

ARC Single Focus: Professional Alarm Monitoring

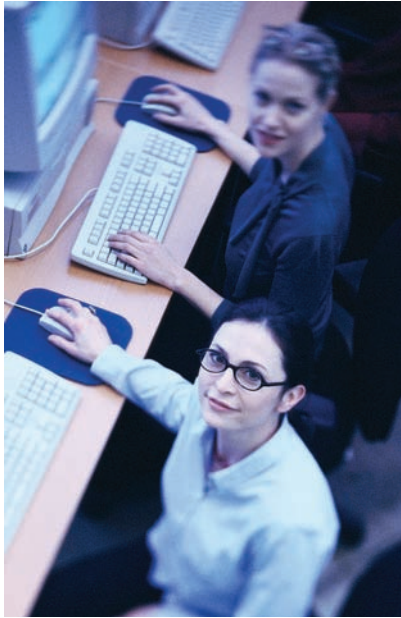
A Firm Commitment to Dealers

One clear purpose backed by action

By Jim Osborne, Sr., President

Our single focus and commitment is to one thing: our purpose. Our purpose is to provide professional, reliable, and efficient alarm monitoring and response services that are first class. These are not just words, but the reality of all that we do, a basis for decisions and action, a guide and path to the future.

As soon as I say this I think, of course, what other purpose or focus could a central station have? And you might suppose the same, that this is obvious. But if you look closely at what most central stations are doing and have become, if you are aware of what's been taking place with them as technology has been changing, this is anything but what many centrals have as their purpose. No longer is there a single focus on alarm monitoring and response, because this has moved on to providing many different services and operations, with many centrals seeming to become a "jack of all trades and..." For many centrals, the focus on alarms has slipped into a secondary



role, dropping far down on the list of priorities for attention, development, or investment.

What are they putting their energies into and focusing on? It's a long list. Active video monitoring. Access control monitoring and management for systems. Guard tours and facility tours and monitoring. And more.

This is not a criticism of other centrals, but an observation, and to point out the differences from ARC. Dealers, many of them larger and diversified, have put pressure on centrals to

diversify services, and so some have done this directly. The result, in my opinion and observation, has taken attention away from the primary function of a central, and that is alarm monitoring and emergency response.

Our choice is to provide these ancillary services to the small number of dealers who desire them through mostly third party, professional suppliers of those particular services. When an ARC dealer has an opportunity to benefit by providing a special service to a subscriber, they can do so through ARC – we have a solid list of partners and affiliates. Choosing this way of helping a dealer get what they need and keeping our strong focus on alarm monitoring and response is a winning combination all the way around. Our focus remains to support ARC's dealers in sales, service, and monitoring for alarm systems. This is where ARC's expertise lies and, because of this, we place all of our main efforts in alarm monitoring and response services. Again, all of this brings us back to our purpose: superior alarm monitoring and services for dealers and their subscribers, as many members of our team have done since 1980.

“Our investments, both in services and equipment, are for alarms. Alarms! To assure that we remain one of the very best in alarm monitoring and response services, we have made major investments in alarm monitoring software and hardware upgrades that verge on huge.”

Investment includes an entire array of servers and computer equipment, as well as beginning to move from our current Bold 7.2 THEOS-based system to the high level **Manitou System** by Bold Technologies.

Manitou offers improved alarm handling efficiency with features that include:

- Intelligent Action Patterns – highly efficient, specialized call list procedures
- Auto Client – automated handling of many non-emergency signals

- Specialized Contact Scheduling - rotating call lists and fluctuating schedules
- Upgrades - on current automated fax/email services
- Upgrades - Dealer/subscriber access services via the internet



All of these are part of our investment for the future for our dealers and their subscribers. Investment in what? Yes, you got it: in alarms. Thank you. ☺

Internet monitoring INCREASES! Why? Cautions...

Yes, Internet monitoring by dealers has markedly increased. Why? Both consumers and businesses are turning to Voice over Internet Protocol (VoIP) service, a steady march away from standard telephone service. The numbers of those replacing standard service with VoIP are increasing steadily.

With this increased VoIP choice by consumers ARC dealers are using and installing many more internet alarm monitoring products. Most dealers elect to use the Bosch Security C900V2, AlarmNet-i units, and the ARC-ABN Network Adapters. Jim Osborne Jr., has been working with the dealers



and suppliers on coordinating the internet monitoring installations. And what's the report on all of this? It's getting easier and faster for everyone as they get used to installing these products. In addition, Jim is exploring and preparing for the addition of other internet-related products, such as the Napco and SurGard lines. Dealer requests for these products and a wider range of options have increased, and we're certain they will

increase much more as time goes on. For more information on Internet monitoring and specific products, call either Jim Osborne, Jr., or Jim Osborne, Sr.

Cautions on Subscribers Changeovers:

1. Testing: Many of the cable providers that offer internet and VoIP options are now making their systems compatible with alarm systems. Be sure to have your subscriber test their system after the VoIP is installed, before you buy a VoIP interface unit.

2. Notification: Informing your subscribers that it's critical to notify you before they convert to VoIP or an alternative is a solid move on your part. Explaining that without conversion to internet monitoring methods their alarm signal may not get through is sometimes difficult and time consuming to do. But

when you send them a brochure that explains all the major issues, you win. You provide them with an important service and help to prevent any claim that you failed to alert them to a service interruption or loss. They can read it at their leisure; it answers many, many questions.

For ARC dealers we provide a free brochure on issues regarding VoIP that is customized to your company, professionally written and designed, and that reflects positively on you and your company.

“This brochure won the SDM
Securing America Award 2007
for best outreach materials to support
dealers and integrators.”

Call Jim Osborne, Sr., **800-498-7565** - see a sample first on our website at: “ARC News” at: **www.American-Response.com**.

Editor's Note: Please also see the article on VoIP, covering how an ARC dealer can offer VoIP through Vontronix to a subscriber and earn recurring revenue, etc. This may also dovetail with the brochure item above on subscribers notifying a dealer before proceeding with a change to VoIP for advantage to the dealer. ☺

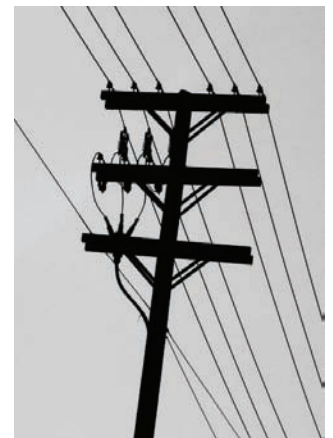
ARC central station POTS?

Unlike some other centrals, at ARC we remain firmly committed to POTS, otherwise known as Plain Old Telephone Service, for processing alarm signals and primary voice communications. Why? Isn't that a little old fashioned? Old technology?

In 2003 when the major Eastern U.S. blackout happened and power outages raged, ARC never lost an alarm signal; not one. However, other centrals did lose their Telco service and subsequently failed to receive some incoming alarm signals. The difference? ARC chose to rely upon “Plain Old Telephone Service” in 2003, and we are committed to it today.

Many centrals believe the most efficient and certainly the least expensive way to receive alarm signals is via T1 and PRI circuits. While this may be true under normal conditions, when the carriers lose power, as it was in 2003, these circuits will lose power and fail to work. However, the POTS lines continue to work fine during a power outage, as they did for us during that major power blackout.

ARC chooses to use POTS lines for all receivers and for the



primary incoming voice lines. The only exceptions are the new internet receiver lines that must be tied to T1's. However, having all primary traffic on POTS helps to assure we will continue to receive signal traffic and voice communications during a major power outage. It should be noted that POTS lines stayed operational in most cases during hurricane Katrina. They work.

Yes, while we may state that we use the latest in technology to support our dealers, operations, and personnel, we may need to qualify that statement. We should say "we use the latest proven and reliable technology..." Or perhaps that we use the best technology available that matches our purpose. That purpose is to provide first class, professional, reliable alarm monitoring you can count on 24/7. That works. ☺

ARC: VoIP Monitoring Master Central Station

- ARC dealers now able to offer VoIP phone service
- Dealer recurring revenue on Vontronix VoIP
- New redundant servers, integrated automation
- ABN adds new notification features

ARC is now a Master Central Station under the new Vontronix VoIP program. ARC has purchased the two (2) redundant servers that allow the signals to be received via TCP/IP almost immediately. These servers are integrated into ARC's Bold and new Manitou automation systems.

The new Vontronix unit allows for the same VoIP monitoring that ARC and ABN have been providing, but now it also offers the subscriber an option of adding VoIP telephone service from Vontronix. Unlimited VoIP Phone service from Vontronix is only \$19.95 a month - as an ARC dealer you can earn a 15% ongoing residual. It works off the same ABN adapter so there's no additional hardware charge to add this service. This new product is now available at all ADI Stores: part number 8V-VoIP.

The ABN service has added new features. In addition to ARC receiving the alarm signal, it sends emails and makes phone calls to the subscriber notifying them of alarm activation. These emails and phone calls can also be sent upon arming and disarming by user codes (also useful for "latchkey" functions). Customer notifications can be transmitted by email or IVR. The Interactive Voice Response Unit calls a phone number and delivers the message in synthesized voice. See www.voipalarm.com for further details on IVR.

The Vontronix units are available at ADI and other suppliers for \$99.99. The monthly service and transmission relay fee from Vontronix is \$4.00 per month. If the subscriber also elects to purchase VoIP telephone service the dealer can receive



\$2-\$4 per month in recurring commission. For further details on this go to www.vontronix.com or call 732 255 3969. ☺

In Touch Answering Services An ARC & Command Central Alliance

Jim and Carrie Osborne have been friends with Moe Athmann, owner of Command Central in Louisiana, for many years. Often we have provided assistance and support to each other, and this has been mutually beneficial.

Moe recently opened a separate business for alarm dealers, "In Touch Call Center," as an additional service. While separate, it's located in the same building that houses his central station. With Moe's many years of alarm monitoring experience "In Touch Call Center" was designed specifically to provide professional answering services for independent alarm dealers. To assure its success and maintain a professional level of customer service, Moe hired Byron Bordelon as the General Manager of In Touch. Byron brought 19 years of call center experience to support Moe's 30+ years of alarm experience. The result is an excellent, if not flatly superior, answering service for alarm dealers.

Sometimes a subscriber will call your office instead of the dispatch center when an alarm occurs. In Touch easily transfers these alarm related calls back to ARC's operators. To assist with this, ARC installed a private hotline so our operators will know from the display that it is a call from In Touch. This allows our dispatchers to react just a little quicker knowing that the call is probably tied to an alarm in progress. Other calls, such as sales or service, can be handled in the manner that you prefer for your company.



If you are looking for an answering service that relates well to alarm dealers we recommend In Touch, particularly because of our ability to easily interact with them and their alarm dealer experience.

If you are not an ARC dealer you can contact Byron Bordelon at **800-916-0996** for standard pricing. If you are an ARC dealer, contact Jim Beck for information on ARC's Special Pricing Program for "In Touch Call Center" services. ☺

*"All of this brings us back to our purpose:
superior alarm monitoring and services
for dealers and their subscribers."*

ARC Dealers: For your eyes only

- ▶ ***“Subscriber Agreement” Fast Track***—*New contract format saves time and money, and reduces errors*

We've developed a special new **Subscriber Alarm Monitoring Agreement** in a new format that streamlines and vastly improves the subscriber signup process for an ARC dealer: Fast, easy, error reduction, and no mailing needed. See more features and benefits in the special insert, *Inside Advantage Newsletter*.

- ▶ ***Thinking of selling your company? Buying? Think ARC First!***

Thinking about selling your company? Buying a company? Yes? No? Whenever you do, sooner or later, please be sure to think of ARC first. There may be significant benefits for you in the selling or buying process. A simpler, more efficient, headache-free sale or acquisition would be hard to come by. It is potentially the very best deal possible. See more features and benefits in the special insert, *Inside Advantage Newsletter*.