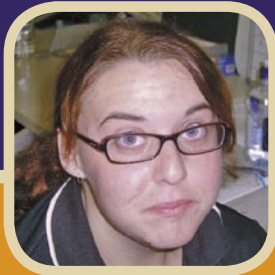# CMS launches Emizon Global 21 >>

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Salute to staff >>

cms central monitoring services

Getting IP right for the customer's sake

Neville Kiely
Managing Director

THE security industry is heading into the biggest shift since computers and control panels changed the way alarm systems were monitored in the early 1970s.

We have been talking about this shift for some years now, knowing that IP technology in a broadband world will change alarm monitoring in ways currently unimagined.

The decommissioning of Securitel has pushed the issue well into the open.

The major telcos, Optus and Telstra, announcements that they intend to go fully digital by the end of 2010 serves to sharpen focus.

Telstra has a commitment with PSTN to provide voice phone services, which will not change with the digital rollout.

For years, nonetheless, the security industry has been using voice phone services to send digital messages.

To the customer, they will see no change in their telephone service.

For the security industry, however, the digital rollout has the potential to affect existing customers — some dialler systems will work, but some will certainly fail — as well as change the way new customers look at monitoring.

On the upside IP monitoring brings improvements in functionality, flexibility and cost effectiveness.

The downside is many people simply do not understand the technology, leading to companies making claims about meeting standards without really saying which standards or what part of the standards they are referring to.

Moreover, because alarm monitoring will become part of the IP scene, more players will get involved in offering alarm systems, since it will be seen as just another network service. This will raise a host of issues with licensing, insurance and suitability.

The fact is, security should no more be considered just another network service than it should be thought of as a telephone service.

The smart security players will learn about risk management and alarms standards, making it clear to customers the importance of a risk-based approach to designing alarm systems.

The smart players will also make themselves fully conversant with the monitoring technology available, such as CMS' IP solutions through Fratech and, more recently, Emizon Global 21, so that they articulate clearly the functions and benefits of such state of the art facilities.

They will also learn to sell on the high level of service and training that goes behind a professional monitoring operation.

Get these elements right, and the future world of IP monitoring, which will be upon us sooner rather than later, will become one of opportunities not threats.

Digital dilemmas loom for alarms

THE Optus and Telstra rollout of digital telecommunications networks, which began in 2005, could affect more than one million digital dialler alarm clients around Australia, according to industry sources.

"Products, such as ADSL, ADSL+, VoIP and Naked DSL are now commonplace and are designed for use on digital networks, along with other IP products," says Neville Kiely, CMS' managing director.

"Limitations on their use have been due to the distance from the telephone exchange, where expressions like 'the last mile', meant that copper infrastructure used for PSTN [Public Switched Telephone Network] services is inadequate for the future."

Telstra's 2,800 telephone exchanges around Australia currently provide switching of circuits and terminating of copper twisted pair cable.

Only one-third of Australian households currently have ADSL2+, which offers a service of more than 12 megabytes per second.

Both telcos plan to install fibre to the node, or pit, with copper into premises for existing services, with fibre to the curb for all new developments, in order to allow the other two-thirds of households to receive higher quality services.

To migrate Telstra's diverse collection of networks to a single IP infrastructure, the plan is for a complete rollout of fibre by late 2009, early 2010, with all PSTN services migrated to a Multi-Service Access Network with an IP core by the end of 2010.

"The effects on the security industry are great and far reaching," says Kiely.

"Telstra has with PSTN a commitment to provide voice phone services, which will not change and the householder will see no difference.

"Security alarm systems, however, have used the same telephone system to transmit alarm information through digital diallers, using a DTMF format or the Telstra Securitel service.

"Both of these services will be affected by the fibre network and more than a million alarm clients could be affected. We are not saying all systems will cease to work. Some systems will still work. Some will definitely fail."

Diallers using DTMF, he says, will experience latency and timing problems, which may cause the service to fail or cause multiple attempts to connect, running up the client's phone bill.

"Diallers looking for 50 volts to operate will certainly fail," says Kiely.

Technical online chat forums have been buzzing with comments that the nearest they can get to an assurance from Telstra is that the systems "should" work.

Kiely says the rollout schedule should provide time to plan for the future and future-proof security alarms.

"There are a number of products already available and more are being developed," says Kiely.

Problems are already occurring when clients transfer to using VoIP telephone services or Naked DSL, a broadband service with telephone but without a telephone service on copper wire.

Other examples of problems are occurring when Optus rolls out fibre in suburban areas. The Sydney suburb of Granville is already complete. Telephone services provided by AAPT, which are also digital, have been known to affect digital diallers.

"We have been aware of the likely problems for some time and have taken measures to introduce services that can work within a digital network," says Kiely.

CMS made the Fratech Mulitpath Transmission Service available over two years ago, as an alternative to Securitel, which meets requirements for Class 3,4 and 5 of the Australian Standard AS/NZ2201.5:2008.

More recently, CMS installed the Emizon Transmission Service, which covers the same ground but adds Class 2 services, which are equivalent to dialler and GSM (see story "CMS adds to IP with Emizon" on page 7 of this issue of CMQ). Both Fratech and Emizon provide a primary path using Ethernet and a backup path using GPRS.

"This is, in our opinion, the best alternative, since different technologies are used to ensure continuous service and there is no single point of failure. It also allows clients and installers an alternative product selection to suit all existing alarm panels and preferences,' says Kiely.

NSW Registry revokes licences

THE NSW Police Security Industry Registry (SIR) has revoked 491 licences for failure to meet new training requirements.

The SIR sent revocation notices to 832 licensees holding subclass 1F (Armed Guard) that had not supplied evidence of having satisfied upgraded training requirements by the August 2008 deadline. Those affected were given an opportunity to supply the required training certificates, or surrender the licence subclasses for which they had not attained the new competency standards, before the revocations became effective on September 15, 2008.

A total of 491 licensees did not take advantage of this opportunity and their licences were revoked.

The next training deadline is November 1, 2008, for licensees holding subclasses 1C and/or 1D. Master licensees should ensure their Class 1 licensed employees meet the training upgrade requirements to avoid the revocation of their licences.

For more information, visit www.police.nsw.gov.au and search on 'security industry changes'.

Tip o' the hat...

The following members of the CMS team have all been recognised in the past quarter for the same reason: Outstanding customer service.
   April: Cindy
   May: Amanda
   June: Sarah
   July: Nathan
Well done, and thank you, especially since customer service is what makes CMS stand out from all others.

Cindy

Sarah

Amanda

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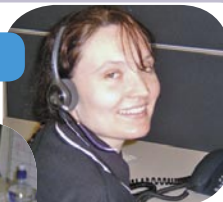
Securitel going -
rebates could be next

AS the replacement of Telstra's Securitel network gathers momentum, the industry stands to see significant changes in the way it does business.

There may only be about 30-50,000 Securitel clients left nationwide, but the termination of the 22-year-old monitoring network is paving the way for a raft of broadband products and the ultimate demise of phone rebates to alarm companies.

Telstra announced over two years ago plans to migrate its diverse collection of networks to a single IP infrastructure, which has led to a plethora of companies offering Securitel replacements and creating confusion in the marketplace, especially for consumers faced with competing claims from suppliers.

Glenn Flower, Telstra Portfolio Manager, Integrated Solutions, which includes Securitel, admits information may not have flowed as well as it could have to consumers.

"I guess our business model created some of that confusion, because we were upfront about closing down Securitel. The main point of confusion is the fact that the communication has not readily flowed to the market," says Flower.

As an indicator of the ways things are heading, Telstra's website points out: "With a conventional dialer-based alarm service, the end user incurs a number of costs including the monitoring service fee and the PSTN call charges generated by the alarm system. Telstra Business Secure [Telstra's Securitel replacement] does not use a dial up

service to send security information to the security company. Depending on the number of calls that your current service makes per day, this could mean a reduced phone bill for calls that the alarm system made."

In what is one of the industry's worst kept secrets, telephone companies have been paying rebates to alarm companies for each phone call made, often without the consumer's knowledge.

Not everyone has simply been pocketing the cash. Some operators have used the rebate to offset increased monitoring costs, others share the rebate with their bureaus, and for other operators rebates have allowed them to fund building redundancy into their systems.

Nonetheless, the growth of rebate schemes — driven in part by carriers out to gain market share — means rebates have become an integral part of alarm monitoring revenue.

One major company pulls in $1 million a month from such schemes and many small to medium size companies rely on rebate revenue to keep their companies afloat.

All of which may come to an end sooner rather than later.

"With VoIP [Voice Over IP] and broadband applications, PSTN charging regimes are going to be limited," says Flower.

This means, he says, security companies will have to concentrate on the service they offer, rather than revenue opportunities offered by transmission network providers.

"The value should be driven by the services you are offering, rather than the traffic generated by services," says Flower.

Security Award priority

THE security industry is to be included in the priority list for award modernisation, according to the Australian Industrial Relations Commission.

A modern award will form the basis of minimum wages and conditions for employees in the security industry and will need to include the Federal Government's 10 National Employment Standards.

The award modernisation process will continue throughout 2008/9.

Customers say it all

Having entered its twentieth year of business, Central Monitoring Services is as strong as ever.

"Central Monitoring Services is still privately owned and fiercely independent," says Scott, CMS customer service.

"What has helped us grow and keeps us going strong is the high level of customer service and professionalism we offer. There have been times when customers have left to try other services - usually based on price - only to return within months, because they have not received the same level of service."

There have also been times when services are switched without the installation company knowing.

For example, Look Video Surveillance's Peter Williams was perturbed to find the company he had been buying monitoring through had changed to another monitoring centre.

"Williams was very unhappy to discover that the number he had been dialling for many years was not picked up today by the normal friendly CMS operator saying 'Welcome to Central this is…' but one simply saying 'security'," says Scott.

"He advised us that he has been working with Central Monitoring Services for many years and does not want any other company looking after his clients, as he feels no other company will give the great service that he gets from CMS."

Williams is not alone and even end-users call in to remark on service.

Moroko Res called to say: "Thank you for your prompt and courteous service."

Bill O'Connor thanked CMS for its "continued great work and service" and told Scott: "If ever you need furniture, come to me, Young Fella."

Mrs Castagna called to thank everyone for all they had done with her alarms and to say that she "loves CMS' service".

Likewise, Irene Gale said she "appreciates CMS" as it is gives "peace of mind to know CMS is looking after her security".

Grace Soma also said she "appreciates CMS service" and added she has "recommended CMS to many people, as it gives her peace of mind to know CMS is there".

With such glowing recommendations from customers and a continued focus on customer service, CMS will no doubt continue to grow and be a strong for the next 20 years.

Teaching the next generation

TRAINING has always been an integral part of the CMS ethos.

And, taking that ethos one step further, CMS' Suzette has been helping train newcomers to the industry as a guest speaker for Secta Training Academy, speaking about what is expect from a monitoring centre operator.

The introduction course is designed for new entrants to the security industry who want to become monitoring centre operators (1E holders) and control room operators (1A, 1E holders).

Suzette, who was part of the ITAB NSW security Committee, which designed the course module structure for training, says: "Although the eight-hour module is only an introduction or a Pre Licence (Monitoring Centre) course, many of the students have said that the course is informative and worthwhile."

Aimed at helping students better understand their roles as a monitoring centre operator, the training covers the basics of what a monitoring centre does, the role of a class 1E license holder, and touches on the likes of:

- Confidentiality;
- Communication skills;
- Safe storage of information;
- Team work; and
- Basic legislative requirements.

Since each monitoring centre is different in terms of operation, a strong emphasis is placed on knowing the standard operational procedures of the company that employs them.

"It has been a pleasure for me to meet and speak with the next generation of monitoring centre operators, and I look forward to seeing those becoming professional reliable operators once they settle into a professional room," says Suzette.

National licensing moves

NATIONAL licensing moved a step closer to becoming a reality with the Council of Australian Governments (COAG) agreeing to adopt a nationally consistent approach to the regulation of the private security industry.

Work will begin with the guarding sector, with a view to improving probity, competence and skills of security personnel and the mobility of security industry licences across jurisdictions.

COAG asked the Ministerial Council for Police and Emergency Management (MCPEM), in consultation with the Security Industry Regulators Forum, to undertake further work on minimum regulatory standards for the technical sector of the industry by mid 2009, as well as proposals for a possible national system for security industry licensing by mid 2010.

COAG also considered several other issues in relation to Australia's security and emergency management arrangements.

Following a review of the National Emergency Protocol, COAG agreed to adopt Model Arrangements for Leadership during Emergencies of National Consequence to guide national efforts in coordinating the response to, and recovery from, national emergencies. These model arrangements will also guide work by the MCPEM in developing Australia's governance arrangements for a catastrophic natural disaster.

COAG also asked the MCPEM to propose a way forward for a nationally consistent community emergency warning system. This will involve an examination of new technologies, including systems for issuing telephone-based alerts, which would build on existing mechanisms to provide an enhanced capacity to issue warnings to the community in the event of an emergency. Given the potential of such a system to save lives, COAG asked that it be developed as a matter of priority.

CCTV forum online

The industry is being encouraged to participate in creating new CCTV standards and modifying existing CCTV standards through a standards forum and information website.

The website will include sections for all Non Broadcast Television sub committee work, but CCTV is the first section to be available.

In the CCTV section visitors have the opportunity to register and

New CCTV rules for Victoria

NEW CCTV regulations setting minimum standards for security cameras in late-night licensed venues have been introduced in Victoria.

Venues trading after 1am and that have live or amplified music, other than background music, will be required to meet specific CCTV standards intended to allow the clear identification of individuals on security footage.

Under the Liquor Control Reform Amendment Regulations 2008, a security camera on licensed premises must record continuously at a minimum rate of five frames per second.

A video recorder on licensed premises must:

(a) If it is a digital video recorder, record at least five images per second for each security camera connected to the digital video recorder; or

(b) If it is a videocassette recorder, continuously record the images from the security camera.

Stored images exported from a vide recorder must:

(a) Display the correct time and date stamp of the security camera;

(b) Identify the security camera number or the location of the camera;

(c) When exported as a still image be capable of correctly identifying an individual face;

(d) If it is a digital video recorder, be in an open format whether or not the recorder can produce exported images in a proprietary format.

comment on existing standards, make suggestions on any new standards in progress, or even suggest an entirely new standard. To participate visit www.el51televisionstandards.com.au/cctv.html

Chubb sells at last

AFTER protracted negotiations, Chubb Security has finally divested itself of its manpower business for an undisclosed sum to India-based Security and Intelligence Services (SIS).

Chubb Security Personnel Pty Ltd, Chubb Mobile Services Pty Ltd and MSS Security Group Pty Ltd have been included in the deal, but none of its electronic operations.

Although executives are tight-lipped about the cost of the deal, an Economic Times (4/8/08) report posted on SIS' website puts the price tag at $US 235 million and says the deal would be funded through a mix of debt and equity, which would partially involve internal accruals.

Another media report, also posted on the SIS website, said the cost of the acquisition was "in line with the valuations that prevail for security companies in mature markets, which is around 0.6 to 0.8 annual revenues".

According to an internal memo: "The new owners will continue to honour guards and mobiles employees existing terms and conditions of employment and recognise prior service and accrued leave entitlements."

The Employee Scholar Program, however, is a UTC program, so guards and patrols employees will no longer be able to participate in it.

"You will see minimal changes as we work through the transition process and the focus will be on business as usual," says the memo.

Chubb Security Personnel Pty Ltd and Chubb Mobile Services Pty Ltd will change to a new brand name over the next 18 months.

George Chin, a former head of Chubb Protective Services, returns to Chubb to oversee the transition.

"This acquisition will support SIS's growth and expansion strategy with the vision of becoming the leading provider of manned guarding services across the Asia Pacific region, with Australia a key market," says Chin.

As well as opening the door to Australia, New Zealand and the Asia Pacific region, the acquisition also opens the door for aviation and port work.

R.K Sinha, Chairman and Managing Director of SIS, says: "Chubb Protective Services has a long Australian heritage and we want this to continue.

"We are committed to the Australian market and can confirm that Chubb will remain an Australian company, managed, operated and staffed by Australians."

Chubb Security Personnel and Chubb Mobile Services employ 6,000 staff across Australia, with annual revenues of approximately $400 million.

SIS, which was established in 1974 providing manned guarding, recruitment and training, consulting and investigation services, has over 30,000 employees.

According to Indian media reports, the acquisition now means that SIS, which recently entered into a joint venture with ServiceMaster, a large US-based cleaning services company, now has more than 10,000 foreign national employees on its books.

Free security benchmark tool

PERPETUITY Research and Consultancy International has released an on-line toolkit allowing companies to assess how secure they and their employees are.

Perpetuity, a spin-off company from the UK's University of Leicester, says the on-line benchmarking tool enables organisations to benchmark their organisation against others in the industry

Hosted on the Perpetuity website — free of charge and easy to use — the tool has been developed from research around the world on security and business best practice, and is based solely on those features of a security function that are crucial to its success.

Completing the Security Benchmarking Tool enables companies to:
- Generate a score for different areas of security, helping identify areas of strength and weakness;
- Benchmark security functions against good practice elsewhere;
- Guide users in areas needed to be understood better; and
- Focus on security priorities.

Each element of the tool refers to a feature crucial to good security. So, rather than companies asking why they failed to get top marks, the results represent a base for making improvements

Answers are confidential, says Perpetuity, and will not be passed on to anyone. Once the tool is completed, Perpetuity will:
- Send you a summary of all results;
- Later, when more people have completed the survey, send a summary of findings to compare results against others (without individual identifying details); and
- Keep users informed about any other security benchmarking initiatives.

Check out the Perpetuity Security Benchmarking Tool at www.perpetuityconsultancy.com/benchmarking.html

IP cameras grow but over-hyped

THE IP/networked video surveillance cameras market grew 48 per cent in 2007, nearly four times the growth rate of the other video surveillance equipment market, such as cameras, DVRs, NVRs and IP encoders, according to a report by research firm MultiMedia Intelligence.

IP cameras, however, remains a small percentage of the overall surveillance market, despite approaching $500 million a year worldwide, says Internet Protocol (IP)/Networked Video Surveillance Market: Equipment, Technology & Semiconductors.

The report maintains, although there has been a shift to networked digital surveillance, the "transition is also seen as over-hyped and underperforming compared to many expectations". The report adds, IT-oriented companies such as Cisco and EMC are adding a new competitive dynamic that is drastically accelerating product innovation. Surveillance competitors, such as Axis Communications, IndigoVision, March Networks, Nice Systems and Verint, are leveraging the growth of IP/networked surveillance to take on the legacy surveillance equipment manufacturers. The DVR market is also slowing as hardware-based and software-based NVRs are emerging as the key growth category.

CMQ adds to IP with Emizon

Central Monitoring Services is now offering Emizon's Global 21 managed IP service to cater for Securitel replacement and telephone systems switching to digital networks.

Emizon 21 is a secure alarm, dual-path signalling service for commercial and domestic premises, using both broadband and GPRS networks. "Emizon's Global 21 is a secure managed dual-path signalling service specifically designed for today's digital networks. IP monitoring also brings improvements in functionality, flexibility and cost effectiveness," says Neville Kiely, CMS' managing director.

Following Telstra announcing Securitel's closure to new business from February 1 this year and totally withdrawing the technology next year, is forcing current Securitel customers to look for a replacement. This has led to a number of companies offering replacement products as well as growth in the IP services market. "Australia and New Zealand have

Geoff Girdler CEO Emizon

long been part of Emizon's global expansion plan," says Geoff Girdler, CEO Emizon Group.

"The fact that Telstra has made its intentions clear regarding Securitel has merely expedited our launch, as Emizon 21, combined with the skill and expertise of its manufacturing partners is the perfect replacement for Securitel and other communications methods."

Emizon has signed an agreement with Sydney-based alarm panel manufacturer MCM Electronics, adding MCM to the growing list of manufacturers marketing and selling Telemetry Communications Devices (TCDs) for use with Emizon's Global 21 service.

The TCD can be fitted into a customer's alarm panel, and connects to their existing broadband network. A second signalling path is provided using Optus' advanced GPRS (wireless data network). Designed for ease of use the TCD uses the same connections as the MCM serial Securitel STU and is commissioned by the press of a button.

James Neville, MCM's managing director, says: "With Telstra's announcement to cease the Securitel service there has been some uncertainty in the market, which offers the perfect opportunity to provide a service, already well-proven in other parts of the world. Many of the current offerings are GPRS only, with intrinsic reliability issues. Emizon 21, however, is managed on both wired and wireless paths giving unrivalled resilience.

"In addition to the closure of the Securitel service, the industry is trying to make sense of newly released AZ/NZS 2201.5.2008 standards that redefine the requirements for each Class. The new Emizon/MCM offering will simplify any confusion as it meets Class 2, 3, 4 and 5, so the installer and the customer know they are covered, whatever the circumstances."

Girdler adds: "The fact that Emizon 21 can provide all classes of signalling via one device makes it easy for installers. TCDs have been designed to be a 'one product fits all', very easy to install device, and we believe the industry as a whole will benefit from this and the unrivalled pricing of service and product".

Emizon was formed in 2003 after two years of planning and evaluation, the company says it is "focused on supporting the electronic security industry embrace the benefits of the new IP Age without compromising on security".

Neville Kiely discussing standards as a member of EL31 and Convenor of ASIAL National Electronic Security Special Interest Group
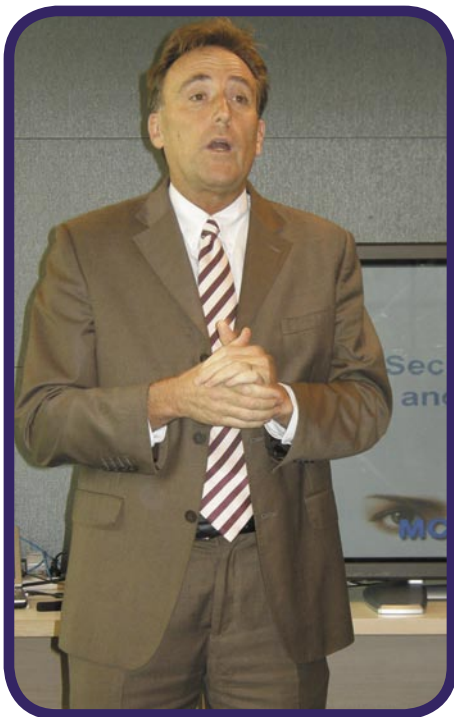

James Neville, Director MCM Electronics

To find out more about how you can benefit from CMS' Emizon Global 21 service, contact Suzette or Scott on (02) 9809 9244.
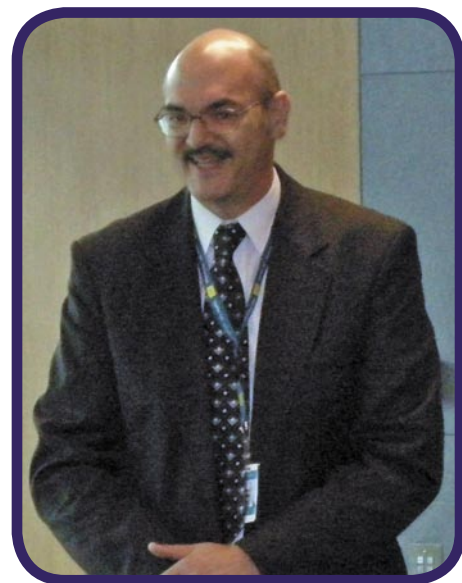
Emizon launches in Sydney

Above left: Patrick Carmody of Optus. Above right: Gordon Hutchison and Mark Gordon, Hypertech Protection Services, with Central Monitoring Services' Suzette. Right: Peter Ferris, Optus General Manager, Technology and Planning. Below: Optus representative also from Technology and Planning.

Emizon Benefits

More Flexibility: Emizon 21 can be up and running within 24 hours of placing an order. No tie to a phone number, no need to enable the SIM, no need for specialist training and the hardware is not site specific. Emizon 21 is a totally flexible, cost effective and easy-to-use service

More Profit: Emizon 21's secure dual-path signalling represents a considerable saving against the average price of other GSM products. This means that you can secure new and existing customers while at the same time boosting profits. And, unlike many legacy technologies Emizon works on any broadband line and will continue to work as Australia's communication infrastructure is upgraded to fibre.

More Security: Emizon 21 meets AZ/NZS 2201.5.2008 Class 2, 3, 4 and 5, so the installers and customers know they are covered, whatever the circumstances. It also shares the same broadband connection as the premises communications, which it means the broadband connection is constantly monitored.

More technically advanced: Not only is Emizon 21 designed for broadband so fully compatible with fibre rollout, but in addition, all TCDs are automatically updated with the latest software during the installation process.