

## Alarm Verification Technologies from DSC

### Module 1: Sales Training

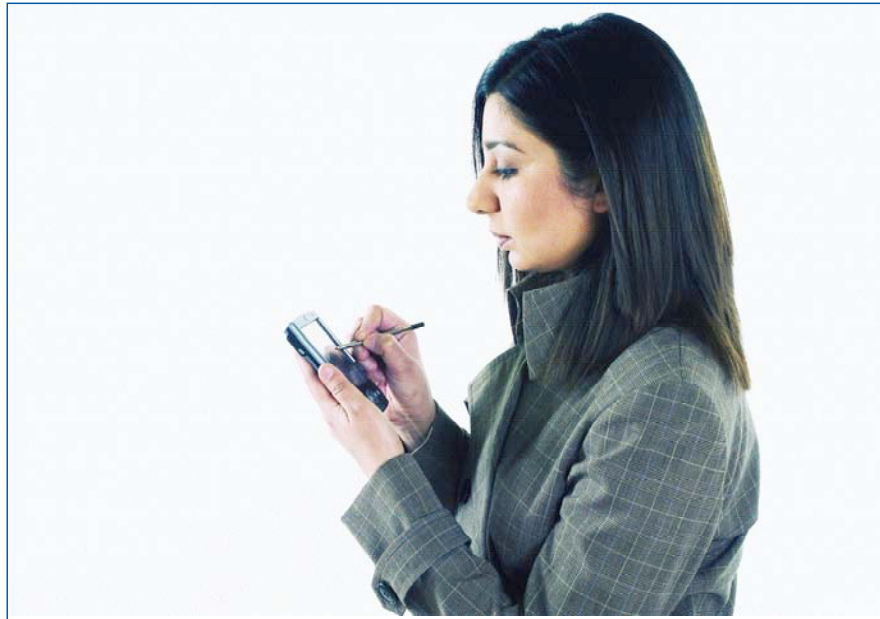
# Alarm Verification Technologies from DSC

## **Introduction and Overview**

This module forms the introductory component of the audio and visual verification installation training course from DSC. It can also be used as a stand-alone module when installation training is not required.

You will learn:

- The trends in the market that have created the opportunity for live verification technologies.
- An overview of the three products available from DSC to support this growing market.
- How to take advantage of these trends and products to generate profit.



## Verification Trends and Opportunities

The basic purpose of verification technology is to provide the security system with a real-time link to the central monitoring station in the event of an alarm. This allows the central monitoring station to:

1. Confirm the validity of an alarm to prevent false dispatches.
2. Rapidly determine the nature of the emergency and provide instructions.
3. Dispatch the appropriate response.

## Technology-specific Benefits



**Visual verification** instantly confirms what is happening by visually confirming the event.

**Audio verification** allows the central station to verbally announce to an intruder that a response has been sent.

The benefits of this real-time link for the alarm dealer are that they are able to increase the value of the products installed in the premise and increase their recurring monthly revenue by offering additional live services.

Adding alarm verification technology also addresses the growing no-response policies in many jurisdictions by enabling the central station to verify the cause of the alarm instantly.

Additional benefits of adding alarm verification include lower attrition rate for central station monitoring. It is an accepted trend in the industry that customers who spend more on their alarm systems initially have a lower attrition rate because they value their purchase.

In conclusion, audio and video verification technology improves security, increases revenue and helps to prevent fines or being placed on a no-response list.

## Technical Tidbits

Verification technology from DSC works over the standard security phone line without any investment in networking equipment.

# Review Quiz 1

**1. What are the key benefits of verification technology?**

- Prevents false dispatches by confirming the validity of an alarm
- Provides instructions to the homeowner in the event of an emergency
- Confirm to an intruder with a live voice that the authorities have been dispatched (audio verification only)
- All of the above

## Visual Verification



Visual verification solutions from DSC provide new benefits based on advanced technology. These benefits have not previously been available to smaller-sized installations or branch locations of larger companies because it has not been cost-effective to do so. However, the technologies covered during this module will show salespeople how to take advantage of this powerful, yet cost-effective up-sell.

The market for visual verification is being driven by two key causes. The first is that customers' comfort level with camera systems has grown to the point where they expect it to be part of their security system. The second is that the price of digital technology has dramatically reduced the cost of both cameras and networking to the point where it is affordable by almost anyone.

### Companion Module

The VVM1 10 Installation  
Training Module

As the name implies, visual verification enables an alarm to be visually verified before a response is sent. The benefits of visual verification can be summed-up as follows:

#### **Benefit: Reduce False Dispatches**

Visual verification from DSC can reduce the total cost of ownership of a security system by reducing costs associated with false dispatches. Because pre- and post-alarm events are sent to the central monitoring station the cause of the alarm can be verified.

#### **Benefit: Cost Effective**

More economical than most closed circuit TV systems to install and maintain and lower operating costs than DVR-based systems.

#### **Benefit: Advanced Video Distribution**

Compressed video images are sent to the central monitoring station using the standard security phone line so there is no high cost for networking systems.

## **Additional Benefits That Can Only Come From Video:**

1. Video guard tours can be provided as a service by the central monitoring station.
2. Remote access by system owners to “look-in” on their premises.
3. Event-reporting video can be sent to the home owner or business manager via video email.

## **Integrated Line Testing**

To deliver on these benefits, DSC has brought the VVM1 10 visual verification module to the market. This technology allows video signals from the premise to be delivered over standard phone lines to the central monitoring station and remotely to the customer.

And, as with all DSC security, the central monitoring station cannot “spy” on a property without authorization. Authorization can be in the form of timed events such as a guard tour or (of course) when the alarm is triggered.

By making the central monitoring station a critical component of the visual verification system you improve security and generate valuable recurring monthly revenue.



# Review Quiz 2

**1. The key benefits of visual verification include (select all that apply):**

- Enables video guard tours
- Reports events like a store opening or a safe opening in a video email to the manager
- Allows the central monitoring station to verify an alarm before dispatching the authorities
- All of the above

**2. With either audio or video verification security dealers will appreciate (select all that apply):**

- Additional recurring monthly revenue
- Easy installation
- No computers to maintain on-site
- All of the above

## Selling the VVM110 Visual Verification Module

The VVM110 is a digital video dialer that acts as an adapter unit converting standard analog video signals to be transferred via standard phone lines. It bridges the gap between expensive CCTV systems and standard alarm systems.

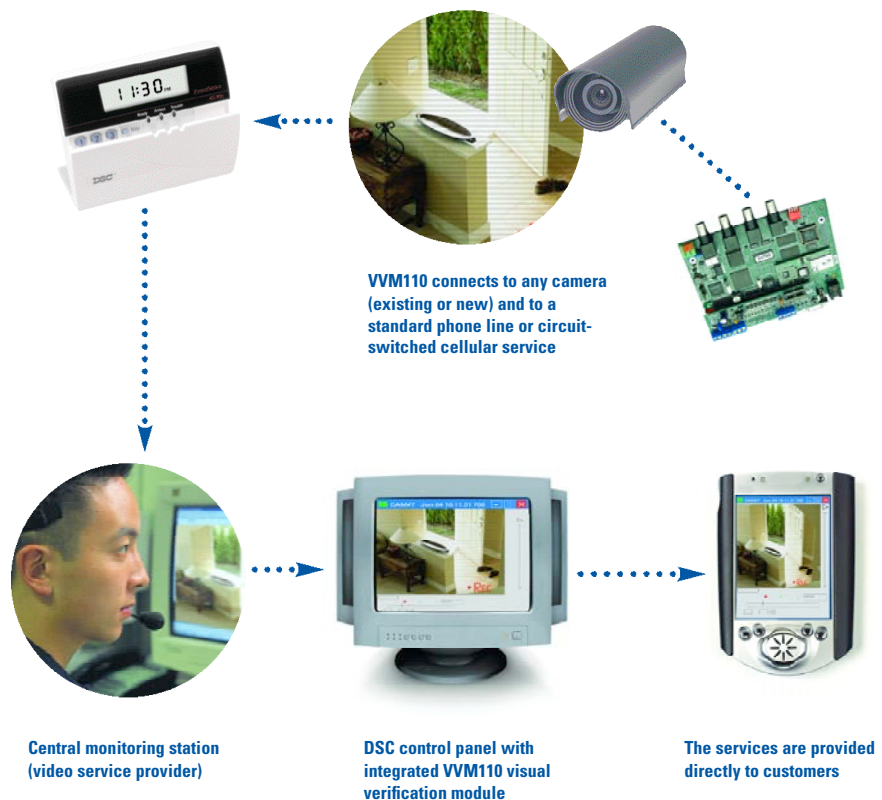
The installer can connect any standard NTSC or PAL camera (up to 4) to the VVM110 using coaxial cable and BNC connectors. Programming the VVM110 is accomplished via the keypad or robust PC-based software.

With the VVM110 there isn't any expensive or complicated DVR or computer systems to install and maintain. The module simply connects to the control panel and delivers video signals via the phone line to the central station equipment.

## How VVM110 Works

The VVM110 is continuously recording and maintains a "buffer" of video in its on-board memory. This allows the video signal to be sent to the central monitoring station with both pre- and post-alarm information. The VVM110 is not continuously sending video information over a phone line to be stored on a hard drive or tape. It is designed to deliver only video based on events or during a live remote look-in session.

When an alarm is triggered, immediately after the alarm signal is sent to the central monitoring station, the VVM110 contacts the central station and delivers the video to a specialized server. The central monitoring station needs to be equipped with compatible video-enabled equipment. The server then sends the video to the operator and (if applicable) to the customer.





## New Services You Can Offer Using the VVM110



### Video Monitoring Services

**There are three basic services you can offer using the VVM110 installation as part of your security system offering: verifying an alarm event at the central station, notifying the owner of events through compressed video clips to their email inbox, and letting the customer look-in on their premises remotely at any time.**

- Verify - Avoid false dispatches
- Notify – Receive video email of events such as a safe opening
- Look-in – Check on your home or business any time you want

By combining these three basic benefits into a single sales pitch you will be able to not only solve the real problem of false dispatches, but add services that will generate recurring monthly revenue and deliver better security to the customer.

By verifying alarms you are providing a solution to the no-response policies in many jurisdictions. This ensures your customers get the protection they deserve as they know an appropriate response to an alarm will be sent.

Notifying customers of events is handled from a video server located at the central monitoring station. This lets customers view events such as seeing who is entering their property and whether the authorized person is bringing anyone unauthorized with them. They can also use events monitoring for things like a safe opening or an open/close procedure.

And finally, with the VVM110 you are providing a tool that customers can use to interact with their security systems on a regular basis. They can dial into their system and look-in on their property at any time. It is a well known fact the more often a system is used, the more it is valued and the lower the attrition rate.



## Making the Sales Pitch

A valuable partner in your selling process is the central monitoring station. Because they maintain a monthly billing relationship with many customers, their mailing lists can be leveraged to deliver buck slips or to hold central station symposiums with the key accounts.

The ideal way to present a solution to a customer is to provide them with packages that include verification with standardized control panel and keypad pricing for both installation and monitoring.

Then the benefits of these packages can be clearly communicated to the customer using what you have learned in this course. To support you further, a full line of brochures are produced by DSC and are available via your local distributor or DSC inside sales representative.



## Audio Verification

Audio verification from DSC is available in two distinct technologies from a central monitoring station perspective. To the homeowner or business customer there is little to no difference between the two technologies.

The first option is available with the PC5900 audio verification module. When a PC5900 is used, only one person's voice is transmitted at a time. The central station operator selects the "Talk" or "Listen" function to interact with speakers and microphones on the alarm system.

The customer simply speaks normally and their voice is picked-up through microphones located on the premises.

The other option is a VOX module. VOX means Voice (VO) Switching (X). This allows the central monitoring station to have a conversation with the person on the other end the same way they would during a telephone conversation. A true two-way voice solution. Again, to the customer there is no real difference between the PC5900 and the VOX module.



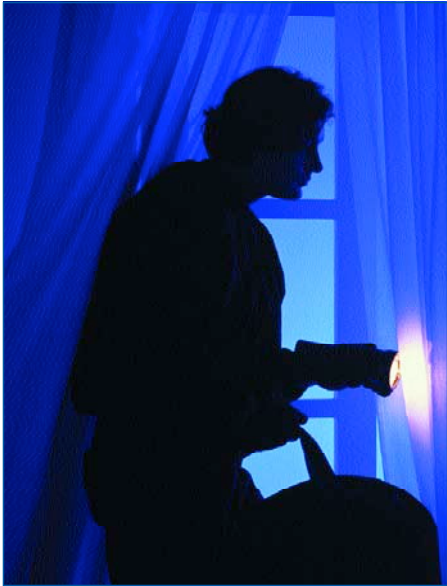
## Companion Module

The PC5900 Installation  
Training Module

## Technical Tidbit

The central monitoring station is not allowed to randomly listen-in on a home. Their two-way session is only activated with a pre-programmed event like an alarm.

## The Benefits of Audio Verification Include:



1. Announce to intruders that an appropriate response to the alarm has been sent.
2. Instantly talk to the customer to verify an alarm (or false alarm).
3. Instruct the customer of an appropriate course of action. For example, to quickly escape if a fire alarm or carbon monoxide alarm is triggered.

Audio verification is an easy-to-sell add-on to a security system because it improves the level of security available to the customer at a minimal incremental system cost. However, when selling to a new residential customer the dealer should be aware that false dispatches is a hot-button industry concern, but not an issue for consumers. Therefore, unless it is specifically mentioned by the customer, the focus of the sales pitch should always be on the added safety and better service offered through audio verification.

## The benefits of audio verification include:

Audio verification is an easy to sell, install and maintain system that improves basic security while generating recurring monthly revenue. Any installation that is not offering audio verification as an add-on to a basic security system is leaving money on the table and reducing the quality of the security provided.



# Review Quiz 3

**1. What is the difference between the PC5900 and the VOX module for audio verification?**

- The PC5900 supports up to 10 speakers and the VOX only five
- The PC5900 only works with PowerSeries control panels while VOX is PowerSeries™ and MAXSYS®
- The VOX module has green and purple flashing LEDs on it
- The VOX module is true two-way communication that is voice activated and not push-to-talk

## **Conclusion**

Verification technologies from DSC improve security and address the growing no-response problem. Audio verification provides essential communication in an easy-to-install and use system while visual verification is emerging as a major ingredient of any security system. By leveraging the control panel and its communication capability, every security dealer is able to offer additional services without investing in complicated computer hardware or high-bandwidth networks.

Selling verification is easy because it is an affordable way to deliver piece of mind.

# Final Exam

**1. What benefits come from verification technology (audio and/or visual)?**

- Prevents false dispatches by confirming the validity of an alarm
- Provide instructions to the homeowner in the event of an emergency
- Confirms to an intruder with a live voice that the authorities have been dispatched
- All of the above

**2. What is the difference between the PC5900 and the VOX module for audio verification?**

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- The PC5900 only works with PowerSeries control panels, while VOX also works with MAXSYS control panels

**3. With the VVM110 what additional services can the central monitoring station provide (select all that apply)?**

- Ability for central monitoring station to randomly look-in on premises to ensure individuals are safe
- Video guard tours according to a schedule
- Event reporting in the form of an email video file to the customer
- None of the above

**4. Where do you go to get the latest sales support literature in printed form?**

- The DSC website
- Inside the control panel cabinet
- The newspaper
- Your local distributor can order it for you

# Final Exam (Continued)

**5. How many cameras can be connected to the VVM110?**

- One
- Two
- Three
- Four

**6. The VVM110 delivers the video signal to the central monitoring station over what communication technology?**

- Phone line
- Wireless
- The Internet
- CCTV

**7. The VVM110 sends uncompressed video to the central monitoring station to ensure maximum video clarity?**

- True
- False

**8. Which of the following are benefits of audio verification (select all that apply)?**

- Announces to intruders that the system is monitored and an appropriate response has been sent
- Central monitoring station operators are able to verify an alarm (or false alarm) with the system owner
- Instruct the system owner on an appropriate course of action. For example, to quickly escape if a fire alarm or carbon monoxide alarm is triggered
- Send video clips via email to the customer



# Final Exam (Continued)

**9. The VVM110 needs to communicate with?**

- Other VVM110 modules that are installed on site
- Any compatible video-enabled central station
- The System III line card from Sur-Gard™ located in the central station
- A personal computer

**What is the number one reason to be selling verification technology?**

**10.**

- It generates recurring monthly revenue
- It is a UL requirement
- It is cheap
- It helps to sell home automation

# Review Quiz 1 Answers

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