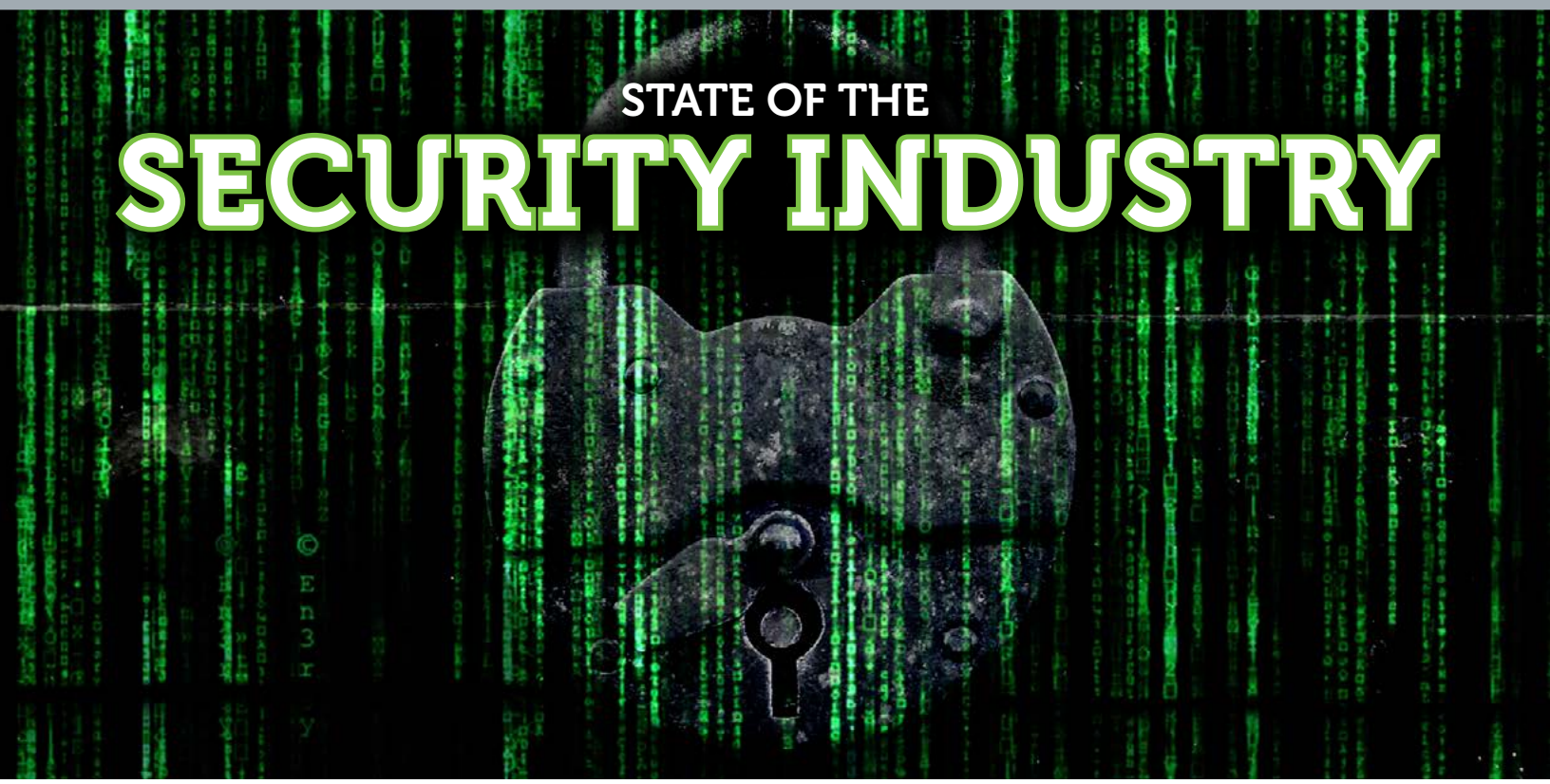
Spring 2020

QUICK RESPONSE NEWS

STATE OF THE SECURITY INDUSTRY



As 2020 gets into full swing, it is a great time for the industry to reflect on the successes of the previous year and the trends for the upcoming one. Reviewing various articles and studies from the 2019 calendar year shows it is still a great time to be an integrator or installer, even with DIY sticking around.

A 2020 Perspective on Security and Monitoring Trends

From DIY to Commercial Security and Monitoring Systems

With criminal activity becoming more sophisticated, the importance and value of securing households, property and businesses has become imperative. Security is clearly no longer a commodity, but a necessity. While integrating technology into our daily routine seems to occur with increasing ease, DIY security solutions and multiple system operators (MROs) like Apple, Amazon and Google, have not eclipsed the reliability of traditional solutions.

Interestingly, over the past few years, the ease and access of consumer-first residential security and monitoring solutions have impacted commercial applications with emerging trends like cloud-based integration and connected devices. In fact, growth sectors are leveraging improved business intelligence solutions that incorporate enhanced hardware and emerging software technology. And surprisingly, DIY solutions have failed to grab the market share early projections had forecast. Perhaps because as quickly as technology has advanced, so too has the threat of cyberattack. Device enablement and customer support has not proven to be as seamless as anticipated either.

Smart Homes Moving from Connected to Direct Integration

Integrating IoT (Internet of Things) and Artificial Intelligence (AI) into a smart home strategy is all about keeping families more comfortable and safer – utilizing a wealth of connected applications, services and security measures. Adjust your thermostat, close blinds and program lights from a

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Getting to Know
Matt Hagan

Q *What is your position at Quick Response, and how long have you worked here?*

A I am the first shift lead and have worked for Quick Response for a little over a year now.

Q *What is the best piece of advice you've ever been given?*

A A good friend once told me: "Life is like a stage show… it's up to you whether it's a tragedy or comedy"

Q *If you had to choose only three adjectives to describe yourself, which would you choose?*

A 1. Focused 2. Loyal 3. Proud

Q *What is something that you are passionate about?*

A Without a doubt, it is Ghost (the band). Nothing else even comes close.

Q *Who is the biggest influence in your life?*

A The biggest influence in my life is by far my fiancé Samantha. She is the reason I do everything in life

Q *If you were to become famous, what would you be famous for?*

A Hands down it would be for music. Specifically metal music.

Q *What makes your job exciting?*

A Talking to a large variety of customers and dealers, and the fact you never know what's going to come to your screen next.

Q *What is a fun fact about you that people probably don't know?*

A Well, as a gamer, I have won a few local tournaments in a variety of games such as: Halo 3, Halo 5: Guardians, and Call of Duty MW2.

STATE OF THE SECURITY INDU

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smart phone. Video doorbells visually alert you to visitors and cloud-based web surveillance can help you watch your babysitter, communicate with your pet and alert you of intruders.

However, DIY home automation solutions are often more trouble than they are worth. Consumers can easily find themselves locked into a contract with a network provider that limits their device options, or the availability of app tools to manage a particular platform. Additionally, they often encounter cumbersome issues with the number of apps required to set up and manage different devices from multiple manufacturers in a single smart home.

While the newest generation of WiFi6 wireless technology offers next level capabilities, 5G promises to be the real game changer – delivering extra speed and extra bandwidth – making mobile devices faster, more powerful and hyperconnected. In fact, mobile devices will be able to communicate with each other directly – without the hassle of compatibility concerns.

Cyber Threats Demand for Layered Protection

In an increasingly digital economy, individuals and corporations rely on secure data through effective security measures against cyberattacks. Recent years have seen the emergence of an intentionally layered approach to protection – effectively defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks.

Access Control Goes Mobile

Access control technology continues to rapidly evolve with a concentration on mobile technology, biometric systems, wireless locks, smart cards in institutional, commercial and industrial sectors. An increasing number of businesses and institutions are using smartphones in place of traditional physical access cards. Apple's launch of mobile student IDs also played a significant role in this emerging technology.

Video Surveillance Leverages IoT and AI Solutions

The physical security industry depends on situational awareness and emergency management – delivering real-time, forensic coverage for potential threats. Video-enabled IoT security and monitoring platforms are playing an important role in remote monitoring and management of residential and commercial properties through connected devices like a smart phones or Web-based browser. Mobile apps work through connected devices to deploy alerts, manage cameras, and grant or restrict access to a home or business. With the integration of AI, facial recognition has become more accurate and better able to detect anomalies.

Healthcare still faces the burden of data privacy in regard to HIPAA requirements and video surveillance. However, hospitals and assisted-living centers that are now able to leverage valuable analytics to determine whether a patient has fallen or has

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been out of their bed too long.

Failsafe Fire Intervention Systems Suppress Damage

Effective fire safety is mandated for every business facility, institution and municipality. High-tech fire safety suppression solutions and rapid alarm response work by integrating intelligent sensors, video surveillance and access control – all capable of flexible, scalable management and monitoring through connected devices.

Count the Cost of DIY vs. Commercial Solutions

As IoT, AI, machine learning and advanced analytics offer vital feedback for security and monitoring systems, the proactive protection against a cyberattack and data breach of devices becomes a greater concern. While DIY systems may appear to offer an attractive discount, the real value lies in a seamlessly integrated system that offers an intuitive device connection, an easy-to-navigate interface and the timely upgrades that commercial systems can readily be installed and serviced by professional installers and service providers.

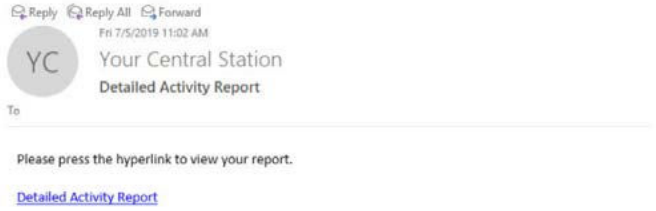
Come see us at ESX!

The **Electronic Security Expo** will be held **June 9th-12th**, 2020 at **Nashville Music City Center** in Nashville, TN. We will be at **booth #329**. Please stop by and see us!

Activity Reports- UPDATE

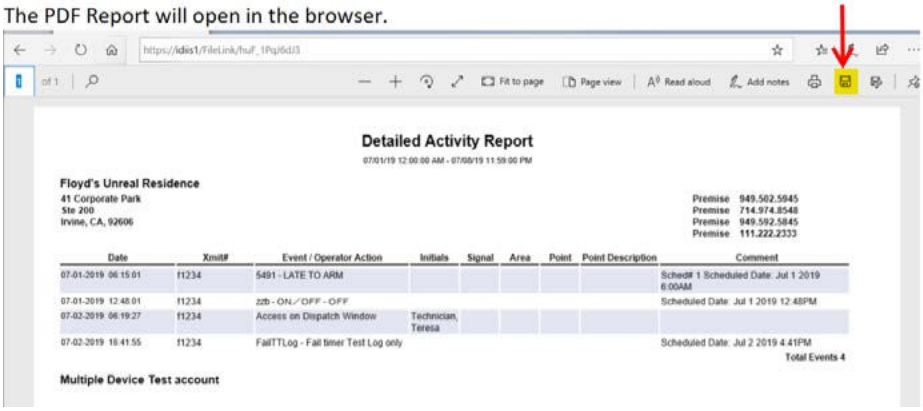
We are performing an update to how reports are sent from our stages platform. The update will allow reports to be sent more efficiently. With this update, there will be a change in how you receive your emailed reports. Once updated, your reports will be sent without an attachment and with a hyperlink instead. Once the email is received, you can click on the hyperlink to get the same style report that you have previously received. Dealers may also save the report as if it were sent as an attachment. The update helps reduce the bandwidth used on the email server and allows for the emails to be sent out quickly and arrive in your inbox and the expected time.

Emails will be sent with the hyperlink and a unique code for the report in the link.



Click to save report

The PDF Report will open in the browser.



August 21

Mark Your Calendar!

Our annual dealer appreciation golf outing will be Friday, August 21st 2020

Location: **Pine Ridge Country Club**, Wickliffe, OH

Hope to see you there!

Quick Response
750 W. Resource Drive
Cleveland, OH 44131

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QUICK RESPONSE

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ASAP to PSAP

Quick Response is continuing to test the ASAP to PSAP and hope to have it live in the near future. ASAP to PSAP program is continuing to gain momentum and will help the alarm industry in multiple ways. Below is a reminder of what ASAP to PSAP is and how it benefits you and the industry.

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) 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 65 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.