



# SDM

# Breaking Through

Not only does the SDM 100 now have a new top 3, but signs of the SDM 100 becoming more of a services-focused business model are apparent.

By Laura E. Stepanek, Editor

Since the SDM 100 began ranking security companies by their recurring monthly revenue (RMR) in 2007, the top three companies have been ADT, Protection 1 and Monitronics (with the exception of Brink's Home Security/Broadview, which subsequently was acquired by ADT).

But that long-standing order got shattered this year — Stanley Convergent Security moved up to No. 2, and Vivint Inc. moved into the No. 3 spot. ADT retained the No. 1 position in the SDM 100 report.

Stanley's story is that parent Stanley Black & Decker acquired systems integrator Niscayah in 2011. Not only had Niscayah reported \$200 million in North American systems integration revenue (2010) to *SDM's* Top Systems Integrators Report, but the company also generated a significant amount of RMR — adding greatly to Stanley Convergent Security's numbers.

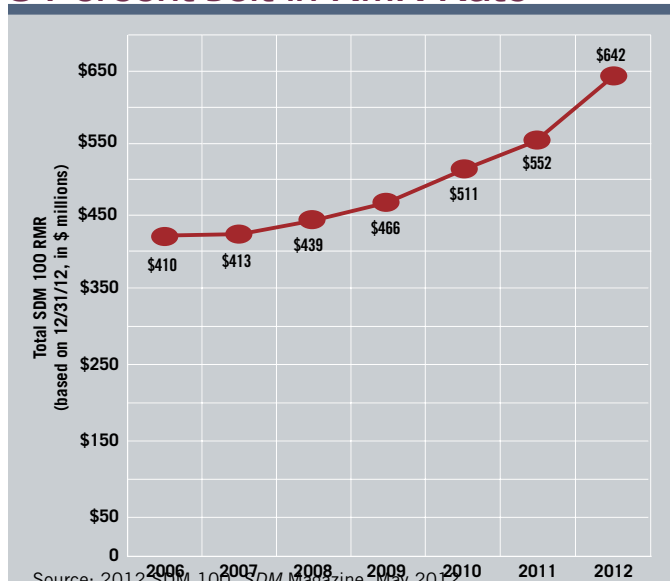
"Niscayah is a very unique and industry-leading, top tier systems integrator," said Brett Bontrager, senior vice president and group executive, Stanley Security Solutions. "It specializes not only in comprehensive global enterprise security solutions, but also provides a complete line of security services, such as monitoring, maintenance plans, program management, tests and inspections, and video cloud storage, to name a few. Thus, Niscayah adds significantly to our installed base and recurring monthly revenue. More importantly, Niscayah adds to our capabilities and resources to deliver best-in-class security solutions."

Stanley nearly doubled its RMR, reporting \$35.7 million (Dec. 31, 2011) compared with \$18.7 million (Dec. 31, 2010). Additionally, the company reported one-half-million subscriber accounts in 2011, compared with just over 300,000 in the prior year.

APX Alarm Security Solutions Inc. debuted on the SDM 100 in 2007 at No. 18, and has been steadily moving up the ranks since then. Last year it made No. 4 with \$20.6 million in RMR (Dec. 31, 2010) and a new name — Vivint Inc.

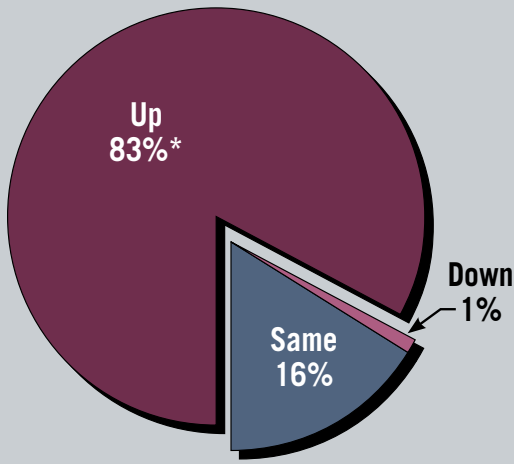
This year, Vivint ranks as No. 3, reporting \$27.8 million in RMR (Dec. 31, 2011) and nearly 573,000 subscriber accounts. The company spent 2011 rebranding and marketing its expanded services which include home automation and energy management solutions. In December 2011, Vivint was honored as *SDM's* Dealer of the Year.

## 8 Percent Jolt in RMR Rate



Recurring monthly revenue (RMR) — a prime revenue stream for SDM 100 companies — improved 8 percent in 2011. While it doesn't match the 10 percent growth in RMR in 2010, it is certainly a healthy increase and is supported by the fact that 9 out of 10 SDM 100 companies individually improved.

## Security's Positive Viewpoint for 2012 Revenue

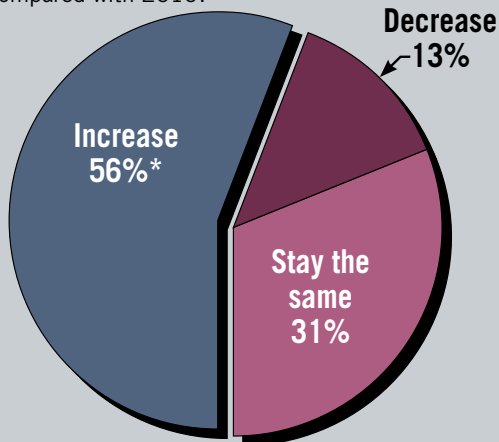


\*percentage of SDM 100 companies, based on 96 responses  
Source: 2012 SDM 100, SDM Magazine, May 2012

This time last year, 82 percent of SDM 100 companies predicted that their total annual revenue would improve in 2011 compared with 2010. They predicted correctly: In fact, 87 percent of companies for which revenue could be compared year-over-year, experienced an actual increase in total gross revenue in 2011. The outlook is also positive for 2012.

## SDM 100 Profit Margin Results

SDM 100 companies were asked, "Did your company's net profit margin increase, decrease or stay about the same in 2011 compared with 2010?"



\*percentage of SDM 100 companies, based on 86 responses  
Source: 2012 SDM 100, SDM Magazine, May 2012

Most SDM 100 companies reported that they increased their net profit margins in 2011, and among those who did, the average rate of increase was 41 percent. For the 13 percent of companies that reported a decrease in net profit, the average rate of decrease was just 4 percent.

On the whole, another break-through came in the way of improved RMR for the SDM 100 companies collectively. Growth of 8 percent — from \$510.7 million to \$552.3 million — was logged. On an individual basis, nine of 10 ranked companies registered an increase in their RMR. Collectively, the SDM 100 also grew their subscriber base 9 percent to 13.3 million customers.

A recurring theme was tied to the upward jolt in recurring revenue: services. Security dealers and integrators repeated the word over and over again — “managed services,” “hosted services,” “interactive services,” “specialty monitoring services.”

One cannot ignore the sharp competitive edge that such services can give security companies. (See related article in “Editor’s Angle” on page 14.) Representative of that trend is a recent announcement about the merger of Interface Security with Westec Interactive. (See related article, “Interface & Westec Merge to Offer Enhanced Managed Services,” on page 17.)

“Our company’s strategic decision in 2007 to expand into the IP managed services market with both physical security and logical security services along with IP-based remote video and digital voice services has proven to be extremely successful: We have more than doubled our RMR in the last four years as a result and expect to add over \$2 million of new RMR in 2012 all through organic growth,” Interface Security Systems reported to SDM. The company grew RMR from \$4.5 million (Dec. 31, 2010) to \$5.8 million (Dec. 31, 2011).

Overall, only 1 percent of total revenue for SDM 100 companies, collectively, stemmed from hosted and managed services (see page 70); however, that figure is expected to increase substantially next year.

Those companies that experienced growth in the residential sector often pointed to interactive functionality and remote control of security systems as technology solutions that stimulated growth. In the words of Central Security Group Inc., ranked No. 14, “Demand for interactive security has increased exponentially, driving both volume and RMR growth.”

Compared with 2010’s “bleak to average” summation of the state of the market, this year’s comments were much more upbeat. In general, SDM 100 companies thought that the marketplace was anywhere from “stable” to “strong” in 2011.

“Market was definitely stronger in 2011,” commented No. 78, Richmond Alarm Co. “We saw growth in all our normal sectors. Residential grew for existing homeowners, but not new construction. Commercial was up pretty much across the board.”

Noted No. 28, Electric Guard Dog, “The market appears to be continuing the steady improvement from the bottom of the recession, but still hasn’t completely returned.”

A shift in the average percentage of total revenue from both integrated commercial and integrated residential systems may be pointing to a trend — meaning that stand-alone security systems are having a lesser role in a security company’s sales, while integrated systems that encompass multiple product categories are becoming more of a core offering. As evidence, SDT Inc., No. 96, commented that large integrated security systems were the company’s greatest growth area in 2011.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
1	1	<b>ADT</b> Boca Raton, Fla.	\$299,900,000	↑	6,800,000	na	na	\$5,100.0	26,000	350
2	5	<b>Stanley Convergent Security</b> Indianapolis, Ind.	\$35,749,000	↑	500,000	na	\$390,200,000	\$798.4	4,200	100+
3	4	<b>Vivint Inc.</b> Provo, Utah	\$27,800,000	↑	572,897	\$21,000,000	na	\$312.9	5,000	2
4	2	<b>Protection 1</b> Romeoville, Ill.	\$25,200,000	↑	1,585,000	na	na	\$345.6	2,160	65
5	3	<b>Monitronics International</b> Dallas, Texas	\$22,342,047	↑	610,844	na	na	\$313.0	686	1
6	6	<b>Slomins Inc.</b> Hicksville, N.Y.	\$14,693,590	↑	282,917	\$31,902,865	\$28,469,760	\$257.0	620	6
7	7	<b>Vector Security Inc</b> Pittsburgh, Pa.	\$10,200,000	↑	250,757	\$11,143,000	\$63,135,000	\$212.1	1,033	38
8	8	<b>Guardian Protection Services</b> Warrendale, Pa.	\$9,104,531	↑	251,985	\$26,398,165	\$8,232,659	\$136.4	899	18
9	9	<b>ASG Security</b> Beltsville, Md.	\$7,026,924	↑	163,430	\$4,030,929	\$24,340,345	\$106.2	862	23
10	10	<b>Bay Alarm Company</b> Pacheco, Calif.	\$6,680,600	↑	111,473	\$3,987,516	\$10,648,347	\$96.5	612	15

No. 1 – In Oct. 2011, Tyco announced plans to separate Tyco's businesses, including ADT, into three separate, publicly traded operating companies: ADT North America Residential and Small Business Security, Commercial Fire and Security, and Flow Control. In March 2012, Tyco announced that ADT North America Commercial Security business unit would change its name to Tyco Integrated Security. ■ No. 2 – Parent Stanley Black & Decker (NYSE: SWK) acquired No. 8 Top Systems Integrator, Niscayah, which had \$200M in North American Systems integration revenue in 2010. Stanley CSS made six acquisitions in 2011. SDM's 2009 Dealer of the Year. ■ No. 3 – SDM's 2011 Dealer of the Year. ■ No. 4 – Reduced attrition 24 percent from 2009 to 2011. Increased RMR by 820 percent in multi-family division and 131 percent in national accounts. ■ No. 5 – In March 2012, rolled out new application enabling its dealers to fill out contract information electronically. ■ No. 6 – Created remote services system without using a third-party cloud based system. ■ No. 9 – Deployed ASG Connect, an enhanced service platform in the intrusion category that gives customers the ability to interact with their security systems in real time, including integrated video, lights, locks, and environmental control, via PC, smart phone or tablet. SDM's 2008 Dealer of the Year.

## Key to Using the SDM 100

The 2012 SDM 100 ranks U.S. companies that provide electronic security systems and services to both residential and non-residential customers. This ranking is based on information provided to or, in few cases, estimated by SDM. Ranked companies were asked to submit either an audited or reviewed financial statement, or a copy of their income tax return showing total gross receipts for the stated period. The vast majority of the firms ranked are privately held.

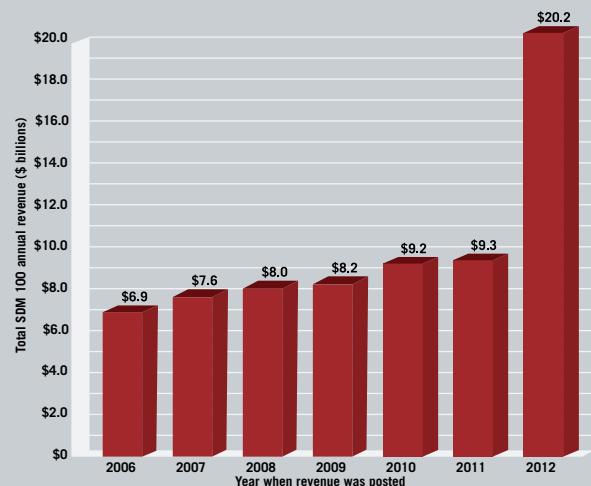
The main table, which begins on this page, ranks 100 firms by their recurring monthly revenue (RMR) of December 31, 2011. The firm with the highest RMR is ranked as No. 1, and so on. For each of the 100 companies, the following information is provided, from left to right:

- Current year rank, which is based on December 31, 2011, RMR.
- Prior year rank.
- Company name, as used in the marketplace, and headquarters location.
- Amount of RMR billed on December 31, 2011.
- Indication of whether the RMR amount increased, decreased or stayed the same as RMR of December 31, 2010.
- Number of subscribers (recurring-billable customers) at year-end 2011.
- Amount of sales revenue from residential system installations in 2011.
- Amount of sales revenue from non-residential system installations in 2011.
- Total gross revenue in millions of dollars. This number represents total revenue in calendar-year or (the company's) fiscal-year 2011 from security system sales/installation, service, leasing, and monitoring.
- Number of full-time employees.
- Number of business locations, including headquarters.

Note: An e following the figure indicates it is an SDM estimate.

To find a company by name, use the alphabetical index on page 80.

## Total Annual Revenue: \$9.3 Billion



Total annual revenue for the SDM 100 companies was \$9.32 billion, a 1.5 percent improvement in 2011 compared with the prior year. As many as 87 percent of ranked companies registered an increase in their total revenue. No. 1, ADT, reported total revenue of \$5.1 billion compared with \$4.4 billion in 2010. Also notable, Stanley Convergent Security reported 2011 revenue of \$798.4 million compared with 2010 revenue of \$467 million.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
11	11	<b>Interface Security Systems Holdings Inc.</b> Earth City, Mo.	\$5,804,282	↑	121,035	\$1,500,000	\$19,506,041	\$87.4	555	21
12	17	<b>Security Networks</b> West Palm Beach, Fla.	\$5,134,000	↑	126,000	na	na	\$53.2	na	2
13	13	<b>Protect America Inc.</b> Austin, Texas	\$4,574,200	↑	131,010	\$1,652,700	na	\$52.9	330	1
14	14	<b>Central Security Group, Inc.</b> Tulsa, Okla.	\$4,545,644	↑	150,595	\$300,000	\$93,500	\$53.1	262	6
15	16	<b>Guardian Alarm Company</b> Southfield, Mich.	\$4,240,000	↑	110,318	na	na	\$55.6	415	9
16	19	<b>Security Systems, Inc.</b> Cromwell, Conn.	\$4,236,927	↑	114,433	\$725,000	\$177,710	\$42.7	167	4
17	18	<b>Devcon Security</b> Hollywood, Fla.	\$4,052,398	↑	140,000	na	na	\$61.6	1,110	33
18	15	<b>Kastle Systems</b> Springfield, Va.	\$3,900,000	↑	na	na	na	\$64.0	350	8

No. 11 – Completed the Dollar General project and increased RMR by more than \$1.3 million. Announced merger with Westec Intelligent Surveillance, April 2012. ■ No. 12 – Significant growth and expansion into Western markets ■ No. 14 – Rolled out interactive services, upgraded central station, expanded Dealer network ■ No. 17 – Further-defined brand voice and image; also performed reviews of all customer interactions in 2011. Named new CEO, Steve Hafen, in March 2012.

## SDM 100: a Collective Look

	2011	2010	2009	2008
<b>Total recurring monthly revenue</b>	\$552.3 mil*	\$510.7 mil	\$465.8 mil	\$439.1 mil
<b>Total subscribers</b>	13.3 mil <sup>†</sup>	12.2 mil	12.6 mil	12.9 mil
<b>Total annual revenue</b>	\$9.3 bil**	\$9.2 bil	\$8.2 bil	\$8.0 bil
<b>Total residential sales revenue</b>	\$170.1 mil <sup>††</sup>	\$146.6 mil	\$157.4 mil	\$297.6 mil
<b>Total non-residential sales revenue</b>	\$852.47 mil <sup>††</sup>	\$1.83 bil	\$2.31 bil	\$2.35 bil
<b>SDM 100 Span a Thousand Locations</b>				
<b>Business locations operated</b>	995	1,044	996	
<b>Full time employees</b>	53,219***	56,259	53,086	
<b>Part time employees</b>	1,037	512	618	
<b>Acquisitions</b>	60	73	50	
<b>Accounts gained</b>	34,242	49,178	42,738	

Source: 2012 SDM 100, SDM Magazine, May 2012

The table, above, presents aggregate figures for the SDM 100 group of companies, which are ranked by their recurring monthly revenue — an industry standard of valuation of a security monitoring business. Most of the SDM 100 firms are privately held. Submitting recurring monthly revenue is required for ranking; other figures are not required but mostly provided. Most firms — but not all — also reported their total annual revenue, number of subscribers, and installation revenues. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark. Note: A major change in 2011 was the inclusion of “systems integrator” companies that collect RMR in the SDM 100.

\* Total monthly recurring revenue, based on RMR of Dec. 31, 2011. Based on responses from 100 firms.

<sup>†</sup> Based on responses from or estimates of 97 firms. Not included: ARK Systems Inc.; Kastle Systems; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire

\*\* Total annual (2011) revenue from electronic security system sales, installation, service, leasing, monitoring, and sales of subscriber accounts, as reported to or estimated by SDM. Based on responses from 99 firms. Not included: SAFE Security Companies

<sup>††</sup> Based on responses from or estimates of 79 firms. Note: Some firms either did not choose to report this figure or did not have sales/installation revenue to report in one of the categories. Not included in Residential Sales Revenue are: Acadiana Security Plus; A-Com Protection Services Inc.; ADI; Alarm Capital Alliance; ARK Systems Inc.; Briscoe Protective Systems Inc.; Devcon Security; DTT Surveillance; Electric Guard Dog; Fire Protection Inc.; General Security Inc.; Guardian Alarm Co.; Intelligent Access Systems; Kastle Systems; Monitronics Int'l; Protection 1; Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL; SDT Inc.; Security Networks; Security Systems of America; SMG Security Systems Inc.; Sonitrol of Indianapolis; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; Stanley Convergent Security; Tri-Signal Integration Inc.; Washington Alarm Inc.; Westec Intelligent Surveillance

Not included in Non-residential Sales Revenue are: Acadiana Security Plus; A-Com Protection Services Inc.; ADI; Alarm Capital Alliance; ARK Systems Inc.; Devcon Security; Electric Guard Dog; Fire Protection Inc.; Guardian Alarm Co.; Kastle Systems; Monitronics Int'l; NorthStar Alarm Services LLC; Protect America Inc.; Protection 1; Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL; Security Networks; SMG Security Systems Inc.; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; Vision Security; Vivint Inc.; Washington Alarm Inc.

\*\*\* Based on responses from or estimates of 97 firms. Not included: Security Networks; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; American Security Systems Inc.; A-Com Protection Services Inc.



RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
19	20	<b>CPI Security Systems, Inc.</b> Charlotte, N.C.	\$3,611,883	↑	91,925	\$3,656,000	\$929,000	\$47.8	329	5
20	21	<b>Alarm Capital Alliance</b> Media, Pa.	\$3,587,955	↑	111,170	na	na	\$39.1	108	1
21	22	<b>AFA Protective Systems Inc.</b> Syosset, N.Y.	\$2,419,000	↑	47,000	\$100,000	\$31,200,000	\$71.5	437	19
22	23	<b>Alarm Detection Systems Inc.</b> Aurora, Ill.	\$2,176,193	↑	25,714	\$503,597	\$5,287,555	\$33.7	214	1
23	24	<b>ADS Security L.P.</b> Nashville, Tenn.	\$1,943,697	↓	66,149	\$2,146,503	\$4,461,415	\$32.2	257	14
24	27	<b>Ackerman Security Systems</b> Atlanta, Ga.	\$1,865,423	↑	76,125	\$5,967,708	\$5,946,223	\$34.1	266	2
25	25	<b>Westec Intelligent Surveillance</b> Plano, Texas	\$1,730,270	↑	14,110	\$0	\$7,500,000	\$27.0	205	1
26	26	<b>SAFE Security Companies</b> San Ramon, Calif.	\$1,724,862	↑	63,620	\$181,600	\$48,000	na	74	2
27	28	<b>Per Mar Security Services</b> Davenport, Iowa	\$1,516,433	↑	33,448	\$1,113,195	\$14,085,323	\$37.4	361	13
28	29	<b>Electric Guard Dog</b> Columbia, S.C.	\$1,482,639	↑	2,562	na	na	\$17.5	64	1
29		<b>DTT Surveillance</b> Los Angeles, Calif.	\$1,408,000	↑	7,257	na	\$3,739,000	\$17.2	226	3
30	30	<b>SSD Alarm Systems / Kern Security &amp; Fire / Alpha Security &amp; Fire</b> Anaheim, Calif.	\$1,204,400	↑	na	na	na	\$30.1	na	12
31	31	<b>First Alarm</b> Aptos, Calif.	\$1,140,040	↑	18,710	\$2,134,968	\$2,567,604	\$21.3	140	5
32	37	<b>Safeguard Security</b> Scottsdale, Ariz.	\$1,093,100	↑	23,942	\$2,923,133	\$8,962,067	\$32.1	153	3
33	33	<b>EPS Security</b> Grand Rapids, Mich.	\$1,070,030	↑	16,514	\$810,000	\$6,231,000	\$20.8	168	6
34	32	<b>General Security Inc.</b> Plainview, N.Y.	\$1,068,096	↑	44,865	na	\$3,044,096	\$18.7	157	9

■ No. 20 – Acquired more than \$1 million in RMR and implemented new CRM fully integrated with third-party monitoring station and phone system. ■ No. 21 – Converted computer operating system to allow it to interface both its operational and accounting facilities for significantly more efficiency. ■ No. 23 – Aggressive growth in cloud-based services including remote video, managed access control and remote services. ■ No. 24 – Moved from a 12,000 sq. ft. building occupied since 1992 to a new 33,000 sq. ft. facility. SDM’s 2007 Dealer of the Year. ■ No. 25 – Consolidated multiple sales and distribution offices into one central location in Plano, Texas. Relocated command center from Des Moines to Plano. Announced merger with Interface Security Systems, April 2012. ■ No. 26 – Purchasing a monitoring station. ■ No. 28 – Restructured and expanded sales force during 2011; added regional outside sales reps for first time and added two national account directors. ■ No. 29 – Established \$20M credit facility with Capital Source. ■ No. 31 – Completed and integrated two significant acquisitions.

Despite break-throughs in certain markets, 2011 was not without challenges. For one, companies noted that because installation prices have fallen, that demands a higher quantity of sales in order to maintain goals.

And, alarmingly, the number of full-time people employed at SDM 100 companies fell by more than 5 percent to 53,219. The greatest loss was in the area of installation and technical staff, which in 2010 comprised 40 percent of a security company’s workforce, but in 2011 made up just 32 percent.

Central station staff increased from 10 percent to 14 percent of total workforce (see page 76) — not a surprising fact given the number of SDM 100 companies preparing for the future of security as a service.

The SDM 100 is a ranking by RMR of the largest security companies in the United States. SDM 100 companies earn their revenues from the sale, installation, service and monitoring of electronic security systems. Now in its 22nd year of publication, the SDM 100 Report continues to prove that security is a significant concern of both homeowners and business leaders.

## SDM 100: Its Purpose & Approach

The SDM 100 has been published since 1991. Its primary objective is to measure consumer dollars gained by alarm companies, in order to present an account of the size of the market captured by the 100 largest security providers. SDM 100 firms are ranked by their recurring monthly revenue. RMR is the amount of contractually recurring revenues due from customers, for such services as monitoring, contracted service and system maintenance, and leasing of security systems. It is the revenue associated with the contractual agreement between an alarm company and its subscriber — derived from customer billing for services such as monitoring, contracted service, managed solutions, and leasing of security systems — and is typically the basis for valuation of an alarm company. RMR is the language of alarm company executives and is meaningful in comparative analysis among industry peers. Of the 100 security dealers ranked, 35 of them earned more than \$1 million in RMR in 2011.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
35	35	<b>Mountain Alarm</b> Ogden, Utah	\$1,031,044	↑	18,448	\$400,000	\$5,000,000	\$19.9	150	6
36	34	<b>Kimberlite Corp.</b> Fresno, Calif.	\$960,795	↑	6,127	\$359,373	\$3,354,146	\$16.2	108	7
37	38	<b>Sonitrol New England</b> Rocky Hill, Conn.	\$899,504	↑	24,935	\$187,229	\$3,857,317	\$16.0	112	3
38	36	<b>Sonitrol Pacific</b> Portland, Ore.	\$898,898	↑	4,622	\$80,598	\$3,115,969	\$13.9	81	5
39	40	<b>American Alarm &amp; Communications</b> Arlington, Mass.	\$864,922	↑	16,016	\$2,315,532	\$9,262,129	\$24.5	159	4

No. 36 – Logged 722 criminal apprehensions, on top of 740 in 2010. ■ No. 37 – Acquisition of HB Alarm in Rhode Island. Won 2010 Sonitrol National Dealer Top Dealer Award (presented 2011). ■ No. 38 – Three first-place winners and recognition of many employees at the 2011 Sonitrol National Dealers Association convention.

## TOP COMPANIES RANKED BY RESIDENTIAL CUSTOMERS

RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK	RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK
1	Vivint Inc.	572,897	572,897	3	32	American Alarm & Communications	10,446	16,016	39
2	Monitronics International	550,000	610,844	5	33	Sonitrol New England	9,944	24,935	37
3	Protection 1	402,000	1,585,000	4	34	Koorsen Fire & Security	8,965	12,807	53
4	Slomins Inc.	263,113	282,917	6	35	Habitec Security	8,820	14,699	60
5	Guardian Protection Services	228,802	251,985	8	36	Matson Alarm Co. Inc.	8,800	19,048	51
6	Vector Security Inc	211,466	250,757	7	37	First Alarm	8,600	18,710	31
7	Central Security Group, Inc.	140,053	150,595	14	38	World Wide Security & GC Alarm Inc.	8,600	14,941	68
8	Protect America Inc.	131,010	131,010	13	39	EPS Security	8,000	16,514	33
9	ASG Security	121,755	163,430	9	40	F.E. Moran Inc. Alarm and Monitoring Services	7,874	20,723	47
10	Security Networks	120,000	126,000	12	41	Post Alarm Systems	7,759	14,059	55
11	Security Systems, Inc.	104,134	114,433	16	42	Acadiana Security Plus	7,331	11,278	74
12	Alarm Capital Alliance	94,495	111,170	20	43	Security Systems of America	7,010	10,689	75
13	CPI Security Systems, Inc.	85,525	91,925	19	44	Security Equipment Inc.	7,000	15,093	43
14	Ackerman Security Systems	66,066	76,125	24	45	All Guard Alarm Systems Inc.	6,979	11,632	46
15	Bay Alarm Company	58,314	111,473	10	46	Mountain Alarm	6,930	18,448	35
16	SAFE Security Companies	50,896	63,620	26	47	Vision Security	6,760	6,760	77
17	ADS Security L.P.	39,027	66,149	23	48	Scarsdale Security Systems Inc.	6,000	15,000	71
18	Interface Security Systems Holdings Inc.	36,311	121,035	11	49	Advent Security Corporation	5,846	7,329	82
19	General Security Inc.	35,313	44,865	34	50	Supreme Security Systems Inc.	5,206	8,318	45
20	EMC Security	31,000	35,085	42	51	Electronix Systems Central Station Alarms Inc.	5,184	13,537	72
21	Amherst Alarm, Inc.	19,630	24,538	87	52	Yarnell Security Systems	5,179	8,632	95
22	NorthStar Alarm Services LLC	17,697	17,697	40	53	Alarmco, Inc.	5,093	14,979	59
23	Custom Security Systems Inc.	17,403	24,861	49	54	Bonds Alarm Co. Inc.	4,850	7,795	90
24	Blue Ridge Security Systems Inc.	14,288	34,547	63	55	Richmond Alarm Company	4,105	7,745	78
25	Per Mar Security Services	14,085	33,448	27	56	Allied Fire & Security	3,823	6,372	98
26	Doyle Security Systems Inc.	13,785	22,973	44	57	Select Security	3,700	9,182	69
27	Custom Security Systems	12,814	46,340	48	58	Peak Alarm Co. Inc.	3,650	10,762	67
28	AFA Protective Systems Inc.	12,800	47,000	21	59	Valley Alarm	3,538	7,529	89
29	NCA	12,311	14,845	99	60	Intertech Security	3,290	4,398	54
30	A-Com Protection Services Inc.	12,175	16,233	62	61	The Protection Bureau	3,275	7,210	61
31	Alarm Detection Systems Inc.	11,408	25,714	22					

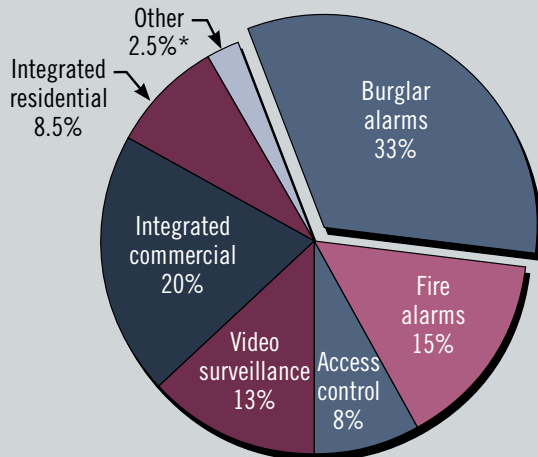
SDM 100 companies are ranked here by the number of their residential customers. Note that some of the larger companies, including ADT and Stanley Convergent Security, are not ranked because they did not break out their total subscribers into residential and non-residential. Companies that reported fewer than 3,000 residential customers are not included in this table.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
40	47	<b>NorthStar Alarm Services LLC</b> Orem, Utah	\$758,030	↑	17,697	\$168,080	na	\$8.6	141	1
41	42	<b>Sonitrol of Sacramento &amp; Sonitrol Orange County</b> Roseville, Calif.	\$723,016	↑	4,437	\$54,053	\$3,104,319	\$12.1	49	2
42	49	<b>EMC Security</b> Suwanee, Ga.	\$660,248	↑	35,085	\$2,904,280	\$1,242,209	\$11.3	98	1
43	44	<b>Security Equipment Inc.</b> Omaha, Neb.	\$648,027	↑	15,093	\$530,000	\$10,130,227	\$20.0	137	4
44	45	<b>Doyle Security Systems Inc.</b> Rochester, N.Y.	\$647,031	↑	22,973	\$609,721	\$2,040,525	\$11.2	84	4
45	46	<b>Supreme Security Systems Inc.</b> Union, N.J.	\$600,177	↓	8,318	\$286,500	\$694,534	\$8.8	68	1
46	48	<b>All Guard Alarm Systems Inc.</b> Hayward, Calif.	\$598,310	↑	11,632	\$355,172	\$1,091,155	\$9.1	61	2
47	51	<b>F.E. Moran Inc. Alarm and Monitoring Services</b> Champaign, Ill.	\$589,084	↑	20,723	\$516,000	\$8,335,000	\$19.5	111	6
48	50	<b>Custom Security Systems</b> Lacey, Wash.	\$538,262	↑	46,340	\$356,000	\$1,736,400	\$10.1	98	3

■ No. 41 – Awarded largest project in company's history. ■ No. 42 – PERs business documented seven lives saved (transported to hospital or EMTs dispatched due to customer distress). ■ No. 43 – Deployed a number of hosted/cloud services for clients. ■ No. 46 – Capital investments in video monitoring and interactive video services. ■ No. 48 – Topped \$10M sales first time.

## Dealer Revenue Across Technology Categories

Average percentage of total revenue among SDM 100 companies, distributed by types of products

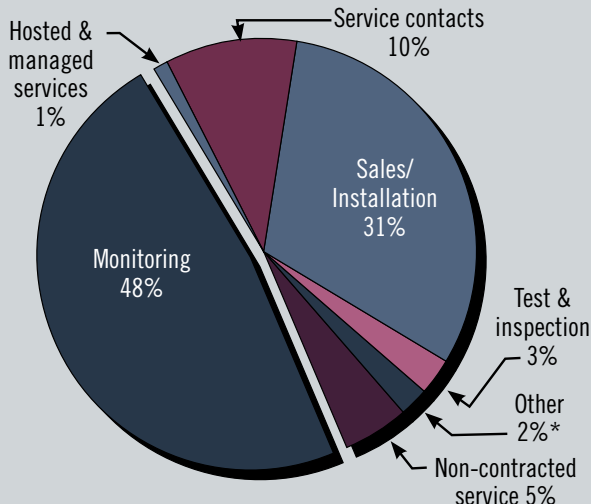


\*includes intercom, badging systems, perimeter security, IT hardware/software Source: 2012 SDM 100, SDM Magazine, May 2012

Security companies derive their total revenue from a wide variety of product categories, including the most sizeable, burglar alarm systems, which comprised 33 percent of dealers' revenue in 2011. The category of integrated commercial systems is growing to be a larger piece of the pie, at 20 percent of the total in 2011, up from 17 percent the previous year. This could be attributed to more systems integrators joining the ranks of RMR-based security providers.

## Dealer Revenue Across Business Services

Average percentage of total revenue among SDM 100 companies, distributed by types of services



\*includes equipment leases and consulting Source: 2012 SDM 100, SDM Magazine, May 2012

Security alarm companies derive their revenue from a wide variety of service categories, including the most sizeable — monitoring, which comprises nearly half of all revenue. The SDM 100 recently began tracking the average percentage of revenue from managed services; at only 2 percent of 2010 revenue and 1 percent of 2011 revenue, it is expected to grow significantly in 2012 based on what SDM 100 companies are saying about implementing more services.



RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
49	55	<b>Custom Security Systems Inc.</b> Baton Rouge, La.	\$526,906	↑	24,861	\$1,415,743	\$951,093	\$9.3	49	1
50	52	<b>Sonitrol of Buffalo, Rochester, Toronto</b> Buffalo, N.Y.	\$523,171	↓	5,744	\$45,000	\$3,751,590	\$10.7	86	3
51	54	<b>Matson Alarm Co. Inc.</b> Fresno, Calif.	\$523,147	↑	19,048	\$400,000	\$1,466,250	\$8.5	61	4
52	73	<b>SMG Security Systems Inc.</b> Elk Grove Village, Ill.	\$522,768	↑	5,200	na	na	\$9.0	55	1
53	75	<b>Koorsen Fire &amp; Security</b> Indianapolis, Ind.	\$520,164	↑	12,807	\$676,990	\$8,106,140	\$73.5	37	22
54	53	<b>Intertech Security</b> Pittsburgh, Pa.	\$497,009	↓	4,398	\$350,000	\$10,900,000	\$19.3	125	7
55	56	<b>Post Alarm Systems</b> Arcadia, Calif.	\$484,413	↑	14,059	\$1,472,958	\$3,436,903	\$10.7	115	2
56	60	<b>American Security Systems Inc.</b> Long Island City, N.Y.	\$470,164	↑	7,106	\$2,500,000	\$100	\$8.2	na	1
57	61	<b>Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL</b> Tallahassee, Fla.	\$469,035	↑	5,658	na	na	\$8.7	74	6
58	59	<b>Sonitrol Tri-County</b> Farmington Hills, Mich.	\$460,584	↑	9,742	\$142,054	\$2,459,260	\$8.9	72	3
59	57	<b>Alarmco, Inc.</b> Las Vegas, Nev.	\$459,571	↓	14,979	\$155,907	\$418,300	\$6.9	92	1
60	62	<b>Habitec Security</b> Toledo, Ohio	\$452,814	↑	14,699	\$725,000	\$1,555,000	\$8.6	81	3
61	63	<b>The Protection Bureau</b> Exton, Pa.	\$443,795	↑	7,210	\$80,000	\$8,700	\$15.2	98	2
62	64	<b>A-Com Protection Services Inc.</b> Columbus, Ga.	\$435,812	↑	16,233	na	na	\$8.1	0	6
63	66	<b>Blue Ridge Security Systems Inc.</b> Anderson, S.C.	\$407,456	↑	34,547	\$3,600,590	\$6,595,156	\$10.2	88	3
64		<b>Sonitrol of Evansville Inc.</b> Evansville, Ind.	\$407,030	↑	4,111	\$35,328	\$877,859	\$6.7	43	3
65	68	<b>Tri-Signal Integration Inc.</b> Sylmar, Calif.	\$400,000	↑	4,020	na	\$26,000,000	\$37.0	265	9
66	72	<b>JMG Security Systems Inc.</b> Fountain Valley, Calif.	\$377,175	↑	1,716	\$350,000	\$4,774,000	\$11.7	48	1
67	70	<b>Peak Alarm Co. Inc.</b> Salt Lake City, Utah	\$376,631	↑	10,762	\$210,000	\$1,205,000	\$6.7	69	4
68	76	<b>World Wide Security &amp; GC Alarm Inc.</b> Garden City, N.Y.	\$375,000	↑	14,941	\$500,000	\$1,100,000	\$5.9	50	2
69	74	<b>Select Security</b> Lancaster, Pa.	\$374,000	↑	9,182	\$280,000	\$2,800,000	\$9.1	121	7
70	69	<b>Sonitrol SW Ohio</b> Mason, Ohio	\$373,902	↑	5,989	\$50,000	\$2,030,243	\$7.0	48	2
71	71	<b>Scarsdale Security Systems Inc.</b> Scarsdale, N.Y.	\$368,824	↑	15,000	\$500,000	\$5,332,810	\$11.3	86	2
72		<b>Electronix Systems Central Station Alarms Inc.</b> Huntington Station, N.Y.	\$353,742	↓	13,537	\$757,266	\$1,289,398	\$7.9	69	1
73	78	<b>Safe Systems</b> Louisville, Colo.	\$350,921	↑	9,092	\$239,670	\$2,138,110	\$7.0	58	1
74	77	<b>Acadiana Security Plus</b> Broussard, La.	\$340,638	↑	11,278	na	na	\$6.9	59	1
75	79	<b>Security Systems of America</b> Pittsburgh, Pa.	\$338,746	↑	10,689	na	\$300,000	\$6.6	69	5
76	80	<b>Washington Alarm Inc.</b> Seattle, Wash.	\$306,242	↑	5,288	na	na	\$5.4	43	1

No. 53 – 63 percent increase in security alarm sales, 31 percent increase in annual monitoring revenue, 55 percent increase in Dec. RMR. Selection of new central station and swing of 11,000 subscriber accounts from two prior central stations. ■ No. 56 – Became an FCI/Gamewell dealer. ■ No. 58 – Completed build-out of new 14,000 sq. ft. facility that houses corporate offices and central station, consolidating from four offices to three. ■ No. 59 – Added remote video services to offerings. ■ No. 60 – Grew RMR organically nearly \$20,000. ■ No. 61 – Large museum project. Increased managed services from central station. SDM's 2010 Dealer of the Year. ■ No. 63 – Sustained level of sales at \$10M level. Project at new local Emergency Call Center (911) and at Shaw Air Force Base. ■ No. 69 – Entry into Ohio market through purchase of Medina-based FM Systems. ■ No. 71 – Opened new Remote Observation Center for loss prevention services. ■ No. 72 – \$1.3M video and access installation. Note: Electronix Systems was inadvertently omitted from the 2011 SDM 100.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
77		<b>Vision Security</b> Orem, Utah	\$304,221	↑	6,760	\$16,665,795	na	\$19.4	17	1
78	81	<b>Richmond Alarm Company</b> Midlothian, Va.	\$299,025	↑	7,745	\$1,040,000	\$925,000	\$6.7	69	2
79	94	<b>DynaFire Inc.</b> Casselberry, Fla.	\$294,677	↑	4,580	\$12,950	\$2,348,133	\$6.4	74	3
80	89	<b>Sonitrol of Lexington / Bates Security</b> Lexington, Ky.	\$282,120	↑	4,471	\$266,795	\$4,748,483	\$8.2	57	1
81	91	<b>Fire Protection Inc.</b> Everett, Wash.	\$268,000	↑	6,058	na	na	\$13.4	67	3
82	84	<b>Advent Security Corporation</b> Oreland, Pa.	\$260,664	↑	7,329	\$337,378	\$336,055	\$4.2	30	1

■ No. 77 – Increased RMR 119 percent, while only increasing debt 100 percent. ■ No. 79 – Developed private radio network. ■ No. 80 – Rebranded ADR Security Services part of business to Bates Security. Completed two acquisitions. Won one of the top four Marketing Excellence Awards and divisional Dealer of the Year at First Alert convention.

### TOP COMPANIES RANKED BY NON-RESIDENTIAL INSTALLATION REVENUE

RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2011	NON-RESIDENTIAL REVENUE	SDM 100 RANK	RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2011	NON-RESIDENTIAL REVENUE	SDM 100 RANK
1	Vector Security Inc	7,164	\$63,135,000	7	30	Sentry Communications & Security	20	\$4,050,000	100
2	AFA Protective Systems Inc.	6,250	\$31,200,000	21	31	Sonitrol New England	476	\$3,857,317	37
3	Slomins Inc.	1,302	\$28,469,760	6	32	Sonitrol of Buffalo, Rochester, Toronto	210	\$3,751,590	50
4	Tri-Signal Integration Inc.	500	\$26,000,000	65	33	DTT Surveillance	2,113	\$3,739,000	29
5	ASG Security	16,465	\$24,340,345	9	34	Post Alarm Systems	314	\$3,436,903	55
6	Allied Fire & Security	150	\$19,600,000	98	35	Kimberlite Corp.	336	\$3,354,146	36
7	Interface Security Systems Holdings Inc.	18,600	\$19,506,041	11	36	Sonitrol Pacific	400	\$3,115,969	38
8	Per Mar Security Services	3,123	\$14,085,323	27	37	Sonitrol of Sacramento & Sonitrol Orange County	1,336	\$3,104,319	41
9	Intelligent Access Systems	350	\$13,305,797	92	38	Select Security	521	\$2,800,000	69
10	Intertech Security	900	\$10,900,000	54	39	Sentry Security	110	\$2,700,000	86
11	Bay Alarm Company	9,264	\$10,648,347	10	40	First Alarm	1,072	\$2,567,604	31
12	SDT Inc.	623	\$10,137,000	96	41	Sonitrol Tri-County	424	\$2,459,260	58
13	Security Equipment Inc.	850	\$10,130,227	43	42	DynaFire Inc.	274	\$2,348,133	79
14	American Alarm & Communications	2,941	\$9,262,129	39	43	Yarnell Security Systems	150	\$2,180,000	95
15	Safeguard Security	400	\$8,962,067	32	44	Safe Systems	937	\$2,138,110	73
16	F.E. Moran Inc. Alarm and Monitoring Services	2,268	\$8,335,000	47	45	Doyle Security Systems Inc.	825	\$2,040,525	44
17	Guardian Protection Services	4,013	\$8,232,659	8	46	Sonitrol SW Ohio	268	\$2,030,243	70
18	Koorsen Fire & Security	2,000	\$8,106,140	53	47	Moon Security Services Inc.	350	\$1,754,171	94
19	Westec Intelligent Surveillance	1,550	\$7,500,000	25	48	Custom Security Systems	580	\$1,736,400	48
20	Blue Ridge Security Systems Inc.	2,134	\$6,595,156	63	49	Habitec Security	550	\$1,555,000	60
21	EPS Security	1,800	\$6,231,000	33	50	Briscoe Protective Systems Inc.	65	\$1,471,198	97
22	Ackerman Security Systems	1,547	\$5,946,223	24	51	Matson Alarm Co. Inc.	1,337	\$1,466,250	51
23	Custom Alarm	844	\$5,400,000	88	52	Electronix Systems Central Station Alarms Inc.	624	\$1,289,398	72
24	Scarsdale Security Systems Inc.	1,000	\$5,332,810	71	53	Sonitrol of Indianapolis	140	\$1,276,535	85
25	Alarm Detection Systems Inc.	838	\$5,287,555	22	54	EMC Security	800	\$1,242,209	42
26	Mountain Alarm	1,000	\$5,000,000	35	55	Peak Alarm Co. Inc.	708	\$1,205,000	67
27	JMG Security Systems Inc.	350	\$4,774,000	66	56	World Wide Security & GC Alarm Inc.	550	\$1,100,000	68
28	Sonitrol of Lexington / Bates Security	452	\$4,748,483	80	57	All Guard Alarm Systems Inc.	304	\$1,091,155	46
29	ADS Security L.P.	2,431	\$4,461,415	23					

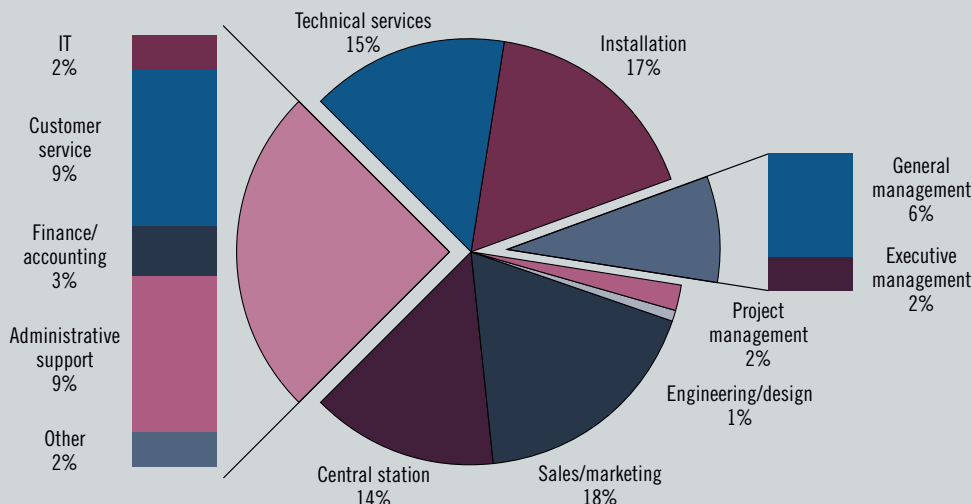
SDM 100 companies are ranked here by the amount of their installation revenue from non-residential projects. Note that some of the larger companies, including ADT, Stanley Convergent Security, and Protection 1, are not ranked because they did not report this number to SDM. Companies that reported less than \$1 million are not included in this table.

RANK 2012	RANK 2011	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2011	RMR COMPARED WITH DEC. 31, 2010	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2011 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
83	85	<b>Pacific Alarm Systems Inc.</b> Culver City, Calif.	\$259,661	↑	4,149	\$88,294	\$258,417	\$4.2	44	1
84	90	<b>Gillmore Security Systems Inc.</b> Cleveland, Ohio	\$258,788	↑	5,633	\$430,821	\$148,366	\$4.7	39	1
85	88	<b>Sonitrol of Indianapolis</b> Indianapolis, Ind.	\$253,797	↑	1,972	na	\$1,276,535	\$4.5	29	1
86	83	<b>Sentry Security</b> Wheeling, Ill.	\$253,699	↓	3,972	\$250,000	\$2,700,000	\$6.7	24	1
87	93	<b>Amherst Alarm Inc.</b> Amherst, N.Y.	\$249,576	↑	24,538	\$1,013,286	\$844,622	\$5.7	60	1
88	87	<b>Custom Alarm</b> Rochester, Minn.	\$247,792	↑	5,788	\$600,000	\$5,400,000	\$10.0	71	2
89	92	<b>Valley Alarm</b> Sun Valley, Calif.	\$247,615	↑	7,529	\$93,288	\$631,110	\$3.8	17	1
90	95	<b>Bonds Alarm Co. Inc.</b> Phoenix, Ariz.	\$241,900	↑	7,795	\$76,600	\$525,600	\$3.8	26	2
91	97	<b>ARK Systems Inc.</b> Columbia, Md.	\$231,836	↑	na	na	na	\$17.0	112	3
92		<b>Intelligent Access Systems</b> Garner, N.C.	\$215,070	↑	na	na	\$13,305,797	\$13.5	60	5
93	98	<b>Sentry Alarm Systems</b> Monterey, Calif.	\$214,910	↓	6,398	\$363,000	\$460,159	\$4.0	37	2
94		<b>Moon Security Services Inc.</b> Pasco, Wash.	\$214,650	↑	6,408	\$986,721	\$1,754,171	\$8.1	104	3
95	100	<b>Yarnell Security Systems</b> Lancaster, Pa.	\$209,400	↑	8,632	\$500,000	\$2,180,000	\$5.2	46	1
96	99	<b>SDT Inc.</b> Newtown, Pa.	\$207,701	↓	1,211	na	\$10,137,000	\$12.6	88	1
97		<b>Briscoe Protective Systems Inc.</b> Centereach, N.Y.	\$187,409	↑	1,829	na	\$1,471,198	\$4.9	29	1
98		<b>Allied Fire &amp; Security</b> Spokane, Wash.	\$186,000	↑	6,372	\$150,000	\$19,600,000	\$20.5	120	3
99		<b>NCA</b> Nashville, Tenn.	\$161,305	↓	14,845	\$1,426,785	\$107,187	\$3.5	20	1
100		<b>Sentry Communications &amp; Security</b> Hicksville, N.Y.	\$140,000	↑	2,020	\$25,000	\$4,050,000	\$5.1	41	3

■ No. 83 – Total remodel and upgrade of UL listed central station. ■ No. 86 – Developed a sales channel for residential installations of interactive services systems via web-related marketing ■ No. 88 – Set up a new classroom-style training center with a resource center stocked with training tools. Set all training classes up online in order to assign classes and track course completions. Became CSAA Five Diamond central station. ■ No. 96 – Landed very large pharmaceutical project. ■ No. 98 – Restructured and centralized service dispatch; implemented automated mobile workforce solution.

## Window to a Security Staff

Average percentage of staff employed in various departments at SDM 100 companies



Source: 2012 SDM 100, SDM Magazine, May 2012

*Installation and technical service comprise the majority of positions within an SDM 100 company, together accounting for approximately one-third (32 percent) of employees on a security company's workforce. However, they accounted for a larger share (40 percent) of staff in 2010.*

## RANK BY TOTAL ANNUAL REVENUE

RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2011 (\$ MIL)	TOTAL GROSS REVENUE, 2010 (\$ MIL)	SDM 100 RANK	RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2011 (\$ MIL)	TOTAL GROSS REVENUE, 2010 (\$ MIL)	SDM 100 RANK
1	ADT	\$5,100.0	\$4,400.0	1	57	Sonitrol of Buffalo, Rochester, Toronto	\$10.7	\$14.8	50
2	Stanley Convergent Security	\$798.4	\$467.0	2	58	Blue Ridge Security Systems Inc.	\$10.2	\$10.0	63
3	Protection 1	\$345.6	\$350.0	4	59	Custom Security Systems	\$10.1	\$9.6	48
4	Monitronics International	\$313.0	\$284.4	5	60	Custom Alarm	\$10.0	\$8.9	88
5	Vivint Inc.	\$312.9	\$245.2	3	61	Custom Security Systems Inc.	\$9.3	\$9.1	49
6	Slomins Inc.	\$257.0	\$227.4	6	62	Select Security	\$9.1	\$6.5	69
7	Vector Security Inc	\$212.1	\$205.0	7	63	All Guard Alarm Systems Inc.	\$9.1	\$9.1	46
8	Guardian Protection Services	\$136.4	\$127.7	8	64	SMG Security Systems Inc.	\$9.0	\$7.8	52
9	ASG Security	\$106.2	\$103.6	9	65	Sonitrol Tri-County	\$8.9	\$7.9	58
10	Bay Alarm Company	\$96.5	\$91.0	10	66	Supreme Security Systems Inc.	\$8.8	\$9.1	45
11	Interface Security Systems Holdings Inc.	\$87.4	\$67.9	11	67	Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL	\$8.7	\$8.1	57
12	Koorsen Fire & Security	\$73.5	\$67.7	53	68	NorthStar Alarm Services LLC	\$8.6	\$6.9	40
13	AFA Protective Systems Inc.	\$71.5	\$72.6	21	69	Habitec Security	\$8.6	\$8.4	60
14	Kastle Systems	\$64.0	\$60.2	18	70	Matson Alarm Co. Inc.	\$8.5	\$8.3	51
15	Devcon Security	\$61.6	\$53.4	17	71	Sonitrol of Lexington / Bates Security	\$8.2	\$5.1	80
16	Guardian Alarm Company	\$55.6	\$51.0	15	72	American Security Systems Inc.	\$8.2	\$7.8	56
17	Security Networks	\$53.2	\$40.0	12	73	Moon Security Services Inc.	\$8.1	na	94
18	Central Security Group, Inc.	\$53.1	\$47.1	14	74	A-Com Protection Services Inc.	\$8.1	\$7.5	62
19	Protect America Inc.	\$52.9	\$48.8	13	75	Electronix Systems Central Station Alarms Inc.	\$7.9	na	72
20	CPI Security Systems, Inc.	\$47.8	\$44.1	19	76	Sonitrol SW Ohio	\$7.0	\$6.3	70
21	Security Systems, Inc.	\$42.7	\$34.9	16	77	Safe Systems	\$7.0	\$6.3	73
22	Alarm Capital Alliance	\$39.1	\$32.6	20	78	Alarmco, Inc.	\$6.9	\$6.9	59
23	Per Mar Security Services	\$37.4	\$33.2	27	79	Acadiana Security Plus	\$6.9	\$6.8	74
24	Tri-Signal Integration Inc.	\$37.0	\$39.9	65	80	Peak Alarm Co. Inc.	\$6.7	\$6.3	67
25	Ackerman Security Systems	\$34.1	\$28.0	24	81	Richmond Alarm Company	\$6.7	\$6.5	78
26	Alarm Detection Systems Inc.	\$33.7	\$32.8	22	82	Sonitrol of Evansville Inc.	\$6.7	na	64
27	ADS Security L.P.	\$32.2	\$31.3	23	83	Sentry Security	\$6.7	\$5.4	86
28	Safeguard Security	\$32.1	\$30.0	32	84	Security Systems of America	\$6.6	\$7.2	75
29	SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire	\$30.1	\$31.9	30	85	DynaFire Inc.	\$6.4	\$5.2	79
30	Westec Intelligent Surveillance	\$27.0	\$32.6	25	86	World Wide Security & GC Alarm Inc.	\$5.9	\$5.6	68
31	American Alarm & Communications	\$24.5	\$20.5	39	87	Amherst Alarm Inc.	\$5.7	\$5.6	87
32	First Alarm	\$21.3	\$14.6	31	88	Washington Alarm Inc.	\$5.4	\$5.3	76
33	EPS Security	\$20.8	\$19.2	33	89	Yarnell Security Systems	\$5.2	\$5.1	95
34	Allied Fire & Security	\$20.5	na	98	90	Sentry Communications & Security	\$5.1	na	100
35	Security Equipment Inc.	\$20.0	\$18.4	43	91	Briscoe Protective Systems Inc.	\$4.9	na	97
36	Mountain Alarm	\$19.9	\$15.9	35	92	Gillmore Security Systems Inc	\$4.7	\$4.1	84
37	F.E. Moran Inc. Alarm and Monitoring Services	\$19.5	\$14.5	47	93	Sonitrol of Indianapolis	\$4.5	\$4.3	85
38	Vision Security	\$19.4	na	77	94	Pacific Alarm Systems Inc.	\$4.2	na	83
39	Intertech Security	\$19.3	\$18.6	54	95	Advent Security Corporation	\$4.2	\$4.0	82
40	General Security Inc.	\$18.7	\$18.7	34	96	Sentry Alarm Systems	\$4.0	\$3.9	93
41	Electric Guard Dog	\$17.5	\$15.8	28	97	Valley Alarm	\$3.8	\$3.8	89
42	DTT Surveillance	\$17.2	na	29	98	Bonds Alarm Co. Inc.	\$3.8	\$3.5	90
43	ARK Systems Inc.	\$17.0	\$18.7	91	99	NCA	\$3.5	na	99
44	Kimberlite Corp.	\$16.2	\$15.6	36					
45	Sonitrol New England	\$16.0	\$14.8	37					
46	The Protection Bureau	\$15.2	\$14.0	61					
47	Sonitrol Pacific	\$13.9	\$13.0	38					
48	Intelligent Access Systems	\$13.5	na	92					
49	Fire Protection Inc.	\$13.4	\$11.2	81					
50	SDT Inc.	\$12.6	\$14.6	96					
51	Sonitrol of Sacramento & Sonitrol Orange County	\$12.1	\$12.0	41					
52	JMG Security Systems Inc.	\$11.7	\$11.6	66					
53	Scarsdale Security Systems Inc.	\$11.3	\$10.4	71					
54	EMC Security	\$11.3	\$11.1	42					
55	Doyle Security Systems Inc.	\$11.2	\$10.5	44					
56	Post Alarm Systems	\$10.7	\$11.0	55					

### How to Purchase the SDM 100 Directory

Wouldn't it be useful to have more information about each of the 100 firms ranked here? The 2012 SDM 100 Directory includes contact names, mailing addresses, telephone numbers, Web site URLs, branch office locations, product buyer names, installation data, revenue sources, and more. The SDM 100 Directory comes in Microsoft Excel format. To order the SDM 100 Directory, contact Heidi Fusaro at (630) 518-5470 or by e-mail to [fusaroh@bnpmmedia.com](mailto:fusaroh@bnpmmedia.com).



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