



ON THE BEAT

NEWS FROM YOUR HOME TOWN CENTRAL STATION

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A Newsletter
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by C.O.P.S.
Monitoring

A Message from the President

What Our Growth Means to You

The past 30 years have been incredibly dynamic and exciting for our company. This past year alone has seen incredible changes and growth. Those twelve months saw very hard work from the entire COPS team and we have proven our ability to accomplish great things.



As we complete our 30th anniversary celebration, I still think back to our humble beginnings with one dispatcher per shift monitoring fewer than 1,000 accounts. Today, COPS services more than 3,100 independent alarm dealers who represent more than 500,000 accounts nationwide.

As you know, this growth has been internal and external. Just last summer we welcomed aboard to the COPS family SAI dealers and their customers. Two years ago, COPS acquired Central One.

While growth has been a huge benefit to COPS as a company, I would like to share a bit what it means to you, our valued customers.

As your hometown central station, we work very hard to be responsive to your needs. Of course, as we have grown, we have added staff, upgraded equipment and opened new monitoring centers as needed to accommodate our growth and, more importantly, to continue to provide you with the best possible service.

We are now able to purchase in greater quantities and pass those savings on to you. With our significant number of accounts, years in the industry and good name, we have also been able to create partnerships such as with Xanboo, which is described in this newsletter and which offers you new opportunities and potentially greater RMR.

Acquiring other companies has also given us the opportunity to learn from what they have done. For instance, when it came to making the conversion to our proprietary software system, we faced several challenges from data base and technology consolidations. Most importantly, we not only worked together to solve those challenges, but the end result was a stronger, more robust arsenal of services that were made available to our entire dealer base.

The bottom line is that as an alarm dealer monitoring your accounts with COPS, you will receive the highest quality services in every aspect that will allow you to think less about the central station and concentrate more on your business.

I feel confident that as we move forward together, you'll continue to see vast benefits in both the high quality and the breadth of services that comes with being part of the COPS team.

With thanks for your business,

James McMullen

The C.O.P.S. Advantage

We believe in reinvesting in the company and moving forward with our commitment of giving our dealers the best in monitoring services.

COPS System Enhancements

1. Did Not Restore (DNR) Service Various supervisory and trouble signals have proven to restore within minutes (if not seconds), and we may be notifying your companies on ALL of them! This new feature (available on account- and template-levels) tells the automation system to “hold” response for a pre-determined period of time (5 to 60 minutes - you decide) to await a restoral. If it does restore, we simply log in the signal. If it does not, we then generate a “DNR” signal and notify whomever you deemed appropriate. To give you an idea of the effectiveness of this program, early adopters helped to suppress unneeded calls on nearly 80,000 signals over the course of August and September alone! Without a doubt, this is improving the overall customer and dealer experience by reducing unnecessary phone calls and allowing us to focus on the signals that really need our attention!

2. “Runner List” Feature On specified fire alarms and related trouble and supervisory signals, we can immediately notify the Runner List after notifying the authorities (if applicable) prior to calling the Responding Party (“RP”) list. This can be set up just like a call list (with time frames if needed). This is a “master” list for your entire dealer number, and if changes to the list are needed it can be conveniently maintained via COP-A-Link.

3. COP-A-Link Enhancements

a. “Manage An Account” Tool This allows dealers to perform multiple tasks for one customer during an active session for that customer. You no longer have to jump from menu to menu and re-enter the receiver and account number to perform multiple tasks for the same customer, so you will save time using this convenient feature!

b. Account History Modification The History screen now alerts you if there is an unfinished alarm on a dispatcher’s screen (prior to this enhancement, only completed alarm tickets could be found in the file). This improves your ability to get up-to-date information from us!

c. Test Results Enhancement Dealers are now able to view ANI (similar to caller ID) and linked virtual accounts numbers on the test result screen. ANI helps when you need to know the originating number, and linked virtual accounts is commonly used when there is more than one type of communicator on-site (i.e. cellular back-up).

d. COP-A-Link Mobile Upgrade This already convenient tool now “remembers” your log-in information and keeps an active account session going until you tell it to change the customer! This reduces key punching and speeds up the overall process.

4. Account “Netting” Option We learned that some dealers utilize cellular back-up units to protect more than one customer. Through our “netting” feature, you can now route certain codes from the cellular account to other accounts in our system. For example, a zone 1 alarm from cellular account 1000 can be mapped to “customer A” and a zone 2 alarm from that same cellular unit can be mapped to “customer B”, etc.

New IP-based Alarm Receivers

COPS Monitoring is certainly not standing still when it comes to IP and its place in our industry. We’ve recently added the SurGuard System receiver. This IP-based receiver accepts signals from DSC T-link and 3060 GSM cellular devices. We haven’t stopped there: We are also in the process of adding IP receivers produced by Napco and Firelite.

COPS Launches Xanboo Interactive Services

Here's another bonus for being a COPS' dealer. We have recently signed an agreement to launch Xanboo Interactive Services. That means you can add to your regular security system monitoring services the ability for end users to control a variety of services and functions remotely via the internet from any PC or browser enabled cell phone. More services means the potential to add substantial RMR! The system is designed to work with both existing as well as new end users.



Why did Xanboo choose COPS and COPS dealers? According to Xanboo Vice President of Business Development Scott Gurley, "Xanboo is excited to be working with COPS because they're one of the industry leaders."

You can provide existing and new customers with, not only all of their regular security system services, but also the added ability to use their cell phones and PCs from anywhere with Internet access to live, streaming video of the premises. The new service also offers end users remote control of environmental variables like heating, air conditioning and lighting controls in addition to letting them view alarm-triggered video live. Users will also be able to retrieve cached pre- and post-alarm video from their secure account, which resides on Xanboo's servers.

The Xanboo Interactive Services Remote Monitor program is offered as an additional service brought to you exclusively from C.O.P.S. It is reasonably priced as an add-on to your normal service fee with a suggested retail of \$19.95 to \$29.95 per month for the end user. This can really help improve your profit and cash flow! We will be hosting on-line training sessions in the near future so that you can begin offering this exciting new technology to your clients.

New Xanboo Features

Xanboo can now integrate with ALL alarm panels on the market. Thanks to a device the company has, Xanboo connects to the siren output on the panel and when the siren is triggered, we pick it up immediately. Xanboo can then do all of the following:

- Send text messages and emails to the customer(sends in about 1 sec)
- Capture video on all cameras installed and store on the Xanboo/COPS servers
- Turn on/off lights, etc
- On commercial accounts, COPS operators can have access to the customer's cameras so that they can view live, streaming video and then take pre-approved actions.

More services more features and more RMR!

Welcome SAI Dealers

We would like to extend a warm welcome to Security Associates International, Inc. (SAI) dealers from the team here at C.O.P.S. Monitoring. Over 900 alarm dealers representing more than 128,000 subscriber accounts across the country are now part of the C.O.P.S. family. Despite the normal acquisition challenges, a strong lashing from Hurricane Ike, and general economic turmoil, we are proud to say significant progress has already been achieved. COPS has worked hard to stay focused on our top priority: Quality Assurance – a priority for all COPS' dealers, both new and old.

Welcome to Boca!

Our Boca Raton facility revamp is well underway, which is the ground work for moving the SAI Pompano office. New paint, carpeting, and stations have been added as the Operations Room has expanded by 23 stations. When all is said and done, we expect to have more than 50 dispatcher stations at this facility! Former SAI employees joined COPS personnel at the Boca facility during the second week of October, and more and more will make the move over the next few weeks. We expect to have everyone there some time in November. This investment into our future together will total more than \$250,000.



Meet Joyce Hausler Our New Senior Internal Account Manager

Congratulations to Joyce Hausler Our New Senior Internal Account Manager!



Joyce is in charge of a team of three internal account managers, Joanne Balasi, Jamie Dennis and Heather Ferrara as well as a sales associate, Lisa Bowman. Her primary mission is to ensure the internal account managers work pro-actively with the existing dealers to return time to them through identifying conveniences and creating simplicity when working with COPS by identifying tools and/or services that you may not be currently using but could benefit from.

This department is a compliment to our Dealer Support department, which takes inbound calls from dealers as it relates to their day-to-day needs for any area of the company (ranging from alarm handling research to data entry inquiries - even to invoice questions).

Joyce has been in the industry since 1981 beginning as a dispatcher for Dictograph, rising to manager and then working with several large central stations. Her experience will definitely be an asset in the station house.

Joyce may be reached at 800-367-2677 ext 1254 or by email at jhausler@copsmonitoring.com.



Our website www.copsmonitoring.com is a great resource for news, updates and information.



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YOUR FOUNDATION FOR GROWTH: Yesterday. Today. Tomorrow.

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