

Quick Response

NEWS

ESX National Event Focuses on Education and Business Growth

President Jeff Cohen, Sales Manager Andy Ramos and Central Station Manager Mike Lamberson all had the opportunity to attend the Electronic Security Exchange's (ESX) national convention in Nashville, June 25-29. This major trade event is above the level of most other national industry events and is a terrific way for Quick Response employees to learn new techniques and information that are vital to our industry. This year was no exception. Nashville ESX was a success for the industry, the individuals who attended,

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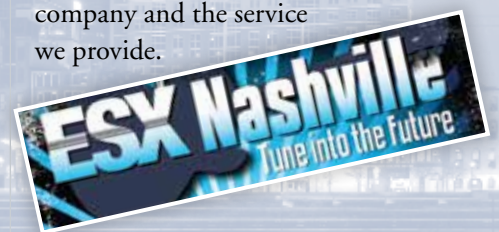
many of the ESX educational offerings. Our focus was threefold: first, and most important, was the opportunity to learn how to improve our organization, with sessions such as delivering better customer service and operational standards; secondly, team members looked at new technology and learned how to improve our marketing efforts; finally, Quick Response attendees learned about current legal and regulatory issues that will impact our company and our customers.

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Over the next few months, many of the “takeaways” from ESX will begin to permeate throughout the Quick Response organization. Some will be subtle and may not even be noticeable to many of our customers. Other innovations will be more obvious. In both cases, the changes will improve our company and the service we provide.

This was the fourth year that Quick Response was an exhibitor at ESX. Each year the expo presents more opportunities for our company to let the industry know what we have to offer. The majority of our customer base is in the Mid-West, and ESX is a cost-effective way to showcase our sales and marketing efforts on a national stage. The nature of our business includes a long sales cycle and, every year that we exhibit, our name recognition grows.

We believe in investing in our staff. Each of the three Quick Response team members who attended participated in



Interactive Clients Have Rich Potential for RMR

There is far more security service today than offering third-person monitoring for theft, fire and intrusion. Soon it will be commonplace for everyone to be able to remotely access their homes and businesses to open garage doors, turn on lights, adjust thermostats or receive alerts on a wide range of conditions. The dealer who discerns this and jumps on the bandwagon early to give end-users the ability to interact with their home and business systems directly, will reap RMR far beyond present levels. Now is the time to act, since telecommunication and cable companies are moving rapidly to exploit this market.

Dealers who give customers the remote services they want with the C24 Interactive home communication system will create a continuing revenue stream that has the potential to grow into a

torrent in the near future. The C24 Interactive Home Security system offers home and business management features that include giving end-users the ability to remotely monitor and change conditions such as altering the security system, adjusting lights and temperature, viewing videos of the premises in real time and receiving customized email or text message alerts. Best of all, they can do it from a variety of wireless technologies including their smart phones, laptops, tablets or desktops.

An interactive end-user is an involved user, and one who will come to rely on the convenience of the C24 Interactive service. Today's consumer expects to be able to solve problems immediately, conveniently and with a high degree of self-sufficiency. Whether it's ordering takeout food on the way home, researching and buying products online

or making business connections via FaceTime with their iPhones, consumers now expect direct control and instant implementation.

Quick Response provides our dealer/partners with the means to deliver the full range of interactive services that customers demand, with technology that is easy to install and maintain. C24 uses incremental service packages that can be added to existing platforms and, in addition to RMR, will provide ongoing revenue from up-selling.

Quick Response also provides Honeywell's® AlarmNet®, Total Connect®, and Telguard® Interactive, in addition to DSC's C24 Interactive.

Call your Quick Response representative today, and let us help you add this revenue-generating technology to your income arsenal.

New Operations Center Nearing Completion

Our new Quick Response Operations Center is moving closer to its Grand Opening in the fall. We are excited that this completely redesigned facility will not only have the newest technology but will also offer many enhanced services for our industry partners. The Operations Center will house the Corporate Headquarters as well as the Primary Central Station, with state-of-the-art networking capabilities and a redundancy that will ensure the most secure data support possible.

The consolidation of the Headquarters and Primary Central Station will also expand Quick Response's capabilities

to serve its client partners with a conference center, training facilities, and office space that can be utilized by its system integrators and dealers. We will be able to provide regular training opportunities for technicians, integrators and dealers, as well as office and conference space to manufacturers, vendors, and others in the security industry, who need a modern, conveniently located facility.

The new Primary Central Station will be linked by dedicated fiber-optic cable to our recently renovated backup disaster monitoring facility, allowing continual updates from the Primary Central Station, and supplying the

fastest data transfer possible with complete redundancy and security. In case of disaster, the backup facility will automatically go online in a matter of minutes, with no need to manually transfer data or forward phone lines.

This move marks a new era for Quick Response that will make us one of the largest third-party central stations in the Midwest. Our new facilities will take Quick Response to a new level and expand our ability to service our clients and support their needs. We can't wait to invite all of you to our Grand Opening. Details and special events will be in the next Quick Response newsletter.

Troubleshooting Tips and Techniques

There are times when a dealer or technician is having trouble with communication in the field between the alarm panel and the Central Station, and there are a lot of possible solutions. I would like to share some of the more common ones in this column, to save you time and frustration. We are always happy to schedule a session to work with any of our customers if they are having problems with an alarm panel communicating to our receivers, however, these tips and techniques may help narrow down the problem before you call us, or maybe eliminate it entirely. At least, these procedures will provide us with as many details as possible. The more we know, the better we can help resolve the issue.



“Other than minor programming issues, one common problem today arises because of VOIP, or Voice Over Internet Protocol.”

Other than minor programming issues, one common problem today arises because of VOIP, or Voice Over Internet Protocol. This new technology sends phone calls over the same broadband DSL or cable modem as the customer's Internet connection. Sometimes even if the customer doesn't have digital phone lines and uses regular POTS lines at their location, the customer and dealer are unaware that the signal may be processed through a VOIP line path at the back end by the phone carrier.

Here are some things to check before calling us, so that we can have as much complete information as possible to help you solve your problem quickly:

- 1] What is the make/model of the panel?
- 2] What format is programmed; what formats is the panel able to send?

Dial up problems:

- 1] Does the customer have VOIP lines?
- 2] Verify the panel is properly programmed to the correct receiver telephone numbers.
- 3] Is the panel dialing out to a toll free data line or a local line? Does the problem occur on one but not the other?
- 4] When the technician listens from their butt set, is the panel giving any data?
- 5] Is the panel capable of sending in more than one format; have you tried other formats?

IP problems:

- 1] Are you connected to the right IP address? Make sure it's the right one for the central station programmed.
- 2] Are needed ports open? Check with the central station to make sure the correct portals are open on the firewall to enable communication.
- 3] Ask the customer to check with their ISP to make sure there are no outages in the area.
- 4] Has the customer had a router replacement, or changed their Internet service provider?

I enjoy helping our dealer partners with their communication issues. I hope this will clarify some basic issues and make your jobs easier. Look forward to more *Troubleshooting Tips and Techniques* in future newsletters.

Contact Mike Lamberson, Central Station Manager at Quick Response Monitoring at 1.800.462.5353.

Margie Orth | General Manager

General Manager Margie Orth is a reassuring, friendly presence to many of our dealers, one who can help them solve many problems quickly and accurately. Margie has been with Quick Response for twenty-six years, learning the business by working in many departments, and always holding the interests of our dealers as her first priority. Her gifts for superior organization and hard work are appreciated within the company and by our many dealer partners. This month, she shares some of that experience with us.

"I have been with Quick Response since I was in college. Back then, I started in the accounting department, but I have worked in almost every department through the years. Many of the employees I started

with are still here. It's great to work with such a dedicated group of people and a management team that has grown with the company.

I am a familiar voice on the phone to many of our dealers, and I enjoy meeting them face-to-face and getting to know them and their needs. One of the things I like best about working at Quick Response is that we're always looking for ways to help our dealer partners grow their businesses. Our success is a natural by-product of their success. We offer so many other services here for them, beyond monitoring, like back office services. With the opening of our new facility in the fall, we'll be able to offer them even more. We're always testing all the new technology that comes out, looking for ways to maximize growth in our industry for all of us.



I am married with a son in college now. When I'm not here at Quick Response, I love the outdoors, and two of my favorite things to do are hiking and spending time with my family. I really enjoy coming to work at Quick Response every morning because we're always moving forward with the goal to help our dealer partners grow."

Quick Response

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