security, the role of security technicians has become increasingly vital. These professionals are the backbone of our industry, ensuring safety and peace of mind in a variety of settings. Recognizing their contributions, the Foundation for Advancing Security Talent (FAST) is proud to announce the launch of the third annual National Security Technician Day. This special day, set for January 23rd, is an opportunity for us all to show our gratitude and celebrate the hard work and dedication of security technicians.

The Unsung Heroes: Why We Celebrate
Security technicians often work behind the scenes, yet their impact is felt in every corner of our industry. From installing and maintaining security systems to responding to emergencies, their expertise is crucial in safeguarding people and property. National Security Technician Day is not just about giving these heroes a well-deserved pat on the back; it's about bringing to light the significance of their role in our daily lives and the security industry at large.

How to Participate in National Security Technician Day on January 23rd
Join us in making this day memorable for those who work tirelessly to keep us safe. Here's how you can get involved:

- **Spread the Word:** Amplify the celebration by sharing your stories and appreciation on social media using the hashtag #NationalSecurityTechnicianDay. Tag FAST in your posts to help us highlight these incredible professionals.

- **Celebrate Your Technicians:** Organize special events, offer tokens of appreciation like gifts or bonuses, or consider giving them extra time off. These gestures, big or small, go a long way in showing gratitude and boosting morale.

Join us on **January 23rd** as we shine a spotlight on the hardworking security technicians who keep our industry thriving. Remember, every post, every event, and every gesture of appreciation makes a difference. Let's make National Security Technician Day a resounding success and a stepping stone to a brighter future for the security industry.

advancingsecurity.org

WHY GOOGLE BUSINESS PROFILE OPTIMIZATION IS IMPORTANT

Your Google Business Profile is more than just a directory listing. It gives you control over how your business appears on Google Maps and Google Search, making it one of the most effective marketing tools available.

Rocket Media

BY BEN KALKMAN; CEO, FOUNDER AND OWNER OF ROCKET MEDIA

Your Google Business Profile is more than just a directory listing. It gives you control over how your business appears on Google Maps and Google Search, making it one of the most effective marketing tools available.

From attracting potential customers to boosting local search rankings, let's explore the top reasons why Google Business Profile optimization is not just a choice but a strategic imperative for businesses looking to thrive in the digital era.

- First impressions matter
- Enhanced visibility in local searches
- Reviews and ratings impact reputation
- Competitive advantage
- Insights and analytics

FIRST IMPRESSIONS MATTER

As consumers increasingly turn to online search tools to discover and engage with local businesses, your online visibility can make or break your business. You have just a few seconds to convince a prospective customer that your business is worth their time. If you don't provide plenty of details, prospects may ignore your profile in favor of another company. Optimizing your Google Business Profile makes a positive first impression, thereby increasing your chances of conversion.

ENHANCED VISIBILITY IN LOCAL SEARCHES

Marketing Security is a lot different from selling books or sports equipment. You need to connect with customers in your community, not with people halfway around the world. Optimizing your Google Business Profile allows you to rank for local keywords, such as "security company in Philadelphia" and "Chicago burglar alarms." When prospects search for those keywords, there's a good chance your Google Business Profile will show up in the results.

Integration with Google Maps
If you update your Google Business Profile regularly, Google will reward you with enhanced visibility in Google Maps.

Therefore, if a potential customer uses Google Maps to look for local service providers, your company has a better chance of showing up at the top of the listings.

REVIEWS AND RATINGS IMPACT REPUTATION

When you have an active Google Business Profile, customers can review and rate your business, helping you create a positive reputation in your community. Ratings and reviews act as trust signals, which are things that make customers feel more confident about their decision to buy from you.

If you have a lot of reviews, prospects will know that you're an established business, not a fly-by-night operation that isn't going to follow through on its promises. As an additional benefit, you can give customers a link to your Google Business Profile, making it more likely that they'll leave reviews.

COMPETITIVE ADVANTAGE

Optimizing your Google Business Profile gives you a competitive advantage because it allows you to take advantage of Google Search and Google Maps. Each tool drives organic traffic to your website, allowing you to generate more revenue without spending more money. By ensuring that your profile is not only accurate but also stands out with compelling visuals, enticing descriptions, and relevant updates, you create a distinct identity. This advantage can sway potential customers in your favor when making decisions among a sea of competitors.

INSIGHTS AND ANALYTICS

When you create a Google Business Profile, you gain access to advanced analytics, making it easier to determine how well your profile is performing. Your profile will offer crucial data on customer interactions, search queries, and engagement metrics such as:

- Number of users who visited your profile in a certain amount of time
- Number of calls generated by clicks on the Call button in your profile
- Unique customers requesting directions to your business location
- Clicks on the links listed in your profile
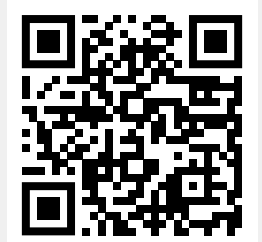- Search queries (keywords) used to find your Google Business Profile

If your profile isn't performing as well as you'd like, you can use these insights to make adjustments. For example, if you're not generating enough clicks on your Call button, you can tweak your copy to make it more enticing. You can also use keyword data to refine your SEO strategy, increasing the amount of organic traffic your website receives each month.

Don't Let History Predict the Future

BRAVEHEART
SALES PERFORMANCE

by Gretchen Gordon, a Partner with Braveheart Sales Performance and the best-selling author of *The Happy Sales Manager*

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One's personal history impacts decisions they make, and this includes during sales interactions. And it happens on both sides of the table, to the **seller** and the **purchaser**.

AS A SELLER:

If a seller has been frequently told "no," they tend to assume that a new prospect, one who has never told them "no" before, is somehow going to raise the same objections others have raised. Of course, they might, but the salesperson can't know that they will. However, many salespeople prepare their entire sales conversation based on the assumption that the prospect is going to object.

And the most egregious cause of this pattern is price objections. Frequently, if a salesperson loses just one sale to a price objection, then suddenly "our price is too high." The salesperson goes into the meeting expecting a price objection, prepared to discount

to show good faith, and to win the opportunity. So, guess what? It becomes a self-fulfilling prophecy and tanks your profit.

ON THE BUYER'S SIDE:

Purchasers have been attacked, harassed, cajoled, and browbeaten by all sorts of bad salespeople because let's face it, most salespeople are inferior. Therefore, prospects expect the worst from your sales team.

They know when a sales trick is being used on them. They are prepared to ask for a lower price, because "it won't hurt to ask" and it seems to work with most salespeople.

Ultimately, the inferior salesperson will discount out of fear of losing the deal (and probably because they were expecting to have to discount). This scenario becomes a commonplace occurrence, and a self-fulfilling prophecy. Sellers cave on price and buyers ask for it because sellers cave on price, repeatedly.

HERE'S HOW YOU CAN HELP:

1. **Require conscious call planning sessions.** Have them prepare for possible responses, and yes, even the common objections, and have them practice what they will say and do in various scenarios.

2. **Your sales process must focus on value and what matters to the prospect.** Ensure your salespeople ask emotion questions about what matters to the prospect, both about what the prospect is trying to achieve and what they are trying to avoid. Get away from pushing products.

3. **Help your team understand the impact of discounting and caving to price objections.** Show them by calculating how many more sales they must close, if they discount vs selling the full value of the products and services delivered.

It is hard to ignore our past experiences but give your team a chance by following the steps above. It requires practice and process. Don't let history disrupt your team's future sales success. Take charge of it. ●

Download the first chapter, buy the book or download the workbook here.

braveheartsales.com/thehappysalesmanager-book

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PARTNERSHIP FOR Priority VERIFIED ALARM RESPONSE

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.

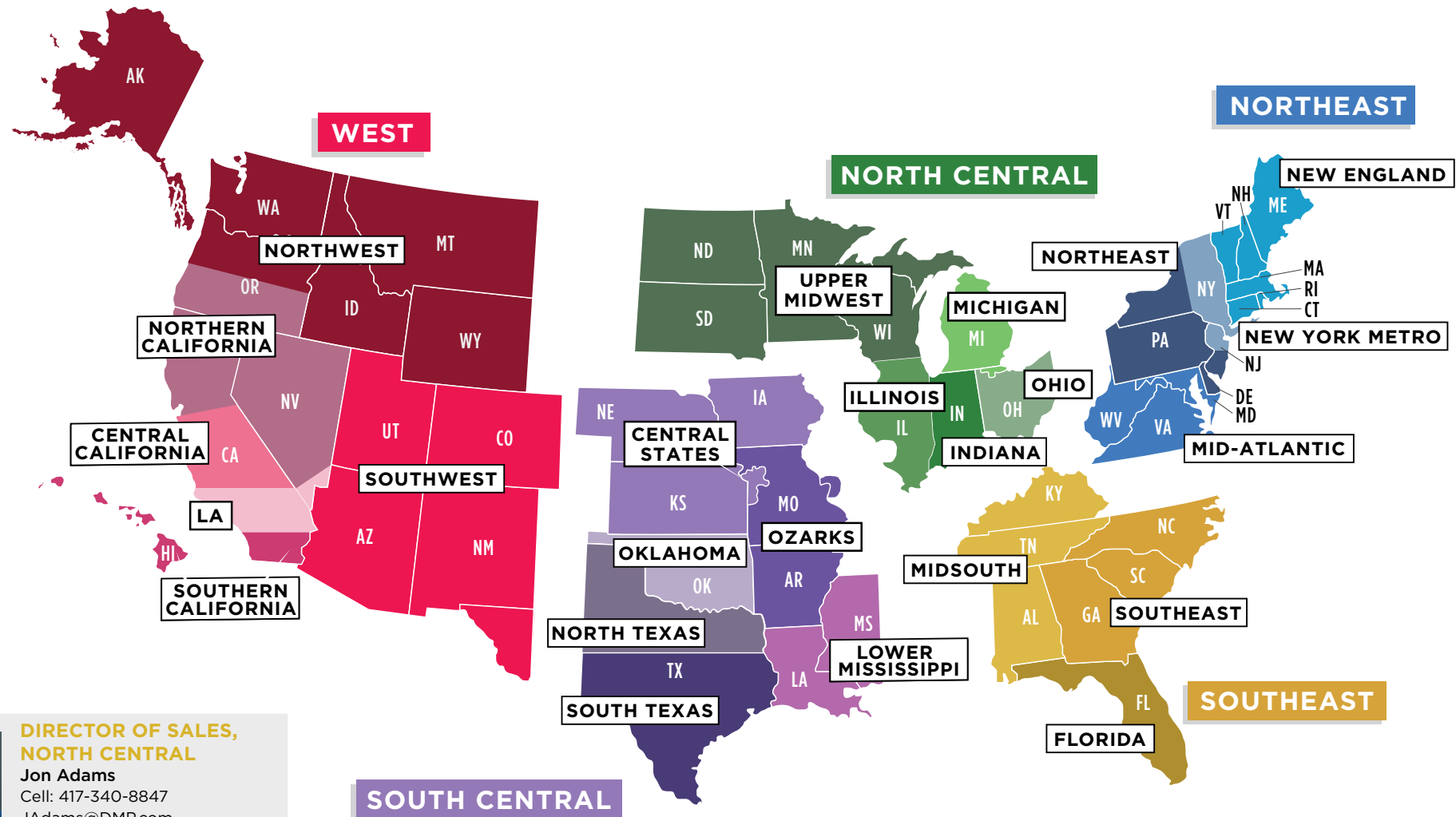## Be a Part of the Change. Join PPVAR Today!

Make a meaningful difference in the alarm response process by joining PPVAR. Visit our website at **www.ppvar.org** or call us at (844) 967-7827 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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State abbreviations: AK, WA, OR, MT, ID, WY, NV, CA, UT, CO, HI, AZ, NM, ND, SD, MN, WI, NE, IA, KS, MO, OK, AR, TX, LA, MS, KY, TN, AL, GA, FL, NC, SC, MI, IN, OH, PA, NY, NH, VT, ME, MA, RI, CT, NJ, DE, MD, WV, VA

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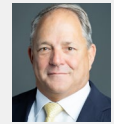
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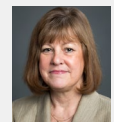**EXECUTIVE DIRECTOR OF FINANCIAL SOLUTIONS**
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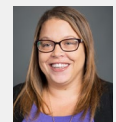JHawthorne@DMP.com

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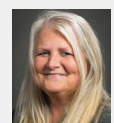417-831-9362 x0196
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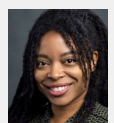877-757-4367 x1574
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You Asked, We Took Action

THE INDUSTRY'S ONLY AFFORDABLE WIRELESS FIRE SOLUTION

The XF6 Series Fire Control Panels are state-of-the-art 24V addressable and wireless control panels built for single-site applications. They come equipped with **free network** and optional **cellular communications** that send all signals **directly to the monitoring center**.

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.

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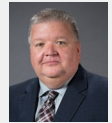Learn more at DMP.com/XF6Series

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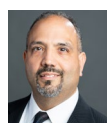Cell: 417-307-1159
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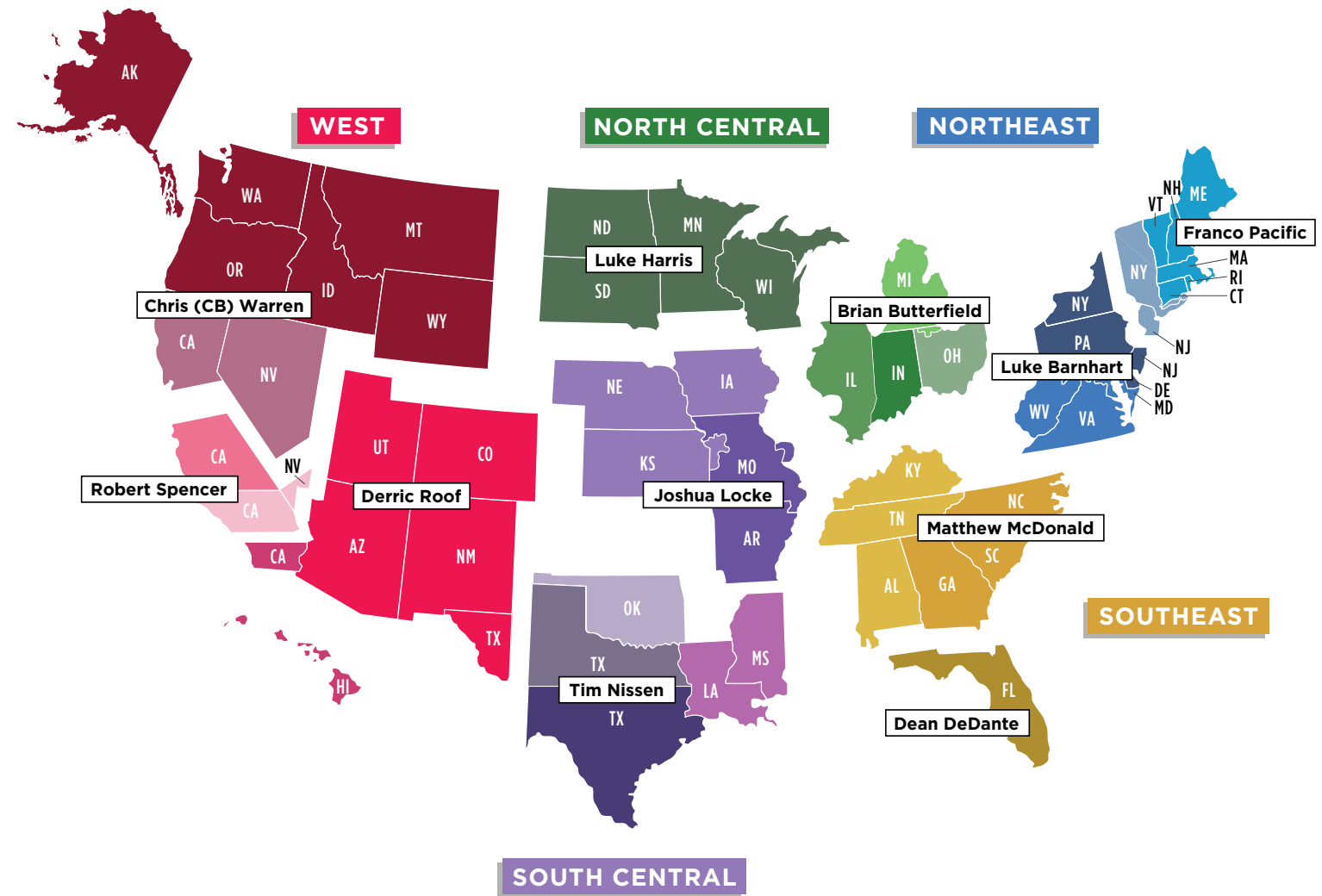Cell: 417-299-7344
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FEATURE UPDATES

UPDATE XV Gateways Include Loitering Analytics and Immix Integration

XV Gateways with AlarmVision™ have two new features in the latest firmware update that help you provide more service to your customers.

Loitering
Your financial and retail customers may want to know more than whether a person is seen on their premises. The big question might be — how long has that person been standing there? XV Gateways can respond to that question. Specify how long a person can loiter before triggering an action or alarm. The clock starts as soon as a person is detected.

- Person Detection Regions Only
- Configurable in Minutes and Seconds

Offer your customers additional protection in potentially sensitive or high-traffic environments.

Immix Integration
Does your monitoring center use Immix to centralize video monitoring? If so, deploying XV Gateways is easier than ever. Integration is simple, with only a few steps. Easily configure your monitoring center's access to video through Dealer Admin.
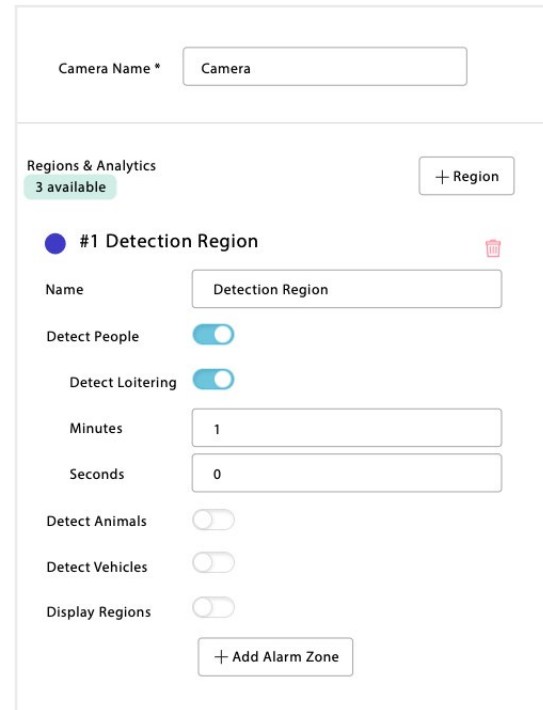
UPDATE Com Series Version 232

Version 232 Date Code Update
Updated Version 232 (5/31/24) firmware is now available for download.

Affected Products
- DualCom
- CellComLTE
- PowerCom

Improvements
When a panic is initiated from a Vista series keypad, the keypad no longer temporarily ignores button presses.

Check-in messages sent over the primary and backup communication paths are no longer suppressed when check-ins are frequent, whereas previously, frequent check-in messages sent over the backup path were suppressed.

Obtaining the New Firmware
COM Series firmware updates are available, free of charge, on Dealer Admin.

UPDATE XR Series Version 231

Updated Version 231 (6/18/24) firmware is now available for XR150/XR550 Series panels.

Improvements
Area Status Update
When using an Area System and an armed area goes into alarm, the area status returns to the panel with the correct area number for where the alarm occurred.

OSDP Tamper Message Update
OSDP Tamper Messages are now available for the KEYPAD device types in addition to DOOR device types.

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

Version 231 Date Code Update
Updated Version 231 (6/5/24) firmware is now available for XR150/XR550 Series panels.

Improvements
The XR150/XR550 Series panel processes door access requests with no delay when Strike Time in Device Setup is set to 0 (zero).

Programmed camera zones on the XV Gateway now correctly show up as Faulted when communication is lost.

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

UPDATE 7830F Version 101

Updated Version 101 (7/31/24) firmware is now available for 7830F-R Graphic Remote Annunciators.

Improvements
Updated Version 101 (7/31/24) supports the XF6 Version 241 (8/5/24) Inspection Reminder Update.

Obtaining the New Firmware
7830F-R Graphic Remote Annunciator firmware updates are available, free of charge, from DMP's Product Software Downloads page.

VIEW ALL UPDATES HERE

DMP.COM/RESOURCES/ TECHNICAL-UPDATES

UPDATE 8860 Series

Updated Version 186.1.0.1158 and Version 186.1.0.1160 firmware are now available for 8860 Touchscreen Keypads.

Version 186.1.0.1158 is supported by XT30/XT50 Series panels with firmware Version 241 and XR150/XR550 Series panels with firmware Version 231.

Improvements

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

Zone Monitor Alert Updates
This update enhanced the accuracy of Zone Monitor pop-ups, as well as the accuracy of the displayed zone name and zone number when activated. The Zone Monitor alert keypad setting name has also been updated from Alert to Chime.

Favorites Update
With this update, Favorites now display from the keypad.

System Busy Update
System Busy no longer displays when there is only one keypad connected to the keypad bus.

Custom Keypad Message Update
The Customized Keypad Message no longer displays twice.

Bluetooth Disarming Update
Disarming manually before Bluetooth is able to disarm no longer causes the panel to disarm twice. This update allows the keypad to check for the panel's armed state before disarming.

AC Power Trouble Update
In the event of a battery or system trouble, the keypad now shows the accurate trouble message.

Disarming Update
When disarming a Home/Sleep/Away or All/Perimeter system from the keypad shield icon, the system is no longer looking for a profile with Schedules authority and will disarm properly.

Network Communication Improvements
This update includes various improvements to the network communication feature.

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

Version 186.1.0.1160 is supported by XT30/XT50 Series panels with firmware Version 241 and XR150/XR550 Series panels with firmware Version 231.

Improvements

Z-Wave Garage Door Update
This release improves the accuracy of Z-Wave garage door statuses and Open/Close actions on all 8860 Series 7-Inch Touchscreen Keypads when connected to the panel keypad bus.

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.

NEW TMSentry

This new control panel represents the next generation of teller machine security. The compact size of the TMSentry easily accommodates new, slimmer ATMs and ITMs, or serves as a space-saving upgrade to existing teller machines. Built-in encryption and six supervised zones provide your financial customers with the highest level of protection in the most compact size available on the market.

- Built-in encryption to the monitoring center and Dealer Admin™
- Free network communication
- 6 onboard zones
- 30 user codes
- Built-in Adaptive Technology™
- Inactive User auditing and Inactive Zone auditing
- Onboard network and cell (Verizon or AT&T)
- 24-hour battery backup
- Designed, engineered and manufactured in the U.S. with U.S. and global components

Order the TMSentry by itself or as a pre-packaged kit.

TMSentry-A or -V includes:
- TMSentry with cellular (AT&T or Verizon)
- 685-W Backbox
- Velcro strips for mounting
- External cell antenna

TMSentry Kit-A or -V includes:
- TMSentry with cellular (AT&T or Verizon)
- 685-W Backbox
- 7060 Thinline Keypad
- 330-4 Keypad Harness
- 699-W Keypad Deskstand
- Velcro strips for mounting
- External cell antenna

UPDATE Entré Version 9.5

Improvements

Key Fob Update
Entré Version 9.5 includes an update to how users assign key fobs to panels. Previously, key fobs were automatically sent to the panel based on arm/disarm areas and access areas in the user code profile regardless of button programming. This assigned key fob numbers in panels that were not going to arm/disarm areas or have panics assigned to them. Now, key fobs are sent to the selected panel based on the button programming for areas, outputs, or systems.

Accessibility Update
Entré has been updated to include various accessibility improvements in Google Chrome and JAWS by Freedom Scientific for users requiring keyboard only navigation, screen readers, and other accessibility tools.

Obtaining the New Software

Entré Security & Access Management software Version 9.5 (6/24/24) 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.

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** (QR code).

UPDATE XR Series Version 241

Updated Version 241 (6/24/24) firmware is now available for XR150/XR550 Series panels.

XV Cameras to Panel Integration
Version 241 firmware supports the upcoming XV Cameras with AlarmVision™ release. XV Cameras and their zones are programmed and managed exclusively through Dealer Admin.

This firmware introduces the Camera device type into panel programming.

XV Cameras are programmed as a Camera device, assigned a device number, and allow the technician to program up to 4 zones per camera. This enables the cameras to have a persistent connection to the panel and trigger a panel event if needed.

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

UPDATE 714-8INT/714-16INT Series Zone Expanders

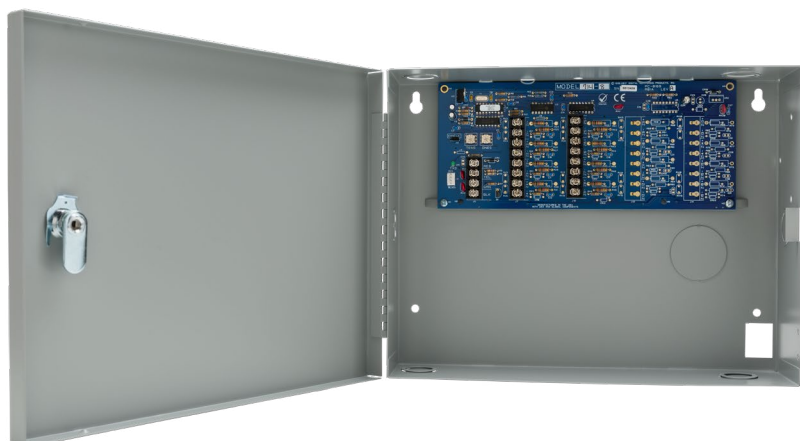Updated Version 602 (7/23/24) firmware is now available for 714-8INT and 714-16INT Zone Expanders.

Triple EOL Support
Version 602 supports a modification to the current zone EOL programming option in **Zone Programming**. Available EOL

programming options have been updated to **Single**, **Dual**, and **Triple**.

Obtaining the New Firmware

To order updated 714-8INT and 714-16INT Zone Expanders, contact DMP Customer Service at 800-641-2826 or by visiting Buy.DMP.com.

UPDATE
7800 Series Version 207

Updated Version 207 (7/10/24) firmware is now available for 7800 Series Keypads.

Improvements

Faulted Zone Update
When a system is set to the **Home/Away** arming type and has **Closing Code** turned on, the keypad lists the faulted zones before displaying **OKAY BYPASS STOP**.

Keypad Expander Update
If the keypad is using the first zone on the built-in keypad zone expander, then the zone does not fault when you reset the panel, exit **Programming**, exit **Installer Options**, or power cycle the keypad.

Obtaining the New Firmware

7800 Series firmware updates are available, free of charge, on Dealer Admin (dealer. securecomwireless.com).

UPDATE XF6 Series

Keeping up with required inspections is easier than ever. The exclusive **Inspection Reminder** feature automates the panel's inspection schedule and provides an audit report of when inspections are completed.

Two weeks before an inspection is needed, the XF6 will send a reminder. Simply program the required interval in Dealer Admin™ and let the XF6 notify you when an inspection is due. When the inspection is marked complete at the keypad, the schedule automatically resets.

Inspection Reminder Update
To remain in compliance, Fire Alarm Control Panels require an inspection every 3 months, every 6 months or once a year. Previously, the inspection scheduling was organized by the installing or servicing company.

Now, Version 241 allows XF6 Series Panels and 7830F Graphic Remote Annunciators to include inspection reminders for fire systems. This allows for the panel to remind the dealer, monitoring center and end user that an inspection needs to be performed to remain in compliance.

When an inspection is due, the keypad annunciates and displays a message reminding the user that their inspection is due soon. The end user can acknowledge the reminder to silence and clear the message.
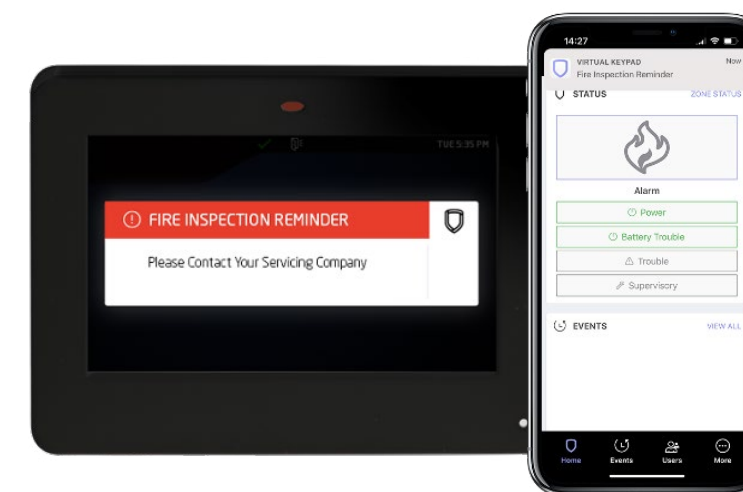
A technician can enter into the keypad menu and select that they have completed the inspection. This will reset the inspection reminder countdown.

Obtaining the New Firmware
XF6 Series firmware updates are available, free of charge, on Dealer Admin (dealer. securecomwireless.com).

Updated Version 241 (8/26/24) firmware is now available on XF6-100/XF6-500 Series panels.

Panel Improvements

Test Report Update
The test report is now sent on a daily basis at the programmed test time.

Obtaining the New Firmware

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

UPDATE XR INT Series Version 742

Updated Version 742 (7/30/24) firmware is now available for XR150INT/XR550INT Series Panels.

Triple EOL Support
Version 742 supports a modification to the current zone EOL programming option in **Zone Programming**. Available EOL programming options have been updated to **Single**, **Dual**, and **Triple**.

Five-Digit Default User Code
The panel has been updated to have a random 5-digit default user code that has been generated with an encrypted algorithm. If **Grade 3** is enabled, then the user will only be able to add a code with 5 digits or more.

Updated Zone Types
Version 742 includes 2 new zone types in Zone Options. Refer to the XR INT Series

Programming Guide (LT-1232INT) for more information.

- **Tamper Zone:** Used to identify zones that are being used for enclosure tamper switches.
- **Final Exit Zone:** Used to identify a zone that must be tripped before the system will arm.

PIN Disarm Update
Version 742 includes the new **PIN Disarm?** option in **Device Setup**. If you select **NO** at **PIN Disarm?** and **Grade 3** is enabled, then a user is not allowed to manually type in their PIN code to disarm when they have entered the facility. Instead, an access credential, wireless key fob, or remote disarm can disarm the system.

Intruder Confirmation Time Update
If a system is armed and has

Intruder Confirmation Time enabled in **System Options** and two zones trip within the specified time frame, then it is a verified alarm and authorities will respond. Intruder confirmation times can be a value from 30-60 minutes, but are defaulted to **0**.

Hold Up Confirmation Time Update
If a system has **Hold Up Confirmation Time** enabled in **System Options** and two panic zones trip within the specified time frame, then it is a verified alarm and authorities will respond. Hold up confirmation times can be a value from 8-20 hours, but are defaulted to **0**.

Obtaining the New Firmware
XR INT Series firmware updates are available, free of charge, on Dealer Admin.

UPDATE 7800INT Series Version 708

Updated Version 708 (7/30/24) firmware is now available for 7800INT Series Keypads.

Triple EOL Support
Version 708 supports a modification to the current zone EOL programming option in Zone Programming for the built-in keypad zone expansion. Available EOL programming options have been updated to Single, Dual, and Triple.

Obtaining the New Firmware
7800INT Series firmware updates are available for download from DMP's Product Software Downloads:

UPDATE Virtual Keypad

Virtual Keypad has been updated to include **Access Only App User Role**.

Access Only App User Role
Virtual Keypad has been updated to include a new app user role called **Access Only** for all panel types. This role limits actions for the app user in the following ways:
- Events tab is hidden
- Video tab is hidden

- Video Doorbell tab is hidden
- Video Actions are hidden
- Rules tab is hidden (X1 only)
- Lockdown button is hidden
- Push Notifications is hidden
- Locking and unlocking doors is restricted and only allows momentary access for access control doors

More Information
To learn more, refer to the following documentation:

Virtual Keypad App Help: Authority Level Reference

VirtualKeypad.com Help: Authority Level Reference

Giving Back Spotlight:

CONVOY OF HOPE®

Months After the Wildfire in Maui, Convoy of Hope's Partnership with DMP Has Lasting Impact

"I am extremely grateful beyond words for your generosity and kindness," Shantal said. "Thank you for this huge blessing."

When it comes to disaster response and recovery, Convoy of Hope is in it for the long haul. Following the fires, Convoy deployed team members to distribute relief supplies and meet survivors' immediate needs.

In November, The Monitoring Association (TMA) was holding their annual event in Maui. There was a desire to have an activity that would help those affected by this natural disaster.

DMP recommended Convoy of Hope as the charity for the event. After a session on generosity,

delivered by DMP's Founder and CEO Rick Britton, attendees packed over 1,000 hygiene kits and donated over $10,000. In December, Convoy partnered with King's Cathedral to host a special event, where everyone who attended received groceries, baby items, and the hygiene supplies packed by the TMA attendees. In addition, every child received a toy just in time for Christmas.

Now, Convoy is providing furniture for survivors' new homes so they not only have a roof over their head, but a bed to sleep in, a table to eat at, and simple seating to make their house feel like a home.

Generosity is not only a value that DMP has, but one that is lived out.

Jan Britton, DMP Cares Coordinator

In August of last year, deadly wildfires raged through Maui, Hawaii. Houses, neighborhoods and entire communities were decimated. Thousands of acres burned. More than 100 people lost their lives. Thousands of families lost their homes.

After the fires, people from towns like Lahaina were forced to take shelter in hotels, friends' homes and even tents. Nine months after the fires, families still grapple with displacement.

Single mom Shantal has moved seven times since the fires. Her rental home in Lahaina was completely consumed. With a young son in his toddler years and a baby due in June, Shantal needed a stable place to call home — a luxury in a community left in ashes.

Convoy of Hope partnered with FEMA and two local furniture stores — BedMart and HomeWorld — to furnish the FEMA-provided rental homes for those left displaced in Maui.

In April, Shantal moved into her permanent rental. After months of instability, she could take a breath, stay in one place and prepare for her baby.

Convoy of Hope provided beds, a baby crib, dressers, a dining table and chairs, and a couch for Shantal's new home.

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 our 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? Email the complete instructions of your recipe to MHillenburg@DMP.com!

CARAMEL DIP
from the kitchen of Shannon Britton

INGREDIENTS

- 1 stick butter
- 1 can sweetened condensed milk
- 1 cup brown sugar

INSTRUCTIONS

1. In a saucepan, melt and combine all ingredients on medium heat until smooth.
2. Serve with sliced apples.

FOOL-PROOF PIE CRUST
from the kitchen of Kathy Mills

INGREDIENTS

- 4 cups flour
- 2 teaspoons salt
- 1 tablespoon sugar
- 1¾ cup Crisco
- ½ cup very cold water
- 1 egg, beaten
- 1 tablespoon white vinegar

INSTRUCTIONS

1. Whisk together flour, salt and sugar.
2. Cut in Crisco. Add water, egg and vinegar.
3. Mix well. Chill at least 15 minutes.
4. Makes four single large crusts. Can be frozen into portions.

CHEESEBALL
from the kitchen of Mark Hillenburg

INGREDIENTS

- 2 eight-ounce packages cream cheese
- 1 10-ounce package of shredded sharp cheddar
- 1 tablespoon pimento
- 1 tablespoon finely chopped onion
- 1 tablespoon ground pepper
- 2 teaspoons Worcestershire sauce
- 1 teaspoon lemon juice
- Pinch of salt
- Chopped pecans

INSTRUCTIONS

1. Mix all ingredients together.
2. Chill in fridge for one hour.
3. Roll into ball.
4. Roll into chopped pecans.
5. Serve with crackers.
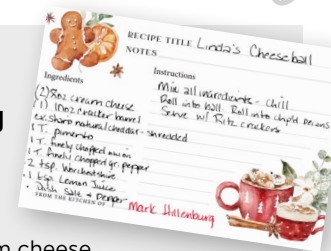
DMP Unveils New XTLplus™ Wireless Packages

RESIDENTIAL AND SMALL COMMERCIAL

XTLplus Classic Package includes:
- 7-inch Touchscreen Keypad
- 3 door/window contacts
- Motion detector
- Siren

XTLplus Premium Package includes:
- 7-inch Touchscreen Keypad
- 3 door/window contacts
- Motion detector
- Siren
- Video Doorbell

These all-wireless solutions allow for easy, flexible installation. Network communication is FREE. Plus no NOC gives your customers constant signal transmission. These systems are full of features dealers and end users will love:

- Save time with Two-Way wireless. Install a system with only one technician.
- Wireless signals can't be jammed or hacked due to 900 MHz frequency-hopping-spread-spectrum technology.
- Reduce false alarms with the False Alarm Question. With DMP panels, in an alarm event, when a user enters their code, the siren is silenced while the panel remains in the alarm state. The user is then prompted to confirm if the event is a real alarm. Competitor alarm panels will silence, disarm and send a cancellation signal to the monitoring center the moment a user code is entered, potentially leaving the system owner in a vulnerable position.
- During an alarm state, the screen on DMP keypads turns red. They remain red until the system is reset, providing a visual warning of potential danger to anyone entering the building.
- Easily arm/disarm areas from one screen. Quickly see the arming status of all areas and arm and disarm each one individually.
- Verify who armed or disarmed the system by capturing snapshots of all arming and disarming events.
- View live and recorded video. Speak to guests or delivery drivers through the video doorbell, all from the 7-inch keypad.

Bring the stylish and intuitive 7-inch Touchscreen Keypad experience to your customers with a wireless, distributed system. Installing the panel, keypad and siren in separate parts of the home or business makes the system less vulnerable to tampering.

These comprehensive packages give professional alarm dealers everything home and small business owners are expecting from a high-end security system at an extremely competitive price point. ●

PLACE YOUR ORDER TODAY!

Visit **buy.DMP.com** or contact Customer Service:

CustomerService@DMP.com
1-866-266-2826

VOTE
DMP 2024

DMP Summer Summit 2024

DMP's annual Summer Summit consists of four days of product demos, presentations, discussions and more for internal employees as well as regional sales managers and regional training managers.

Employees also get to participate in special events like the employee Volunteer Night, Family Picnic and All Company Meeting.

This year's theme was "Vote DMP!"

Employee Volunteer Night at Convoy of Hope

Family Picnic at DMP Headquarters

Summit Session led by Rick Britton, President & CEO

DMP FAMILY
Happenings

Employee Patriotic Pie Contest

Every year during DMP's Summer Summit, employees get to participate in a company-wide event. This year's themed event consisted of a Patriotic Pie Contest! There were two categories of winners: fruit pies and other pies.

Fruit Pies:

Grand Champion: Josh Brumfield
Runner Up: Jason Hooge

Other Pies:

Grand Champion: Jeff Britton
Runner Up: Richelle Makoski

Happy 50th Anniversary!

DIAL
Dial Security / Dial Communications
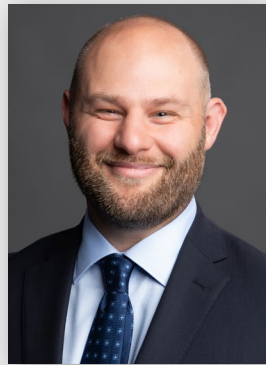

DMP employees celebrating Dial Security's 50th anniversary during a visit to DMP headquarters.

Welcome TO THE FAMILY

Justin Lenius

Director of Sales, Southeast

Justin Lenius has joined DMP as the director of sales, Southeast. He will direct and support the regional sales managers in the Midsouth, Southeast and Florida territories. With over 20 years in sales and operations leadership, his strengths are in providing the best customer experiences and growing successful teams through professional development and customer education.

His previous work in the security industry includes serving as project manager for system installation, where he managed inventory, schedule, scope and implemented standard processes. "I was so impressed with DMP I moved to exclusively utilize DMP for our security installs."

Lenius joins DMP as part of a new sales management initiative that restructured territories to elevate the personalized service to dealers. "I chose DMP because of the culture and the dedication to its employees and customers," he said. "DMP's culture is a customer first mentality."

Matthew Gallion

Director of Data Technology

Matthew Gallion has joined DMP as the director of data technology. He will build and lead a team that focuses on tracking and analyzing business intelligence data. The creation of this new role is part of DMP's leadership strategy in positioning for growth.

"I'm excited by the opportunity to help develop a strong program that will support DMP in making data-driven decisions," said Gallion. "It's a great opportunity to build something new that will benefit the entire organization!"

Prior to joining DMP, Gallion spent six years managing data strategy, working with analytics and data science. He managed IT teams and developed analytics programs for enterprise reporting needs, including creating policies, procedures and training. Gallion has extensive experience in information technology, software development, project management and organizational leadership.

Jamie Brennan   *Welcome back!*

Executive Director of National Accounts

Jamie Brennan has returned to DMP as the executive director of national accounts. He will build and lead a team to develop initiatives and strategies for national accounts.

"We are excited to see the growth in this team," said Jon Adams, vice president of sales at DMP. "As many of you know, Jamie successfully managed our relationship with ADT/Everon for many years."

Prior to joining DMP, Brennan served at many of the national companies he will be focusing on in his new role. Brennan has over 25 years of experience in the security industry, including sales leadership, strategic account development and product marketing.

Doug Doster

Regional Sales Manager, Ozarks

Doug Doster joins DMP as a regional sales manager for a new territory covering Arkansas and Missouri.

He comes to DMP with over 30 years of sales and operation experience. Doug worked in manufacturing facilities as a quality and process engineer for the first eight year of his career. He has over 20 years of experience in low-voltage sales, both end user direct and in the construction market with Simplex and Honeywell, and working with dealers with Edwards and Kidde.

He looks forward to working with DMP dealers to expand the product lines they sell and look for additional ways to serve their customers. He is excited to sell a high quality, American made product produced by a company with great values and integrity.

Adam Kinder   *Welcome back!*

Regional Sales Manager, Central States

Adam Kinder rejoins DMP as the regional sales manager for the Central States territory after a five-year hiatus.

While at DMP, Adam held positions in technical training and product management. Since that time, Adam has further developed his sales acumen, working in the video security and access control space.

"I am excited to be returning home to DMP the reputation and values that DMP represents makes it an easy decision to return. I am eager to support the dealers I worked with in the past and meet the new dealers that have joined DMP."

Chris Kelley

Regional Sales Manager, Northwest

Chris Kelley has joined DMP as the Northwest regional sales manager and will be supporting dealers throughout this terrritory. With over 20 years in sales, his strength is providing the best customer experiences and building strong relationships with his customers.

His previous work in sales includes 15 years in enterprise technology before spending the last 10 years in the security industry in various sales positions.
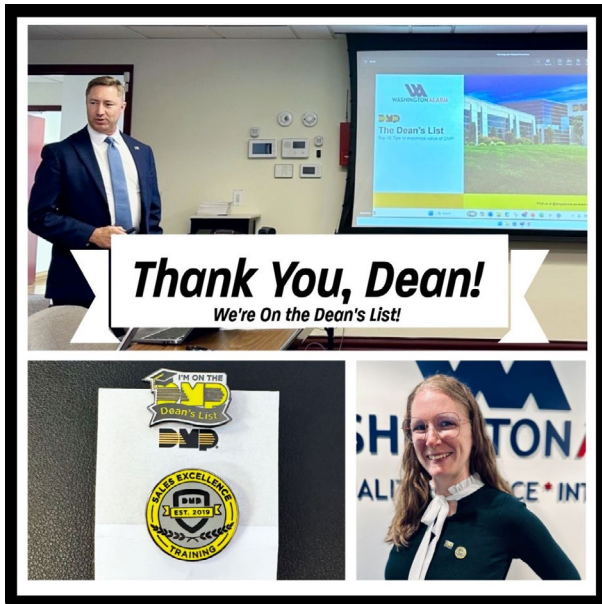
Chris joined DMP because of the culture and dedication to its employees and customers.

DMP
Social

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

We love to see your before and after photos!

Washington Alarm, Inc

We're on the Dean's List! Thank you Dean Belisle for stopping by our office this week. Washington Alarm has been a Digital Monitoring Products Dealer for 25 years now and 100% of their products are tested before they are shipped.

Digital Monitoring Products

Manufactured in the U.S.A. with U.S. and global components.

Andrew Wauters

Bryan Smith

NECA-IBEW Electrical Training Center

LEA term 5 working on DMP for access controls. Connections for 734 door controller, PIR rex, push button, door strike, card reader, door position switch and door alarm contact. All completed installation and tested system with access cards, REX and push button. Nice work!
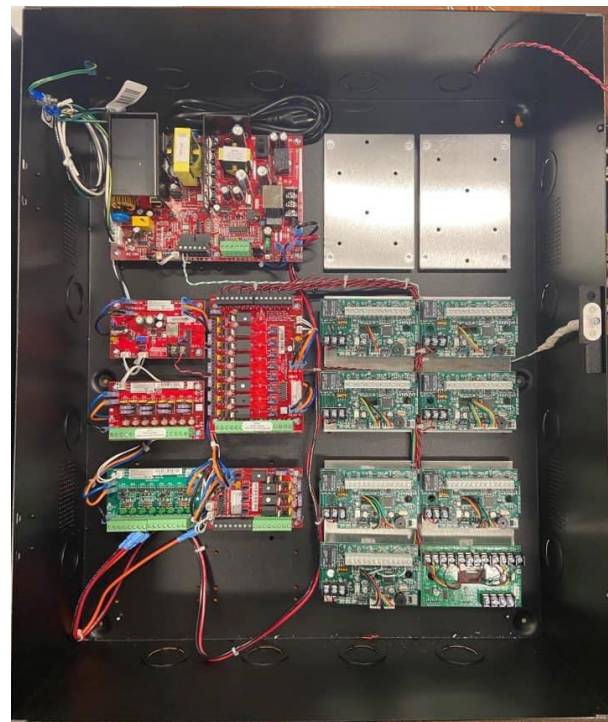

Bay Alarm Company

Sterling is all smiles out in the field today! What are your fun plans for the weekend? Share with us in the comments below!
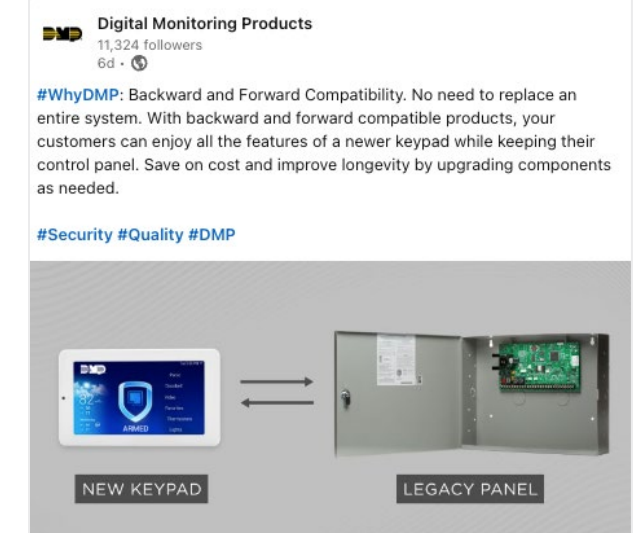

Custom Alarm

We hosted a lunch-n-learn session where we showcased cutting-edge live video monitoring technology to our customers. Our advanced analytics distinguish between real security breaches and false alarms, ensuring cost-effective and reliable security solutions. This precision enables real-time responses to verified threats, enhancing the efficiency and effectiveness of our security measures. Ready to elevate your business with Live Video Monitoring? Let us guide you to the next level.

John Bazyk, Command Corporation

Huge thanks for DMP for supporting backward and forward compatibility. New keypads work on old panels, not just keypads. Zone expanders also work both ways. This can result in massive cost savings for our clients over time.

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

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

OPTEX
Sensing Innovation

www.optexamerica.com

THE WORLD LEADER IN SENSING SOLUTIONS

With indoor and outdoor detection solutions for every threat level, OPTEX sensors provide flexibility, performance, and guaranteed reliability. With 45 years of experience and over 25 companies in our global portfolio, OPTEX has established a worldwide reputation for quality, innovation, and technical excellence.

PRODUCT HIGHLIGHTS:

REDSCAN Pro Advanced LiDAR Series

Extremely reliable and versatile, the REDSCAN PRO security sensors are using LiDAR technology to create a high resolution virtual laser wall or plane up to 100m (330ft) long, ideal to protect perimeters, buildings, roofs and assets.

Available Models:
RLS-50100V: 50 x 100 m (165 x 330 ft.), indoor & outdoor model
**RLS-3060V:** 30 x 60 m (100 x 200 ft.), indoor & outdoor model

REDSCAN mini-Pro LiDAR Series

Provides unparalleled accuracy and flexibility for high-security applications, utilizing cutting-edge time-of-flight technology to precisely track moving objects. With a built-in FHD camera (RLS-2020V model) and ONVIF compliance, it enhances security with visual verification and seamless integration.

Available Models:
RLS-2020V: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model, with FHD camera
RLS-2020A: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model
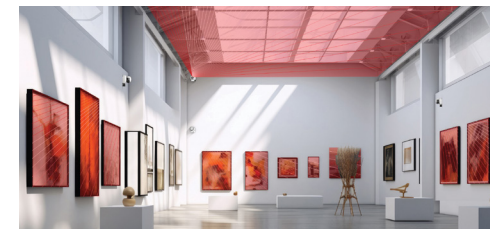
FlipX Indoor PIR / Combination Detector Series

With unique 180˚ rotatable lens for customized detection, ideal for indoor residential to high-end commercial security applications
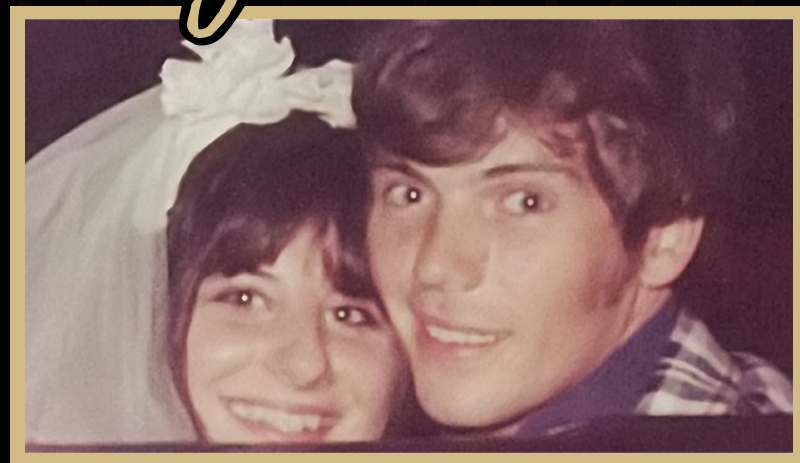
Available Models:
FLX-S-ST & FLX-S-DT: Standard models for residential & light commercial use
FLX-P-ST & FLX-P-DT: Professional models for commercial applications
FLX-A-AM & FLX-A-DAM: Advanced models for high end commercial applications

Contact Us: 800.966.7839

sales@optexamerica.com

50 Years Together

CONGRATULATIONS
RICK & JAN BRITTON

August marked the 50th wedding anniversary of
DMP's founder and CEO, Rick Britton and his wife Jan.

Congratulations on 50 Years Together!

IN-FACILITY MONITORING

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, UUFX

rrms.com

rr 30 YEARS
RAPID RESPONSE MONITORING

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Security Dealer
DIGEST

Digital Monitoring Products
2500 N. Partnership Blvd.
Springfield, MO 65803

DMP.com
800-641-4282

INTRODUCING

V-6000 Wi-Fi Bullet Camera with Analytics

Reduce false alarms and install without wiring to a network.

This new Wi-Fi bullet camera, the latest addition to the V-6000 Series Cameras, comes with built-in analytics. Event recordings are triggered on detection and stored locally on an upgradable SD card.

- Person and vehicle detection
- NDAA compliant
- 2 MP
- 2.4 GHz Wi-Fi

Bullet cameras are great for outdoor installations, where wide open views such as parking lots or roads are available or convenient.

The V-6012WB-A is best installed on a wall, light poles in a lot or under an overhang near a building.