

SDM
BUYERS
GUIDE
eBook

Fastest Cellular Sunset Solution, Every Panel & FACP, Everywhere The New Dealers' Choice:

- Installs in Minutes - For Every Application & Account
- Easiest Panel-Powered Technology; No Panel Reprogramming
- Lowest Cost - From FREE to \$100 Off All w/ Tradeup, New & Retrofits

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Protect All Accounts Now.
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StarLink Connect

Upgrading Vista® & DSC®
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Panel-Powered Radio
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Revamped & Refreshed

This Buyers Guide has a fresh new look with the same high quality.

Last year's Buyers Guide was planned and published in the middle of COVID-19, a time when many integrators, dealers and other security professionals traversed constant uncertainty and learned new ways to market their products, all while keeping their customers safe.

SDM has faced many changes in the past year as well, including moving our print magazine to an online eMagazine format. Even this Buyers Guide includes some new bells and whistles not present in last year's. And, with Courtney Wolfe's promotion to managing editor from associate editor, that leaves a new person to manage the Buyers Guide. You may have seen my face in our bi-monthly Security News Round-Up videos online, but allow me to formally introduce myself as *SDM's* staff editor. I'm writing this from my home office in Pittsburgh — you're welcome to use our three average sports teams as a talking point when you see me at the next trade show.

As a source dedicated to fit the needs of security integrators, dealers and installers, the guide allows you to learn about suppliers of products and services in six main categories:

- Access Controls & Locks
- Alarm Monitoring Equipment & Services
- Video Surveillance & Communication Equipment
- Authorized Dealer Supplies & Services
- Fire Protection/Life Safety Equipment
- Distributors

You can also search the same categories online at www.SDMmag.com/buyersguide.



By Amanda Reed
Staff Editor,
SDM

ACCESS CONTROLS & LOCKS



ALARM MONITORING EQUIPMENT & SERVICES



VIDEO SURVEILLANCE & COMMUNICATION EQUIPMENT



AUTHORIZED DEALER SUPPLIES & SERVICES



FIRE PROTECTION/LIFE SAFETY EQUIPMENT

DISTRIBUTORS

In physical security, access control is the management of access to a place. In building management, this allows the right people to enter certain areas at the correct time, whether with a key card, password, PIN, mobile credentials or through biometric credentials like fingerprints. Access control systems and door hardware together determine who is allowed to enter or exit, and when they are allowed to do so. The umbrella of access control and door hardware covers a myriad of products, including control panels, readers, gates, keypads, credential devices, turnstiles, egress solutions and more. This past year has seen an increased interest in access control products for their ability to filter through visitors and determine whether someone should access a facility or not. In the post-COVID-19 world, this means businesses with advanced access control systems can confirm or deny access based on temperature or whether a visitor is wearing a mask or other PPE. In this section, find a variety of access control products for any sort of project.





DKS is a leading manufacturer of innovative access control devices, having spent seven decades developing the industry's most complete line of telephone entry systems, vehicular gate operators, parking control products and access control systems; products engineered to stand the test of time.

New From DKS

The DKS Cloud changes the way DoorKing databases are managed. The DKS Cloud replaces PC-based software with a hosted cloud database. This gives you the ability to program, manage and control your DKS Entry System on any computer, tablet or smartphone from anywhere you have an internet or cellular connection. The database is protected, secure and continuously backed up.

The Model 6006 swing gate actuator is designed for gates in residential and light duty commercial applications.

This powerful actuator uses a Teflon coated screw drive to reduce maintenance and is fully contained in a beautiful aluminum housing. The 6006 is available in with AC or DC (Solar)power options. Strength, style, quality - and designed and built in the USA by DoorKing!

DoorKing's new 1830 90Series of telephone entry and access control systems now feature a redesigned cabinet with an elegant, updated look. The new cabinet has increased tamper resistance and can accommodate a built-in card reader and a TCP/IP adapter for an internet connection. These systems can control up to three entry points and are easily expandable to control up to 48 entry points with Tracker expansion

boards. And with the DKS Cloud, you can program and manage your entry system with any device using any browser — no PC hosted software required!

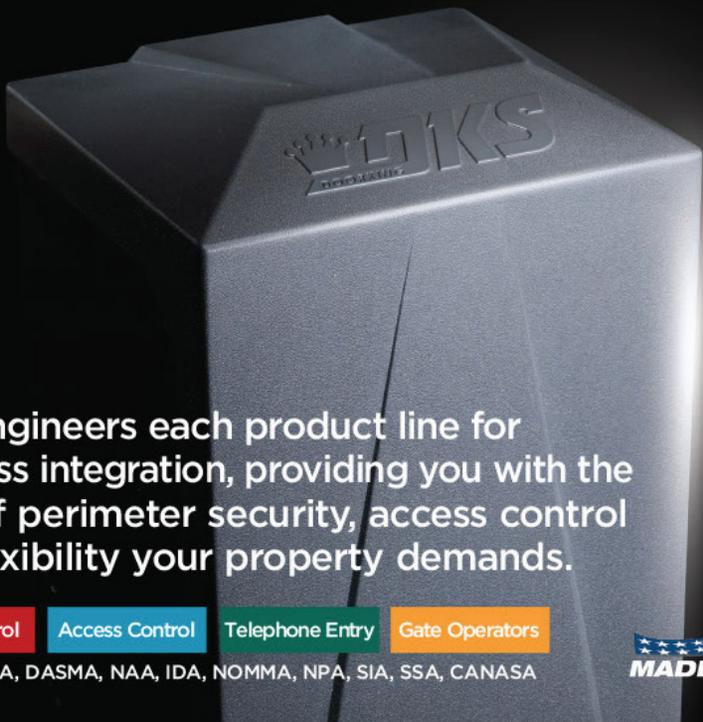
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info@doorking.com



Abrams	020
Dickens	129
Gregory	089
>Jenkins	>CALL
Lambert	256
Merril	058
Petersen	568
Quigley	752



BUILD A TOTAL SOLUTION WITH DKS



DKS engineers each product line for seamless integration, providing you with the level of perimeter security, access control and flexibility your property demands.

Whether your location is urban or remote, residential or commercial, maximum security or public access, DKS delivers a complete, full range of safe and secure Access Control, Telephone Entry, Gate Operator, and Traffic Control products to suit your needs.

- Traffic Control
- Access Control
- Telephone Entry
- Gate Operators

Member: AFA, DASMA, NAA, IDA, NOMMA, NPA, SIA, SSA, CANASA



FIND YOUR SOLUTION AT:
doorking.com/TotalSolution
 800-673-3299 • info@doorking.com



Safety Technology International

Increase Building Safety by Reducing the Spread of Germs

Hands spread more than 80 percent of viruses, making health and safety a concern for buildings.

As businesses take steps to resume normal operations, there is a need for infection prevention and control in public and shared spaces.

With 2-10 million bacteria on a person's fingertips, commonly touched surfaces are a breeding ground for germs and sickness. One of the most touched surfaces in any building is a door handle.

Stop the transmission of viruses with touchless or hands-free door opening devices to help promote health and safety.

Safety Technology International (STI) offers NoTouch® IR Switches with NoTouch technology. The contactless buttons allow users to exit or enter a building without touching a door. To activate, users must simply wave their hand in front of the touchless button. The active infrared detects the motion and unlatches the time adjustable door, preventing germs from transferring to hundreds of hands and surfaces.

STI's durable buttons offer:

Safety. The NoTouch IR Switches are a simple solution to help safely protect users and inhibit the risk of growth and exposure to bacteria.



time adjustable door.

Choices. The IR switch includes three interchangeable snap-in illuminated messages (white OPEN, green EXIT, blue EXIT), and is customizable. Dual color status LED allows installers to choose color indicators (green/red or red/green).

Experiencing problematic exits/entries through unsupervised doors? The Exit Stopper®, a standalone alarm, flashes and sounds when a door is opened — helping deter unwanted use. Additional sirens/strobes attract immediate attention and are available for doors, cabinets, enclosures and more.

Safety and quick reaction time are a greater concern for facilities. Capable of being activated with an elbow, STI's easy-to-use lockdown push buttons allow a user to perform an effective and confident action when needed. The buttons available in six colors, and are offered with lockdown, emergency or custom labeling and several switch choices.

Rely on STI® for covers, cages, alarms and buttons. For more information on Safety Technology International's solutions to building problems, visit www.sti-usa.com/sdm164 or call 248-673-9898.

Confidence. NoTouch active infrared delivers unprecedented technology to easily detect a waving motion to unlatch the

Prevent the Spread of Germs

— JUST WAVE TO ENTER! —

NoTouch®
infrared wave
activation

Relay latch
time 0.5 ~ 20
sec.

Power 12-24
VDC, 45mA
max.

Four touch
free sizes

Dual color
status LED

Detection
range 1.5~6"



**Safety Technology
International**

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TOUCH-FREE IR SWITCHES

NEW





SECURITY DOOR CONTROLS manufactures and markets mechanical door locks, exit devices, access controls, electronic locking devices and security systems worldwide. Since 1972, SDC products have been designed, engineered and built in America.

SDC solutions can be found in any application where access control of a door is required including industrial, commercial, retail facilities, technology centers, high-rise buildings, nuclear power plants, laboratories, museums, art galleries, libraries, schools and universities, airports and transportation facilities, government centers and military bases across the globe. SDC transforms the application of electricity to door openings for security and fire and life safety.

SDC'S PRODUCTS

SDC manufactures innovative electrified and mechanical access control hardware for the electronic security and architectural openings industries. Our code-compliant, premium hardware products allow conventional locksmiths and security dealers a seamless transition into electronic access control security systems. They also allow architects, integrators and IT professionals to integrate electrified mechanical hardware products into complete electronic system design solutions with ease. 94 percent of all our products comply with the Buy American Act.



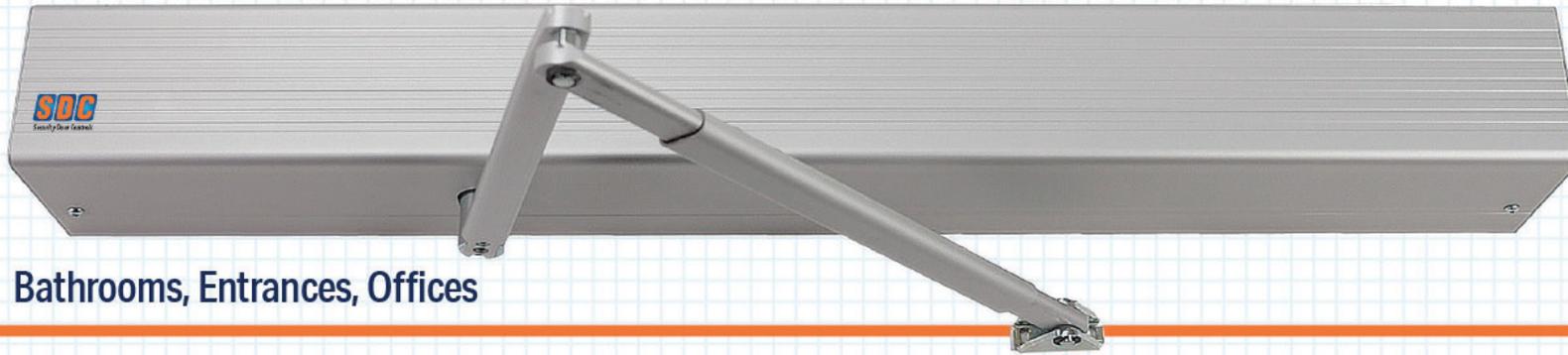
SDC's products meet or exceed accessibility and building code requirements throughout North America for new or retrofit construction. For almost 50 years, our products have ensured security, fire and life safety, asset management and code compliance through a commitment to durability, craftsmanship, technology and high-touch service that only a family-run enterprise can provide.

SDC'S SOLUTIONS

Whether it's for a single, standalone door application, or for a PC-managed, multi-door project, SDC's line of complete mechanical and electronic component solutions are easily configured to meet specific access & egress control needs. With a robust toolbox of over 35,000 access and egress control components at our fingertips, SDC has assembled turnkey solutions to address both market-specific and application-specific requirements for almost any door opening imagined.

www.sdcsecurity.com
800.413.8783

HANDS FREE DOOR SOLUTION™



Bathrooms, Entrances, Offices

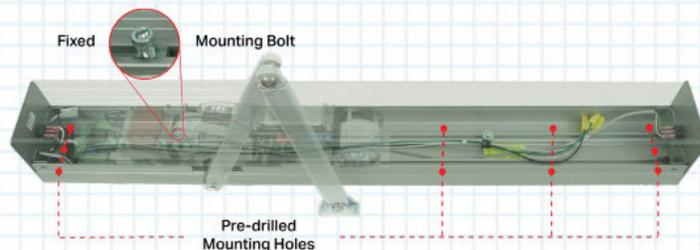


Touchless Technology and Contamination Control

SDC's Hands Free Door Solutions™ use touchless technology to minimize the spread of infection or contaminants so that no one has to ever touch a door again. A wave of the hand in front of the **474 Touchless Switch** activates the **Auto EntryControl™ Low Energy Swing Door Operator** for entry or egress.

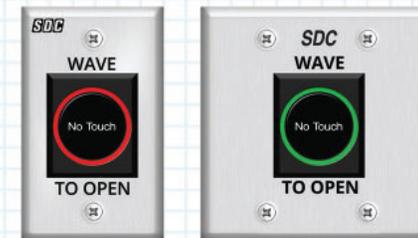
They're ideal for retrofitting a business facility, campus or location to help meet government guidance and requirements as recommended by OSHA, CDC, state, county, local and other agencies. They're also great for hospitals, labs, cleanrooms, food processors, schools, public venues and other facilities worldwide.

AUTO ENTRYCONTROL™ Low Energy Swing Door Operator



- Easy, One Man Installation
- Built-in 1 Amp+, 24 VDC Internal Power Supply

474 TOUCHLESS SWITCH No Touch Wave-To-Open Switch



- WAVE-TO-OPEN Activation
- Active IR Sensor Technology



the lock behind the system
sdcsecurity.com • 800.413.8783

www.sdcsecurity.com/handsfree





For over 40 years, Essex Electronics Inc. has researched, developed and manufactured superior quality access control products for the security industry. Founded in 1977 in Carpinteria, Calif., Essex developed the original Keypad Keyless Entry® system for Ford Motor Company. Essex products are proudly designed and manufactured in the USA.

Essex heavy duty, vandal-resistant keypads, card readers, door access switches and keyless entry access control systems have become the choice of security professionals worldwide. Unlike traditional mechanical, membrane or conductive rubber keypads, Essex keypads and touch switches feature an advanced piezoelectric switching technology with no moving parts. Tested more than a billion cycles, Essex switches are built to last, unsurpassed in their ability to tolerate any environment. The switches are IP66 rated and designed to operate in even the most extreme climate conditions and vandal prone areas.

As a leader in touchless access control, the Essex family of touchless solutions helps organizations worldwide safely return to the workplace. Safe, secure and convenient, Essex touchless switches and access control card readers provide enhanced security and reduced risk of contamination while meeting the new requirements of hygienic, hands-free work environments.



Essex Touchless Solutions

- Go Touchless** – Hand-E-Wave™ is a rugged, hands-free, door activation switch with advanced 24GHz Doppler Radar technology. Ideal for use in public areas where sanitation is a concern including healthcare, education, commercial and retail facilities, Hand-E-Wave™'s hands-free switch activation reduces the spread of viruses, germs, bacteria and infectious diseases. Stainless steel construction and a low profile design make Hand-E-Wave™ easy to clean and sanitize. The new Hand-E-Wave Series features black, white or stainless steel finish in jamb, single and double gang sizes. An optional manual override is available for emergency egress applications.
- Secured Access Control** – iRox™ and iRox Plus™ are heavy duty, smart card readers with Genuine HID Technology™. Built to last, these IP66 rated readers incorporate stainless steel construction, epoxy encapsulated electronics, audiovisual feedback, and modern low profile design. iRox™ features iCLASS SE® which is capable of reading all HID 13.56MHz high-frequency credentials including Seos®. iRox™ Plus with MultiCLASS SE® adds 125kHz Proximity for dual frequency installations.

Hand-E-Wave™

Premium Touchless Access for Healthier Environments

Meet the new requirements for touchless access with Hand-E-Wave™, a ruggedized hands-free switch designed to help reduce the spread of viruses, bacteria, and infectious diseases.

IDEAL APPLICATIONS



Healthcare



Education



Commercial Facilities



Government & Public Offices



Food Processing Plants

FEATURES

- o 24GHz Doppler Radar Technology
- o Mullion, Single or Double Gang
- o Black, White or Stainless Steel Finish
- o Stainless Steel Construction
- o Easy to Clean & Sanitize
- o Ruggedized Low Profile Design
- o Optional Manual Override for Emergency Egress
- o Toggle or Adjustable Timed Output (1 to 30 seconds)
- o Visual and selectable Audio Activation Feedback
- o Adjustable Detection Zone from 2" to 24"





Alarm Lock Systems is a division of NAPCO Security Technologies Inc. and a respected leader in the design and manufacture of commercial door technology solutions for over four decades, specializing in access and egress solutions for education, healthcare, government, airports, corporations and mixed-use environments. Alarm Lock's class-leading Trilogy® line of keyless electronic access control locks enables security professionals to control access to buildings of all kinds, more cost-effectively, dependably and quickly than ever, adding PIN-or Prox-ID-card-based wireless access control a door at a time. Number one in their class for many years running, the Trilogy series has recently been expanded to include more standalone models for every door type in a facility, including cylindrical, mortise, narrow stile/glass, privacy, double-sided and keyfob-controlled classroom lockdown locks.

Trilogy Networkx™ next-generation wireless networking access locks, keypads and exit trim feature global-programming and functionality. They can be locked down or unlocked in seconds from any lock, server or keyfob, and eliminate door-to-door manpower, operations and queries by communicating wirelessly via ethernet or 802.11, and Networkx Gateways & Expanders. And, to blend with any decor, designer ArchiTech™ Networkx series have the Trilogy Networkx electronics foundation, customizable with



hundreds of trims, finishes and reader designs for the ideal architecturally-elegant wireless access solution, featuring Bluetooth LE Technology and iLock App.

All Trilogys feature the same low-maintenance, rugged dependability, years of unsurpassed long battery life and most also meet or exceed industry's toughest Grade 1 BHMA standards, and use Alarm Lock's Free Windows-based software. For use with enterprise security management systems, all Networkx Locks can also be integrated in real-time with leading platforms such as, Continental Access® CA4K, Lenel® OnGuard® Open Access Integration and Software House®.

New to Alarm Lock is AirAccess™, a scalable, cellular cloud-based ecosystem that is easy to install and operate, with nothing extra to buy and no software to load or upgrade. It can be used with the entire field-proven family of Alarm Lock Networkx® wireless locks, including ArchiTech™ series, or use with wireless NetPanel and standard ID's and readers. Plus, Air Access uses StarLink cellular technology for the broadest nationwide coverage.

For more on Alarm Lock visit www.alarmlock.com or call 1-800-ALA-LOCK.



Introducing the 1st New Revolutionarily-Easy, Cellular-Based, RMR-Generating Access Control System

**The Fastest,
Easiest Wireless
Access Control System
Today's Small/Medium
Business Accounts
Need & Will
Pay More to Love**

MAKE MORE MONEY

Build Business from SMB Accounts: 2X the RMR in a fraction of the time. Provide Hosted Access Control &/or Real-Time Monitoring from one simple, scalable, easy-to-bid system with unbeatable flat rate **as low as \$19.95/month.**

EASIER & FASTER TO INSTALL

Cellular communications makes direct connections for you, outside your customers' network/ IT Dept. Cloud-based software auto-learns system devices, i.e., Top-Rated wireless locks, panel & radio – **Minimal Training – it's purely plug and play.**

CUSTOMERS WANT 24/7 CONTROL FROM ANYWHERE

Easy Mobile App with built-in virtual, universal credential and customizable control of doors, locks, users and more. SMS notifications provide peace-of-mind, keeping accounts connected and in charge of system status or emergencies at their business or office, **with little hardware investment, for lowest TCO.**



Ask for AirAccess at an Alarm Lock Distributor Near You • AirAccess.com 1.800.645.9445

AirAccess, Trilogy, Networkx are trademarks of Alarm Lock/NAPCO Security Technologies, Amityville, NY USA, Made in Dominican Republic.

For a complete list of suppliers of access controls & locks, [click here.](#)



From the central station to your home, alarm monitoring allows for the protection of a building or home during closing hours or when the home/building owner is away. A central station alarm monitoring center uses software and trained operators to reach out to home/building owners, or emergency services, when an alarm signal is received. Monitored alarm systems give a layer of protection to safeguard assets like workers, business documents and currency and prevent property loss. For home systems, a telephone line that is already installed for the user's telephone service sends a signal to the monitoring station to report the location of the user and the type of alarm. This field covers personal emergency response systems (PERS), mobile personal emergency response systems (mPERS), Do-It-Yourself (DIY) systems, Do-It-With-Me (DIWM) systems, Do-It-Together (DIT) systems, professionally installed systems, central station monitoring and more. Together, central station monitoring and home systems give a variety of customers with different needs the protection they seek with many solutions to choose from.





The Alarm Communication Experts

Plenty of companies offer cellular alarm communicators. But only Telguard pioneered the technology that launched the cellular revolution. Which means only one can deliver the reliability, innovation and depth of knowledge that comes with that distinction. We were first to market with cellular, first with 2G, 3G/4G and LTE — we'll be first with whatever's next.

Communicators are our core focus

An alarm communicator is the vital, lifesaving link between your client's alarm system and the central station. If it fails, your reputation — not to mention your client's safety and livelihood — is at risk.

Because alarm communicators are at the core of our business, Telguard engineers are laser-focused on constantly improving them. Whether you service commercial or residential clients, you can rest assured our fire and intrusion alarm communicators will deliver a reliable, consistent signal based on the very latest technology.

Most versatile communicators on the market

Telguard communicators operate on AT&T and Verizon LTE networks and are engineered and manufactured to work with every panel, every time. In fact, our communicators work with alarm formats many others



don't. No matter what kind of system you encounter, Telguard provides true drop-in replacement, with quick and easy registration and activation. With Telguard communicators on your truck, you'll be in, out, and on your way to the next site — and better RMR — in no time.

Backed by experts

With nearly four decades of cellular alarm communication experience, there isn't an alarm system our engineers haven't seen. We can troubleshoot and coach you through any installation. Unlike other companies, our technical and customer support teams are based right here in the U.S. and are highly-accessible. Our hold times average well under one minute, so you'll speak with a real person right away.

If you already use Telguard products, thanks for your confidence. If you are considering us, sign up to become a registered Telguard dealer today by visiting Telguard.com. If it's worth protecting, it's worth investing in the best.

800.229.2326

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telguardsales@ametek.com

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THERE'S ALWAYS BEEN AN ADVANTAGE TO BEING FIRST.

Not only were we first to market with a cellular alarm communicator nearly 40 years ago, we were first to market with 2G, 3G, 4G, LTE, and 5G LTE-M, too.

So as a Telguard dealer, you can feel confident we'll keep you one giant leap ahead of whatever lies ahead.

If it's worth protecting, it's worth investing in the best.



TELGUARD

THE ALARM COMMUNICATION EXPERTS



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COPS
Monitoring
Your Hometown Central Station

**NORTH AMERICA'S #1
PROVIDER OF PROFESSIONAL
MONITORING SERVICES**

Leading the Industry
Yesterday. Today. Tomorrow.

UL LISTED, FM APPROVED, IQ CERTIFIED, ESA, THE MONITORING, SIA, NFPA, MEMA, SIAC, FIRSTNET, FARA

LEADING THE INDUSTRY
1978 43 YEARS TODAY TOMORROW 2021

100% Wholesale Monitoring: Our success is dependent upon yours. COPS Monitoring does not sell, install, own accounts or compete with our dealers. 100 percent wholesale monitoring means COPS is focused on supporting your company with professional monitoring and the tools you need to run your business.

Reliability: We have been improving redundant monitoring since we opened our second site in 2004. Today, we have load-balanced monitoring and distributed staffing across six locations to minimize the reliance on any one site. Our alarm response time for the past 12 months to 5 million alarms is just 18.9 seconds, which is one of the reasons our network of central stations is trusted by more than 3,500 alarm dealers to safeguard nearly 3.5 million subscribers across the US, Canada and Caribbean. COPS is UL listed, FM approved, IQ certified, has multiple TMA Five Diamond certified monitoring stations and have been recognized as TMA Central Station of the Year.

Technology: Generations®, our UL listed proprietary monitoring platform, was written and is developed by our in-house programmers. In the past year, we have integrated our API with dozens of services to give our dealers

the ability to capitalize on this revenue-creating services. In addition to advanced redundancy and multiple onsite fault-tolerant FlexPod servers that run our exclusive UL-listed Generations™ monitoring platform in N.J., we have backup servers in our Texas facility along with backups of other mission-critical equipment in our other locations. COPS has SOC2 Type 2 certification, and is FirstNet authorized and HIPAA-compliant.

Stability: COPS has been known for delivering high-quality, third-party monitoring services to independent alarm dealers and their subscribers for more than 43 years. Our ongoing commitment to reinvest in our employees, central stations, and dealer base has made COPS the best in the industry, yet our unique structure and regional central station approach has permitted us to retain a “hometown” level of professional service.

People: To achieve excellence in service, a company must know how to identify, recruit, train and hold onto people who demonstrate professionalism, empathy, respect for confidentiality and more. Learn more about the COPS dispatcher selection and rigorous gradation process at copsmonitoring.com/people.

THERE HAS NEVER BEEN A BETTER TIME TO SWITCH TO COPS MONITORING



UPGRADE YOUR MONITORING & SAVE

If you've ever thought about upgrading your monitoring, now is the time because we're offering some of our best transfer incentives and monitoring rates – ever.

Not just different. Better.

- ✓ Award-winning network of 6 UL listed, Five Diamond central stations
- ✓ The most comprehensive monitoring redundancy in North America
- ✓ Industry leading response times
- ✓ Highly trained operators & experienced leadership
- ✓ A dedicated team to support your business
- ✓ Exclusive, proprietary, full-featured monitoring platform & dealer access
- ✓ Extensive portfolio of value-added services to help you succeed such as access to financing, equipment discounts, dealer-branded services, & education... just to name a few... **plus a whole lot more!**

Call 800-367-2677 x 1256 or visit copsmonitoring.com/UPGRADE to request your custom, confidential, no-obligation quote.

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Monitoring
Your Hometown Central Station



BUILD MOMENTUM WITH UCC

Since 1982, UCC has supported alarm dealers with high quality contract monitoring services and industry leading dealer support that help dealers build the momentum they need to take their company to the next level.

Our monitoring centers in San Antonio and Lewisville, Texas, are home to highly trained professionals that have been certified by the TMA Central Station Operator Level I online course, earning UCC the TMA Five Diamond Central Station rating. We provide quality, caring monitoring services for dealers representing over 245,000 homes and businesses across the United States. UCC is fully licensed, UL listed for burglary, fire, UL2050 and is the first contract monitoring center to participate in the ASAP-to-PSAP program.

UCC's cutting edge "Stages" monitoring platform is considered the "best in class" monitoring and account management platform and provides the tools dealers need to manage their alarm accounts, including multiple CRM integrations and more.

UCC provides a wide array of monitoring services including alarms of all types, elevator and emergency telephones, two-way voice, PERS/mPERS units and video

verification. UCC supports many industry cellular and IP communication solutions. We also support several interactive home solutions, funding partnership options. We are continuously seeking out and evaluating the newest products and services that are beneficial to our dealers and their customers.

Our Dealer Support Team provides customized training on UCC's array of automated services, proactive notification about account activity and alerts to help identify potential issues before they arise. UCC's Dealer Development Team will give you expert consultation on how to grow your RMR, evaluate marketing strategies and analyze key operating metrics to help you make informed decisions that help your business grow.

UCC's Grow Your Business workshop series is designed with the individual alarm dealer in mind to EDUCATE managers with expert training using proven techniques that helped create more than 300,000 accounts, ENABLE owners to make informed business decisions that increase their bottom line and EMPOWER companies with in-demand services and technologies to help build their business portfolios.

UCC is more than just a monitoring station and we take an active interest in helping you build momentum for your future success. Make the move today and experience the UCC difference.





MONITORING

DEALER
DEVELOPMENT

RESOURCES

SUCCESS

BUILD MOMENTUM WITH UCC



MONITORING

Quality, caring, highly trained operators that provide exceptional monitoring services.



DEALER DEVELOPMENT

Expert training and proven techniques to help you make informed business decisions.



RESOURCES

In demand services and technologies to help you grow your business portfolio.



SUCCESS

Let us show you how UCC can help you build the momentum you need to advance your company to the next level.

JOIN UCC TODAY

www.teamucc.com | 888.832.6822



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UCCTM
EXCEPTIONAL MONITORING
BY LYDIA SECURITY



Benefits of Becoming an Alarm Connections Partner

Access to capital and financing alternatives for most family-owned and -operated alarm service companies is limited, and in many cases, prohibitive. That's where we come in. We help alarm company owners just like you raise money to fund your business and personal goals. Our program allows you to do it all — to raise capital and remain in business with your own local brand. That's why Alarm Connections is recognized as one of the premier funding sources in the industry.

- 1. STAY INDEPENDENT:** You'll continue to maintain every relationship with your customers. Keep your name and continue to build off your reputation and expertise. When you become an Alarm Connections partner, you won't change the way you are doing business.
- 2. EARN A COMPETITIVE MULTIPLE:** We pay competitive multiples in a transparent fashion. Enjoy additional revenue opportunities from on-going service, adds, moves, changes, referrals, upgrades, new locations — just like it is today.
- 3. TRUSTED INDUSTRY EXPERTS:** With over 15 years of supporting local alarm service companies, we've been a trusted funding partner for hundreds of businesses. Our Annual Partner Conference provides unparalleled opportunities for networking with other local dealers,



high value learning opportunities from the finest suppliers to our industry and an open sharing of best practices to improve our businesses.

- 4. RAISE MONEY WITHOUT BORROWING:** We'll purchase a portion of your accounts, provide the capital you need while you maintain and grow your business. No borrowing. No signing away of personal or business assets.
- 5. ONGOING EXPEDITED FUNDING:** We quickly and efficiently fund your business so you have the capital you need for business growth. We can continue to purchase new accounts on a monthly, quarterly, semi-annual or annual basis to fund your growth.
- 6. FREE BUSINESS SUPPORT:** Get expert business development, technology, and marketing support whenever you need it. We also have a variety of other call center and online support services to help you manage your business and improve customer experience.

Contact us today at Funding@alarmconnections.com or give us a call at 888.409.3406. Visit us online at AlarmConnections.com

Are You In Search of Funding?

Alarm Connections is a trusted partner for your business.

Funding.

Turn your business equity into growth capital while remaining in business. Alarm Connections will buy a portion of your accounts while you maintain your full independence and identity. We can continue to purchase new accounts on a monthly, quarterly, semi-annual, or annual basis to fund your growth.

Resources.

Get expert business development, technology, and marketing resources whenever you need it. We offer exclusive national pricing on all your purchases from ADI and Alarmax. We have a variety of call center and online support services to help you manage your business and improve the customer experience.

Support.

Alarm Connections has been a trusted funding partner for hundreds of companies for over 15 years. From understanding your needs to funding, our in-house team of alarm industry experts is here to help you when you need it.

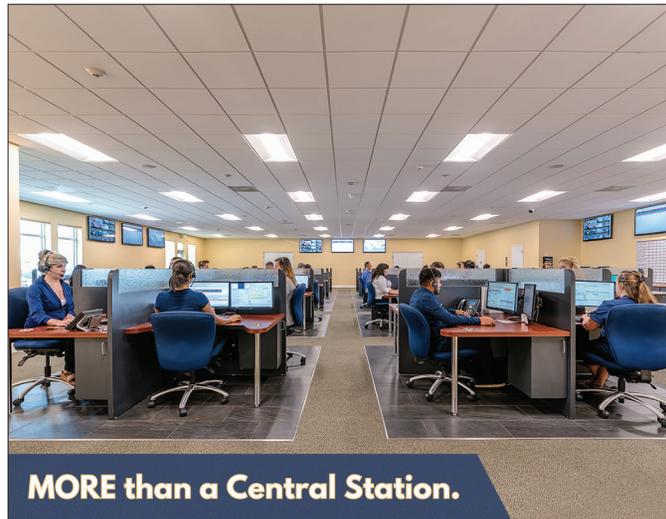


Contact us at funding@alarmconnections.com
AlarmConnections.com | 888.409.3406



Family-owned and -operated since 1973, All American Monitoring is a premier central monitoring station. We monitor for thousands of dealers across the United States, Canada and the Caribbean. We know the alarm industry and the work it takes to build a successful business with long-lasting partnerships. Our TMA Five Diamond-certified central monitoring station is UL certified, FM approved and Intertek listed. All of our operators are TMA certified and our support staff have decades of experience.

We take great pride not only in our services, but in our building as well. Our building is over 15,000 square feet, built with 12-inch steel reinforced concrete block walls, a reinforced steel roof securely tied to the foundation and hurricane-resistant windows. In-house, we have three large generators with 2,400 gallons of underground fuel to supply power in the event of an outage, and phone lines underground that connect directly to the phone company's central office.



Our building is fully prepared in the event of a natural disaster or other emergency. We also have our redundancy building to comply with UL Certification.

At All American Monitoring, we love being able to offer dealers exceptional service at an affordable price. This is why we offer our nationwide monitoring for only \$2.50 per account and have never raised our rates! We do not charge any set-up fees or require long term contracts, but what really sets us apart is the professionalism of our people.

We are continuously evolving with the latest technological advances so our dealers and their customers always get the best service possible. We are the No. 1 reseller for the M2M LTE-M cellular communicators and sell these communicators at wholesale price, each one 5G ready! AAM now offers a specialized answering service. This is much more than just a message taker. We have 24/7 live operators, a dedicated business line, will manage leads and allow you to customize a

script that meets your business model. Focus on growing your business and let us handle the rest!

833-977-1069

www.AllAmericanMonitoring.com

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NAPCO develops innovative, reliable residential and commercial security solutions solely for security professionals. Ultra-popular, universal StarLink® LTE Cell/IP Alarm Communicators, now on both AT&T® and Verizon® LTE networks for the longest available cellular lifespan, are available for intrusion and commercial 12V/24V fire alarm system reporting. There's also the StarLink Connect Dual Path Communicator/Smart Hub with universal bus data support, virtual keypad and up/download/remote keypad programming for time/labor-savings. All StarLink solutions offer dealers dependable, full data reporting to their choice of central monitoring station nationwide. Plus, they're still as little as "Free for All™" for all applications with professional trade-up allowance.

For even more sales appeal and RMR, iBridge Video™ WiFi Cameras and new pro-grade Video Doorbell can also be easily added to any alarm system, with 'scan and enroll', WAP-free operation, each including 12mos. subscriber service. Choose either standalone video app or integrate as part of any iBridge Connected Smart System & App, optionally including matching iBridge Touch™ 7" Touchscreen for security, video and automation control. For the total systems approach, there's NAPCO Gemini System Series, or the 8 to 255-point NAPCO Commercial Platform of 24V Addressable/ Conventional/Wireless Systems, featuring robust Firewolf Fire Panels & Devices. Combining the best of both StarLink Comms. and Firewolf



Panels, award-winning FireLink™ Integrated 8-32Pt FACP has a built-in Sole Path LTE Communicator onboard for bid-winning, dealer cost- and labor-savings.

Starting at \$79.95, the new iSecure® Security & Connected Home Cellular Alarm Systems help security pros add more residential accounts and new RMR with the quickest payback, providing pro security, remote Smart App and notifications consumers want. iSecure features three kits, each including iSecure's Go-Anywhere™ Hub w/ StarLink cell/IP LTE communicator, built-in siren, RF-receiver & 24-hr backup batt'y; Smart App, 2 wireless doors and a motion; and choice of 2 touchscreens or wireless keypad.

NAPCO's industry-acclaimed, quality security products are built to last and backed by a 3-year warranty, U.S.-headquarters-based technical support and free CEU-accredited professional field or online training at www.napcosecurity.com/seminars.

NAPCO Amityville NY USA

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Don't Wait Until It's Too Late

Replace POTS on All Fire Accounts Today: Tradeup to the Leading Fire Cellular for All FACPs **from \$49⁹⁵ net**

- Safeguard All Fire Alarm Accounts now in jeopardy of failing to communicate as weather, events or Telephone Companies continue to cut off leased landlines – **Tradeup to StarLink Cell Communicators under 15-mins. & \$50***
- Supports Any FACP brand, 12V or 24V, new or old – **StarLink Panel-Powered Technology installs in minutes**; Low current draw, NO additional power supply & NO extra conduit. Dual Path Cell/1Ps now with EZ-Connect Telco jacks & self-supervised w/o modules.
- Improve alarm response times when seconds matter most, with **StarLink Fire[®] cellular LTE reporting to any Monitoring Station you choose**
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- **StarLink Incentive Program Saves \$100, every account & every time** – Tradeup POTS, any manufacturers' sunset/old radios, or new installations (*reflected in net price above)



Free Sunset Solutions Classes Online Every Thursday at 10am EST/PST

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STANLEY Security

Since 1972, STANLEY Security has been a leader in wholesale central station monitoring services, offering customized solutions to independent alarm dealers with a personalized approach. With UL/FM certified, hot redundant stations in Indianapolis, Minnesota, Tennessee and Washington, STANLEY Security provides monitoring and services to independent alarm dealers across the United States, Puerto Rico and Canada. With an emphasis on long-term dealer investment, STANLEY Security utilizes best-in-class technology and value-added programs to suit all phases of a dealer's business life cycle.

Our list of monitoring services includes, but are not limited to:

- 2-way voice
- Emergency communications
- GSM, CMDA and LTE cellular communications
- Interactive video monitoring
- Medical alarm monitoring
- Radio mesh network monitoring
- Video verification monitoring

We serve the independent alarm dealer by providing free of charge:

- Informative Dealer Portal
- Secure mobile and web application for account management



- Dealer Development assistance
 - Personalize support for each dealer
 - Extensive vendor partners and discounts.
- STANLEY

Security focuses on complete dealer transparency and operational excellence in the Four Dealer Touch points: account management, service, monitoring and billing. STANLEY Security takes pride in our signature approach to doing business: offering global resources, with a local touch. As one of the world's largest and most comprehensive security providers, we are protecting what is important to you by monitoring an extensive array of products and solutions that span the entire security spectrum.

STANLEY Security did not become an industry-leader overnight. Our decades of experience not only transformed us into an industry-leading security provider, but also made us a trusted partner for a countless number of dealers across the globe.

To get more information on becoming a STANLEY Security Wholesale Monitoring Dealer or using one of our many services, contact us today at 800-932-3304, option 2, or wholesale-dealer@sbdinc.com

A photograph of a Stanley Security office. In the foreground, a man in a dark polo shirt and headset is leaning over a woman's desk, looking at her computer monitor. The woman is also wearing a headset and smiling. In the background, other staff members are working at their desks with multiple computer monitors. The wall behind them is yellow with the 'STANLEY Security' logo in large, dark letters.

STANLEY Security

Your Partner in Wholesale Monitoring

Your partner during every phase of your security business life cycle.

STANLEY Security is a leader in wholesale monitoring. Offering customized solutions with a personalized approach. STANLEY Security utilizes best in class technology and value-added programs to suite all phases of the business life cycle.

800-932-3304 | www.stanleymonitor.com

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To view suppliers within alarm monitoring equipment & services, please click a category button below.



**Burglar Alarm
Equipment**

**Central Station
Monitoring**

Home Systems

Video surveillance is a large part of the physical security industry, and a consideration for many commercial and residential customers. Video surveillance and communication equipment helps hinder crime, observe scenarios and activities, pick and assemble evidence for recording and documenting events, improve public safety, prevent crime in public areas and more. The technology has expanded rapidly in recent years. According to the *SDM 2020* Top Systems Integrators report, video solutions have expanded to do more than surveillance by integrating customer heat mapping and temperature tracking to monitor health, proximity and inventory. In the 2021 *SDM* Industry Forecast, 60 percent of those in the video surveillance sector rated the market as very good or excellent. CCTV employs point-to-point (P2P), point-to-multipoint, mesh wired or wireless links. CCTC cameras now often have motion detection built into them, and feature some of the best imaging in the history of the technology.





For over 50 years, Vicon has been a global leader in advanced security and surveillance technology helping hundreds of organizations from diverse industries safeguard their facilities. By focusing on industry-specific business models and examining common pain points, we help hundreds of organizations develop comprehensive security solutions.

Vicon's Next-Generation Solutions

Vicon's end-to-end security surveillance solutions deliver simple usability that's as impressive as their powerful capabilities, delivering high-performance, easy-to-deploy solutions. Vicon's portfolio includes a full range of security solutions including Valerus, a new open platform browser-based VMS, VAX, a cutting-edge access control solution, a broad range of IP network security cameras for any environment, and plug-and-play network video recorders for analog and IP systems.

Vicon makes it simple to manage even the most complicated security challenges. We focus on industry-specific business models and examine common pain points to develop comprehensive security solutions. We help hundreds of organizations from diverse industries —



including corrections, education, government, commercial, healthcare, transportation and utilities — across the world monitor their premises and enhance safety. We help keep buildings, people and records safe.

Vicon's complete and integrated product strategy means having innovative products at every layer of the security solutions stack — and within each layer — engineering them to work together seamlessly. With Vicon's high-performance security products that stand alone or work together, you can get the best fit for an organization by choosing fully integrated solutions with robust capabilities. Our solutions are each powerful, but when combined bring your security system to the next level.



Engineered for performance. Priced for you.

Vicon's NDAA-compliant Roughneck series packs more features than popular non-compliant camera, while remaining aggressively priced to keep you competitive in today's surveillance market. They're also certified with most major video management systems, so integrating them into new or existing systems couldn't be easier.

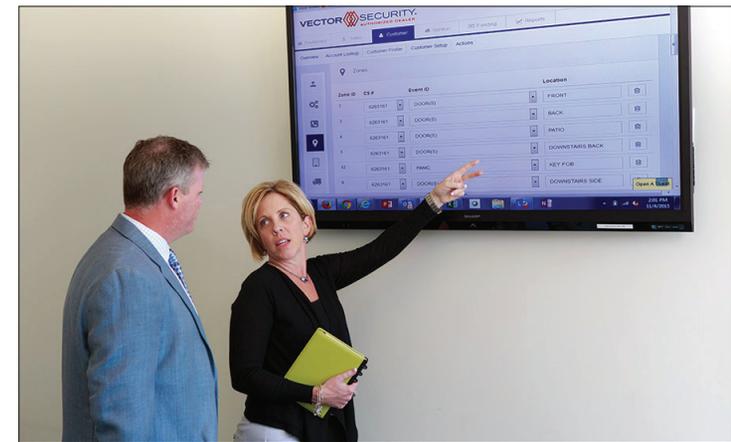
To learn more about the Roughneck Series,
visit vicon-security.com

To view all suppliers within this category,
please [click here](#).



Everyone can use a trusted partner in business. Authorized dealer programs experienced a boom in the 1990s, allowing security dealers of any size to compete with the help of mass market residential security companies. According to past reporting by *SDM*, 23 percent of security dealers participate in at least one authorized dealer program.

Many dealer programs were born out of the need for security companies to create cash flow to operate their businesses. Dealer programs have allowed for the growth of mom-and-pop operations, providing them with the support of a powerful brand and added support and infrastructure. Though some dealer programs operate through a buy-sell model, where accounts are sold off once they are generated, many dealer programs allow for equipment sales or different types of support, like billing, sales, marketing support and training. And, these dealer programs help dealers build long-term relationships with customers. The resources included in this section give dealers the tools they need to help support their business operations — no matter their size.





Acquisition & Funding Services (AFS) is a leader in the Security, Fire & Integration Business specializing in company acquisitions, sales, financing and mergers.

You can trust us to sell your Security, Fire & Integration Business or accounts. Locate qualified potential acquisition targets, and take advantage of our targeted financing options designed to meet your business needs.

Sell Your Security, Fire & Integration Business & Accounts, Hassle-Free

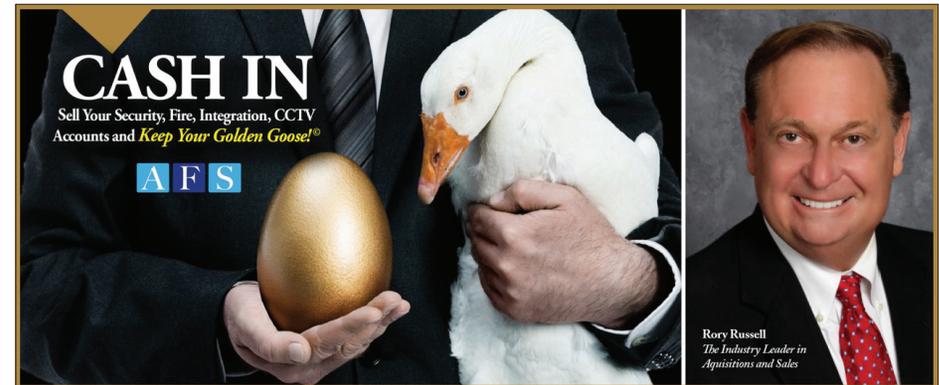
Acquisition & Funding Services (AFS) are security industry specialists who purchase Security, Fire & Integration Businesses and accounts. We also have qualified buyers ready to purchase companies and accounts as well. We are Security, Fire & Integration company brokers with the experience to assist in negotiations and help you meet your goals with the fastest closing time!

The sale of your Security, Fire & Integration Business:

- Liquidity: Retire and cash out all of your equity
- Highest multiples of RMR & EBITDA
- Company and all assets purchased
- Flexible terms — hold-back, etc.

Business as Usual

- Keep your logo, yard signs and decals
- Billing in your company name



- Free sales training and support
- Ongoing revenue from service, leads, referrals and equipment add-ons
- Cash out some or all of your equity
- Multiples — Put the most amount of money in your pocket
 - Company names and identity remains the same, including for billing purposes
 - Flexible terms — hold-back, etc.
 - Service revenue, leads and referrals are yours

Here is what our clients say about AFS:

“Last January I retained Rory as an alarm company broker to sell my company, Advanced Solutions, Inc. We had several interested parties by the end of February. Rory contacted a qualified buyer in March and the deal closed in May. The buyer and Rory were delightful to work with. They were very professional, honest, and well organized. This was the 5th alarm company that I built and sold over the past 30 years and by far, the smoothest transition.” -
 — Lawrence J Gilkey, CEO, Advanced Solutions, Inc.

Your Commercial Fire/Integration Company is WORTH MORE THAN YOU THINK!

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We have qualified buyers ready to purchase your Fire or Integration business and/or accounts.

FIRE ALARM | INTEGRATION | BURGLAR | CCTV



**CALL RORY'S CELL
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Talk to Rory Russell to get the most recent and complete Business Valuation for your company and see for yourself how much your business is currently worth.



**DON'T WAIT!
We Are Closing
Deals Now!**

(over \$35 million):

Metairie, LA	\$450,000
Oxford, GA	\$525,000
Ponoma, NY	\$575,000
Detroit, MI	\$600,000
Mt. Vernon, NY	\$1 Million
Boston, MA	\$1 Million
Northern GA	\$1.3 Million
Jackson Hole, WY	\$1.8 Million

Clifton, NJ	\$1.8 Million
Ft Meyers, FL	\$5.5 Million
Los Angeles, CA	\$10.4 Million
Orlando, FL	\$11 Million
<i>Pending:</i>	
Providence, RI	\$2.4 Million
Fort Pierce, FL	\$2.8 Million
Edison, NJ	\$10 Million

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A F S
ACQUISITION &
FUNDING SERVICES

To view all suppliers within this category, please [click here](#).



Fire protection and other life safety equipment helps save thousands of lives each year. There are two kinds of fire alarm systems: non-addressable fire alarms, and the new addressable, or smart system. The most basic fire alarm initiating device is a manual pull station, and the most common is a smoke detector. The market also includes heat detectors which, although the slowest to react to a fire, are a viable option when the environment does not allow for the use of a smoke detector. Bringing buildings “up to code” is a major part of the fire protection/life safety industry since it’s considered a necessity, not a luxury, in the commercial building space. The National Fire Protection Association (NFPA) develops and publishes codes and standards required for commercial buildings — NFPA 1, NFPA 72 and NFPA 90A are just some of the codes that integrators should be familiar with. Mass notification systems have also evolved, with text messaging, email and smartphone notifications alerting customers of fire.



To view all suppliers within this category,
please [click here](#).



There are many options for purchasing security products, whether you buy online, directly through a manufacturer or from a trusted distributor. Buying from a distributor has many advantages. Purchasing from a distribution company allows customers to get access to products from manufacturers that only sell through the distribution channel — a definite edge against competitors. Distributors can help customers ship equipment directly to a job site, and can pre-load software and program equipment such as video management systems, IP cameras and other devices. Distributors also provide easier scalability to reach a wider audience. Plus, with competitive financing options that provide a longer period to pay for a large project, choosing to work with a dealer can be a cost-effective method of project planning. Distributors can also provide training, which is always helpful when implementing a new product, and considered a major pain point for most in the industry. Clearly, there is no shortage of benefits to working with a trusted distributor.



To view a complete list of Distributors,
please [click here](#).



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