



QUICK RESPONSE NEWS

Quick Response Implements Cloud-Based Keyscan CMAC Services

Quick Response has always been on the cutting edge of security monitoring technology. Recently we have begun hosting Keyscan's Centrally Managed Access Control (CMAC) Solution, a cloud-based system that has the potential to dramatically increase RMR for security system integrators and dealers from their access control installations. Currently, Quick Response is the only Keyscan Certified Wholesale Central Station Partner offering these hosted services in the United States.

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Keyscan-hosted services from Quick Response, utilizing the new CMAC system, provide end-users with convenient system management via a simple Web browser interface anywhere, anytime, from laptop, desktop, tablet or smart phone. Keyscan utilizes the fully password-protected AES Rijndael 256 bit security encryption approved for top secret U.S. Government files, to provide truly secure communication between the protected premises and Quick Response. The simple Web browser interface provided with Keyscan CMAC allows end-users to add and

edit card holders, lock and unlock doors, view system status at any time, schedule visitors and generate reports, all from any Web-enabled device at any time of the day or night.

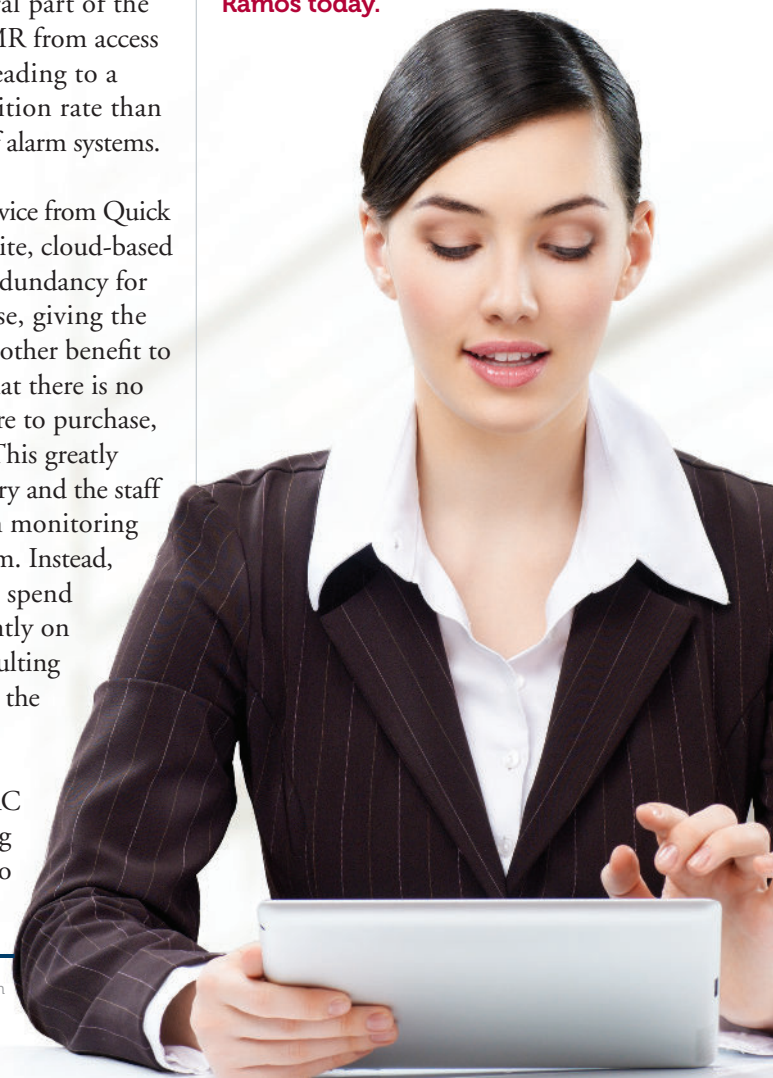
Advantages to dealers/system integrators utilizing Keyscan hosted services from Quick Response include adding Recurring Monthly Revenue and increasing business value. A key benefit is the opportunity to build long-term relationships with the customers they protect. Frequent customer interaction is an integral part of the strategy in building RMR from access control installations, leading to a significantly lower attrition rate than with stand-alone sales of alarm systems.

The Keyscan hosting service from Quick Response provides off-site, cloud-based hosting with built-in redundancy for the customer's data-base, giving the ultimate in security. Another benefit to the end-user client is that there is no on-site server or software to purchase, maintain and protect. This greatly reduces both cost of entry and the staff expense associated with monitoring and managing the system. Instead, the customer's staff can spend their time more efficiently on their core business—resulting in further cost-saving to the business owner.

Finally, Keyscan's CMAC requires no new training for integrators/dealers to begin installing it.

Keyscan uses reverse network technology to connect with the host, so that advanced IT knowledge is unnecessary. In fact, the Dynamic Host Communication Protocol (DHCP) auto-negotiates a network IP, eliminating problems associated with navigating network ports and firewalls, and removing the need for special network permissions.

For more information, or to find out how to begin selling Keyscan CMAC from Quick Response to your customers, call Sales Manager Andy Ramos today.



New Look, Same Personalized Service

You may have noticed we want to make sure that opening and closing for businesses on supervised schedules runs as smoothly as possible, thus eliminating or drastically cutting down on the unneeded calls sent out. To further that goal, QRM will implement a 30-minute window for in and out times based on the hours the dealer has provided.

You may have noticed our newly redesigned, streamlined logo. We think it makes a bold visual statement about Quick Response. The technology of the monitoring industry has evolved at lightning speed, and Quick Response has evolved with it.

After our acquisition of American Response Center, we knew it was time to build our brand and update our

corporate logo. We turned to Akron Publishing Company, a creative graphic design firm based in Northeast Ohio, to help us optimize our brand and communicate it by redesigning our logo, newsletter, and website. These improvements are being created now and will be unveiled in the coming months.



The new Quick Response logo better reflects our capabilities to react to the new real-time monitoring universe. We kept the elements that define us—a monitoring company that has built its reputation on providing the highest level of safety and attentive personalized service.

We have also dropped the word “Monitoring” from our name and logo. While defining our company with an identity word was necessary at the beginning, since then, Quick Response has grown to become one of the most recognized companies in the monitoring industry, so we can now put the emphasis on *how well* we do what we do—Quick Response—and don’t need to devote as much effort to explaining *what* we do anymore—Monitoring.

No matter what visual changes are made, where our corporate facility is housed, or technical advancements Quick Response has put into place, one thing will remain constant...our customer service and dedication to you, our valued dealers and to your customers, will always be our number one priority.

Troubleshooting Tips and Techniques

Dealing with Supervised Open/Close Accounts

At Quick Response, we want to make sure that subscribers are getting what they want and expect by making supervised Open/Close accounts run as smoothly as possible. We can reach that goal with better communication between the subscriber, dealer and Quick Response. **Your assistance with the following new procedure will greatly enhance our Open/Close service:**

First, we have set a 30-minute window to eliminate many calls to subscribers that run over a few minutes. These calls have often resulted in the subscriber being upset. The new 30-minute window means that, if a business opens at 8:00 a.m., they can open anytime between 7:30 and 8:30 a.m., without being called by QR. If the business closes at 6:00 p.m., they must be closed

no later than 6:30 p.m. to avoid a call. **This will be the new default method for Open/Close accounts, unless the subscriber requests an adjustment.**

“At Quick Response, we want to make sure that subscribers are getting what they want and expect...”

Secondly, since many businesses are routinely opened and closed by the owner, they are not concerned with supervising the opening, but they want to be notified if they did not close properly by arming their system. In these cases, you must inform us, and QR will only supervise the closing time. That way, we will not call the owner on a morning he or she has decided to sleep in and open later!

A final important way dealers can help subscribers, is to let them know to call Quick Response if they are going to open or close earlier or later than usual so our operator can adjust the time. This will eliminate a call from QR to that location and possibly to the contacts.

Open/Close is a supplementary service, where we watch for a lack of signal. When you help QR keep Open/Close supervisory calls under control, it allows our operators to devote most of their time to responding to actual emergency alarms. With QR working closely with you, the dealer, we can provide needed supplementary services for your subscribers, while assuring that all alarms are responded to in a timely and professional manner.

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

Monitoring: From Canines to Controlled Access

For nearly a thousand years, dogs were man's best friend when it came to warding off intruders. Then, in the early 1800's, the first monitoring stations originated from early fire stations. This system used Morse code to contact watchtowers.

Early house alarms utilized a copper-wire, which, when triggered, set off a gong in the house. Monitoring has come a long way since then. In the 40 years that Quick Response has been in the industry, the technology of monitoring has changed exponentially.

Thirty years ago dispatchers used equipment called "25 Packs". These were sound systems that the dispatcher manually turned on to listen at the location of the alarm. In the case of a burglary alarm, the dispatcher could turn on the switch and, hear a window break, an intruder in the house, and even the policemen following up on the location.

Some of the experienced dispatchers that had worked with "25 Packs" noted the greatest thing about the system was fewer false alarms. Explained Yvonne Montgomery, former experienced Quick Response dispatcher and now data manager, "We had worked with some of the customers so often that we could make out what every house naturally sounded like, and could even tell who someone was by walking in socks." Dispatchers could "catch the guy in the act" as they were on the line with police, listening in for further information. In order to add or change codes, a typewriter was used to ink in the details, which were finalized by stamping the date onto the document.

The next upgrade in technology was the "5-60" program. This was still a

sound-based machine, but the typewriter was replaced with a computer. Hearing sounds still helped, but computers greatly increased reliability and speed of the monitoring process.

The next major upgrade occurred with the first modern Alarm Automation software. This software facilitated the replacement of older sound alarm systems with more effective, efficient digital dialers.

Several years later, Quick Response transferred to the DICE automation platform. The DICE platform allowed dispatchers to access information much more quickly and effectively than the previous platform.

At one time, alarm monitoring was like the "Sega" of video game consoles. It was the same for every location. "Now there are several 'gaming consoles', along with alarm systems, that change from day to day," stated QRM's Sales Manager Andy Ramos. State-of-the-art technology, like cloud video on IP systems, allows personal interactive monitoring of cameras and alarms from smart phones and I pads. An end-user can even lock his home security system from his mobile device.

The old saying, "The more things change, the more they stay the same," is definitely not true in the security monitoring industry. The constant human desire to protect one's family, business and property, is now more successfully realized than ever before, due to previously unimagined advancements in alarm technology and the skill of Quick Response employees in administering this technology.

QR Test Timer Policy will Change January 1

Sometimes "Test with System Trouble" is actually sending a message from an earlier problem that hasn't been restored or cleared. Traditionally we have treated this type of signal as a "trouble" signal that requires a notification call to either the subscriber or dealer. Beginning January 1, 2013, Quick Response will modify our existing policy with the following new policy:

- Test with System Trouble signals will be handled in accordance with the Dealer Instructions for a period of 5 days.
- After this initial period, the dealer will be sent an Account Maintenance Form as a reminder to check the affected system. The dispatchers will no longer make notification calls for this signal for the affected subscriber.
- If the situation remains unresolved after the steps outlined above, Quick Response will alter the event type for this subscriber and treat this signal as a valid "Test".



Rachel Watson | Supervisor

Rachel Watson was hired thirteen years ago at Quick Response as a third shift supervisor and has been here ever since. She has been through much of the company's growth with us, and one of the main reasons she loves her job is the opportunity to learn new information and grow with the company. The technology has progressed so rapidly that Rachel has experienced soundboards and older computers to receivers and everything being run through internet. When Rachel first started, Quick Response had approximately 8,000 accounts. She has found Quick Response's rapid expansion to over 70,000 accounts to be a fascinating journey.

Rachel elaborated on her favorite aspects of her supervisor position:

"I enjoy my shift, I've always been a night person, so it was natural I'd work at night. I've always been interested in the technical side of this business."

"There's something about being the voice on the side of the phone call ... to be the person who can give the clients comfort after they wake up to their alarm going off."

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"It's the middle of the night, and I can imagine they're full of adrenaline, and it's satisfying to be the person to tell them everything's going to be okay."

"I really enjoy building a relationship with the third shift workers. From the barkeeper who calls every night to check that his closing signal went through, to checking up on the security guard who is alone and may not talk to anyone else that night."

Rachel graduated from Youngstown State University with a bachelor's degree in biology. In her free time, she enjoys belonging to a knitting group, listening to podcasts, and watching football or hockey.

Quick Response

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