



# QUICK RESPONSE NEWS

From the desk of the General Manager

## Look Forward, Not Backward

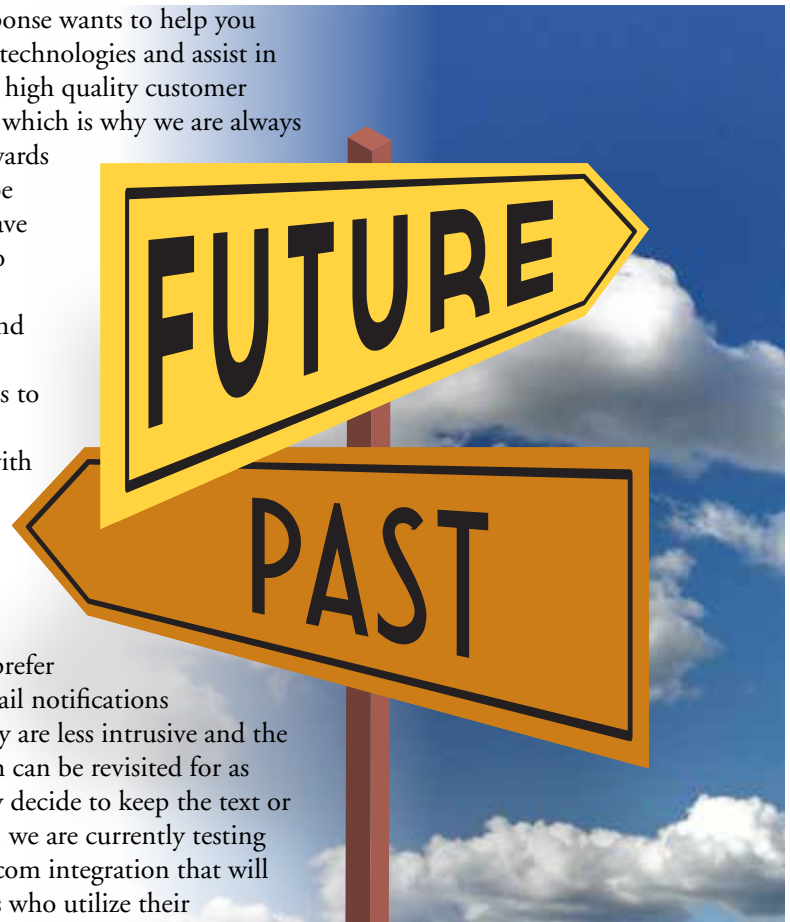
**T**echnology moves at such a rapid pace that it is difficult for just about everyone to keep up. As technology advances, so does the speed at which it is applied, adopted, and then consequently set aside for the newly emerging developments. While we can all enjoy reminiscing about simpler times, the reliability of workhorse panels and the good old days of security, it is important that we maintain a forward vision. Today's industry is changing, not only in the way we do business, but in the technologies available.

Success will be available to those who are willing to research, learn, and adopt new technologies that today's target markets look for. That means video doorbells, video verification, video analytics, smart homes, cellular and GSM communications, and more. Consumers are also more educated than ever before, and are willing to pay for the services that fit their needs. The upside with some of the younger consumers is that they are accustomed to paying for technology As-a-Service, which allows for extensive growth in RMR by adding value-added services at recurring monthly rates.

The one thing in this business that is timeless is providing a good customer experience. Regardless of technological advances or changes in available offerings, providing a customer with a solution to their needs and doing so with a customer centric approach will help provide a long-lasting and loyal customer base.

Quick Response wants to help you utilize new technologies and assist in providing a high quality customer experience, which is why we are always looking towards what may be next. We have been able to increase efficiency and provide notifications to customers promptly with the use of SMS, IVR and email. In fact, many customers prefer SMS or email notifications because they are less intrusive and the information can be revisited for as long as they decide to keep the text or email. Also, we are currently testing our Alarm.com integration that will help dealers who utilize their technology to work more efficiently. We are also beginning the process to participate in ASAP to PSAP, which will increase reliability and efficiency of the information provided to participating PSAPs.

We, at Quick Response, continue to look towards the future and what the possibilities may afford. While we will continue to provide solutions that enhance your business, we encourage you, our dealer, to keep an open mind and embrace the possibilities that new technologies will provide.



August  
23

**Don't Forget**  
Register for the Quick  
Response Annual Golf Outing

Contact Andy Ramos at [andy@quickresponse.net](mailto:andy@quickresponse.net) or 800 462 5353 to register

When: August 23<sup>rd</sup> / 9:00am  
Shotgun Start

Where: Pine Ridge Golf Course  
30601 Ridge Road  
Wickliffe, OH 44092



## Quick Tips from IT

**I**t is always important to look out for suspicious emails. If you become compromised by a spam email, it could affect your customers, employees and personal contacts.

When it comes to suspicious emails, it is important that you do not allow the email to display pictures, or download any of the attachments. These are methods that allow the scammer to deploy tools on your phone, or PC. If something looks suspicious, it likely is, and you should not open it. If it came from a sender you recognize, they may have been compromised in some way, and you should verify with that person via telephone or a means other than email. Here are some additional tips to better secure yourself from Phishing and other email security risks.

- Avoid sending personal information in an email
- Never reply to spam emails, or click links contained within them
- Never click links in an email, unless you are 100% sure that the source is a trusted source, even then you can hover over links to confirm the URL text matches what is displayed in the body of the email

- Check the “From” address in your emails, scammers can spoof email addresses to appear legitimate
- Even links in emails that look legit can be false, it is much better to navigate directly to your bank’s website using your browser, than to click a link in an email
- Change your email password regularly, and do not re-use passwords
- Do not click on unsubscribe links in unsolicited bulk email, this only confirms your email address to the scammer
- Lock your devices, and do not lose them, or leave them unattended
- Everyone will understand if you call them to confirm an email or attachment is legitimate, not everyone will be so understanding if you download a virus or other malware by being careless

Scammers will utilize “hacked” email accounts to email to several thousand users, spreading the malware or virus, people are much more likely to download attachments from someone they know



**The Monitoring Association**  
**Five Diamond Dealer Program**

The Monitoring Association has developed a Five Diamond Dealer program for installers that use a Five Diamond Certified Monitoring Center like Quick Response. Inquire today on how to participate! [info@quickresponse.net](mailto:info@quickresponse.net)

## Napco Starlink

We have recently introduced a new receiver line that is designated solely for supervised Napco Starlink units. The NS line is available for Sole Path and Dual Path communicators using IP communication as the primary method from Napco to our receiver. The communicators are compliant with the following standards:

NFPA 2007 Sole Path/Commercial Burglary – 200 second poll fail with a 100 second debounce/poll rate  
NFPA 2010 Sole Path – 300 second (5 minute) poll fail with a 150 second (2.5

minute) debounce/poll rate  
NFPA 2013 Sole Path – 60 minute poll fail with a 30 minute debounce/poll rate  
NFPA 2013 Dual Path – 6 hour poll fail with a 3 hour debounce/poll rate

Napco offers service plans that include the above standards. The above standards are the only combinations that need to go on the NS line for supervision. Twenty-four (24) hour and 7 day options cannot be supervised by the receiver, as its max supervision time is eighteen (18) hours.

We offer a toll-free number to the NS line to use for your redundant dialer paths.

With accounts on the NS line we recommend setting YC signals to be a Critical Alarm, as that is how the receiver reports communication fails and/or Polling Loss from the communicator.

If you are interested, or would like to know more, please contact our Dealer Services department, or Ben in the I.T. Dept. for more information.



# ASAP to PSAP

**Q**uick Response is excited to inform our dealers that we have started the process to participate in ASAP to PSAP. Not sure what ASAP to PSAP is and how it may affect you? Well, ASAP to PSAP is an ever growing partnership between Central Stations and authority dispatch centers.

## What is ASAP?

The Automated Secure Alarm Protocol (ASAP) is a national service that is the next generation for the processing of information from alarm monitoring stations needing emergency dispatch. This protocol was founded through the joint partnership of Association of Public-Safety Communications Officials (APCO), The Monitoring Association (TMA) and National Law Enforcement Telecommunications System (NLETS) – receiving government recognition and funding since 2010.

## What is PSAP?

Public Safety Answering Point is a call center that is responsible for taking calls for police, fire and medical emergencies. PSAPs are generally a

central location that will take calls for large cities or even entire counties.

## How do you benefit?

The Automated Secure Alarm Protocol (ASAP), was launched in 2011 as a public-private partnership. It is designed to increase the efficiency and reliability of emergency electronic signals from monitoring companies to PSAPs (Public Safety Answering Point). ASAP utilizes ANSI standard protocols developed cooperatively by the Association of Public-Safety Communications Officials (APCO)

With ASAP, critical life safety signals and accurate information are processed in seconds, not minutes,

and The Monitoring Association. With ASAP, critical life safety signals and accurate information are processed in seconds, not minutes, through the Nlets system of state-to-state PSAP communication, insuring that complete and accurate

information is transmitted to the PSAP every time.

There are currently 52 PSAPS active with 20 more in testing or implementation. This will help streamline and increase efficiency during dispatch to accounts that use a participating PSAP.

# Alarm.com Integration

**O**ur Stages™ platform allows us to offer you brand new options and integrations through the Alarm.com platform. We have been working closely with Alarm.com to test and implement the following integrations and are happy to announce their impending debut:

## Account Information Updates

Updates to account information using the Alarm.com Partner Portal or Alarm.com Web Services are automatically updated for Stages™. The account information that can be updated includes:

- Name
- Address
- Panel Type
- Time Zone

## Emergency Contact Management

When a customer updates their emergency contact information on the Alarm.com Mobile App or customer website, the information is automatically updated with Stages™. The emergency contact information that can be changed includes:

- Location phone number
- Verbal passcode
- Name
- Phone number
- Phone type
- Call order

## Manage System Test Mode

Dealers can place a system on or off Test at Quick Response using the Alarm.com Partner Portal or MobileTech.

## Zone Sync

When devices are added to or removed from a customer's system, the configuration list is automatically updated with Stages™. The zone sync information includes the point number and point description.

## Direct Signaling

We can take Alarm.com signal traffic directly into Stages™ via XML.

We already offer In App Panic and Cancel/Verify integration for your Alarm.com accounts, let us know if you are interested in these features!

## Looking to retire or sell some of your accounts?

**In the market to buy accounts? Let us know!**

We regularly place interested buyers and sellers together!

Contact Andy Ramos at [andy@quickresponse.net](mailto:andy@quickresponse.net) or Brandt Phillips at [brandtp@quickresponse.net](mailto:brandtp@quickresponse.net)

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## 3G Sunset

**R**esidio has already stopped activating 3G units and AT&T plans to sunset the 3G network by February of 2022. Some 3G networks have already started to shut down. It is crucial to have a plan to address any 3G units you may have in the field and how best to offer upgrades to your customers.

## When will the Sunset happen?



- Verizon will Sunset the CDMA network December 2022
- AT&T has announced their 3G network will sunset February 2022
- But there's a catch ...

