



Intruder Alert Systems Systems: Partnering with Remote Eyes for Enhanced Central Monitoring Station Services

Overview: Intruder Alert Systems, Inc.

As a leading South Central Texas provider of building security solutions including central monitoring station services, access control, fire alarm technologies, custom security systems and more, Intruder Alert Systems (www.intruderalert.net) boasts nearly twenty years of experience in helping buildings stay secure. Intruder Alert Systems serves residential customers and a wide range of commercial clients from small businesses to industrial facilities. By providing in-depth and knowledgeable security consulting for homeowners, business owners and property managers, Intruder Alert Systems delivers tailored solutions that fit each customer's unique security needs.

Intruder Alert Systems differentiates itself through the high standards of training and education it sets for its staff, combined with quality service delivered as a true partner over the long term. Michael Samulin, President and founder of the company explained, "Although mass marketers have done a good job of creating market awareness for mass users, there is a large part of the marketplace who still wants to know personally who they're working with."

Intruder Alert Systems' knowledge and expertise is also based on extensive industry leadership experience. For example, the Governor of Texas recently appointed Samulin a Commissioner with the Texas Commission on Private Security. Prior to this position, he served twice as President of the Greater San Antonio Alarm Association, and as both Regional Director and Vice President of the Texas Burglar and Fire Alarm Association.

The Need: Gaining More Control Through Remote Monitoring

As Intruder Alert Systems continued to look for ways to provide the best security services available, the company saw a real need for the addition of remote management as part of its central monitoring station services. They wanted a video verification system that would give them the ability to not only digitally record what was happening on the scene, but also enable real-time, educated responses and a more streamlined approach to analyzing recorded data.

Having worked closely with law enforcement, fire fighters and other emergency responders both on the job and through his association experience – Samulin recognized that "the false alarm issue was critical. If we had a remote monitoring system in place, we could easily test the waters first, and see if there was really something going on."

In addition to conserving emergency management resources, instant verification would give property managers the ability to make more intelligent decisions about how to handle a situation as it evolved. For example, if a water alarm were activated, an immediate view of the scene would reveal whether the cause was something major like a pipe burst, or something less time sensitive like a minor leak in an ice machine.

Intruder Alert Systems also saw a need for a remote system that organized recorded data in a way that enabled on-the-fly playbacks and intelligent visual analysis. For loss prevention, the deterrence of insurance scams, and improved personnel management and customer service, this kind of streamlined verification was key.

Vendor Selection Criteria: Finding the Right Partner

"There were quite a few products Intruder Alert Systems could have selected," according to Samulin. The key question was, "When we go to educate the end-user, are they going to understand it?" In addition, Intruder Alert Systems wanted a product that was competitive yet cost-effective so that as a service provider, they weren't "pricing themselves out of the market."

Intruder Alert Systems visited numerous tradeshows and tested various products. According to Samulin, the biggest shortfalls in the initial products they reviewed were in three primary categories:

1. There wasn't a clear, thought process for reviewing video clips.
2. They weren't easy to use.
3. They were expensive without delivering value.

The Solution: Remote Eyes

Intruder Alert finally found what it was looking for in Remote Eyes. Delivered by Odyssey Technologies, this server-based technology has enabled Intruder Alert Systems to offer comprehensive remote monitoring services that are extremely intuitive and cost-effective.

Remote Eyes easily links Intruder Alert Systems' installed cameras with a separate machine that records visual data. Because it's tied into the Internet, video feeds can be monitored from home or separate business locations. In addition, "playback procedures are easy to understand," explained Samulin.

"Remote Eyes also gives us the ability to marry security with video surveillance at our central monitoring station so that we can make a more informed dispatch decision on behalf of our clients," according to Samulin.

With Remote Eyes, Samulin's team has also been able to extend its services to include a virtual guard. He points to one of the new gated communities they support as a primary example, explaining that "because the infrastructure is so young, they can't afford a guard on the premises 24x7." With Remote Eyes, the community can choose to "have everything videotaped and managed remotely."

In addition, Remote Eyes gives Intruder Alert System's business customers the ability to easily monitor employee and customer activities when management is absent – to catch thieves or "slip and fall" con artists, and provide instant feedback about the behavior of their staff to ensure better service.

Intruder Alert Systems views Odyssey Technologies as a security partner for success, delivering consistent top-notch service. "We've been working with them for about four years and their customer support has always been great," stated Samulin.

Results: A Service That Pays for Itself

Samulin points out that their customers are extremely pleased with the Remote Eyes product – many realizing a full return on investment in less than a few months. Citing a restaurant that was having extensive problems with internal theft, Samulin explains that the manager was excited about the fact that the product could easily "pay for itself. About a month and a half after we installed the system, they reported that it already had."

According to Samulin, another Intruder Alert Systems customer, a local Quiznos store, has found the Remote Eyes system to be extremely valuable in helping them give their young employees direct feedback about how to take better care of the customer, to help ensure satisfaction and drive repeat business.

Yet another customer, a regional birthing center, is utilizing Remote Eyes to fully control movement in and out, safeguarding its most vulnerable patients – newborns.

Perhaps the biggest value is the flexibility that Remote Eyes gives the user. "Because of the way it is structured, the customer can determine what action to take or not take based on what they are viewing onsite," explained Samulin. The bottom line is that users not only have the ability to make better decisions, but the chance to make them when it counts the most. When it comes to improved control, this may be the most important point of all.

For more information about Remote Eyes, visit www.remoteeyes.com or call 301-291-6000.