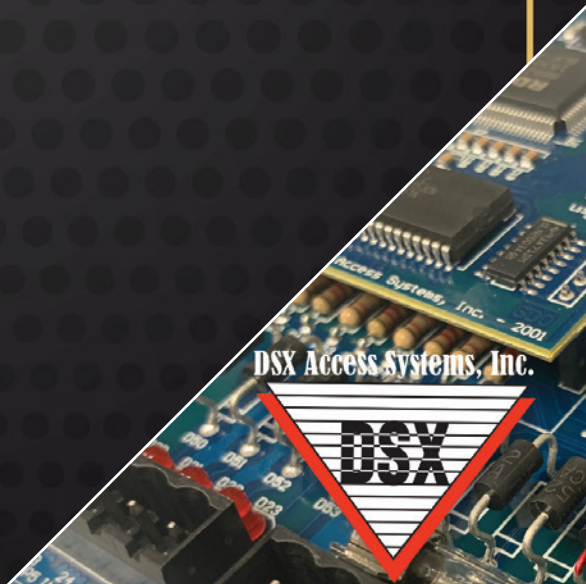
SECURITY SALES & INTEGRATION

GOLD BOOK 2020

YOUR PRIME SECURITY INDUSTRY RESOURCE, WITH ...

- Market Statistics
- Hot Security Trends
- New Year Challenges
- Events Calendar
- Industry Images
- Vendor Views
- Trade Associations
- Who Said What



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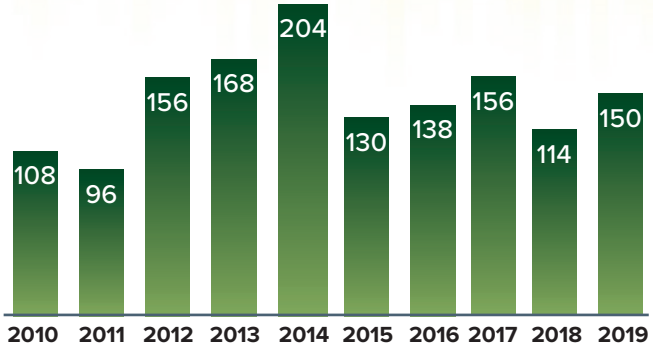

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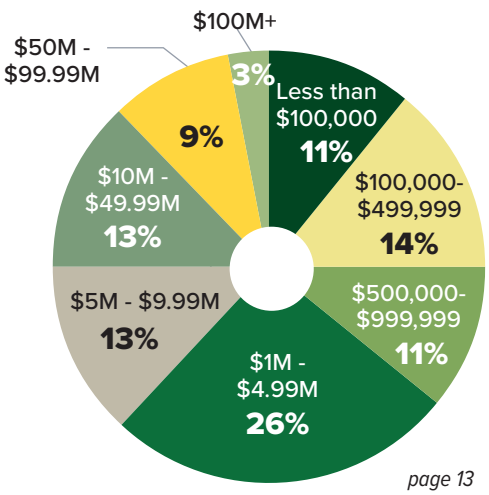

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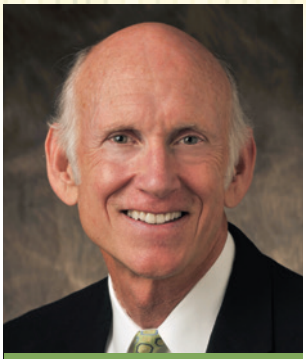

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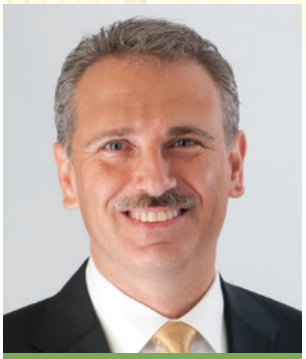

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End of the *Gold Book* Rush

YOU ARE HOLDING in your hands a genuine collector's item (sorry electronic readers) – the final edition of *Security Sales & Integration*'s annual *Gold Book*. Not to worry too much as much of the content and information that has for decades been carried in these pages will likely still be represented at various junctures online at securitysales.com, although the style of presentation will differ. Two elements that will live on in print for the foreseeable future are the industry statistics, broken out into "Deep Dives" throughout the year, and vendor corporate profiles, which will run in the April issue.

Why is the *Gold Book* going the way of the dodo bird? Although it did hang in there quite a while, the publication's utility was undermined by the Internet, with its fate sealed by the proliferation of mobile devices that connected people with the world from anyplace at any time. It's a similar arc to the Yellow Pages and other commercially produced phonebooks, along with the dwindling page count to boot.

The *Gold Book* began life as the *Security Sales Buyer's Guide* (remember how popular those were?) — functioning primarily as a reasonably comprehensive directory of security industry suppliers along with their specialties and contact information. Also including market statistics and other key info (even for a time a summary of past magazine articles by topic and year/month), for many years it was one of the industry's most valued and referenced publications. It was later renamed the *Fact Book* before receiving its present title around 10 years ago.

While the *Gold Book* rush has come to a close, unabated opportunities abound to stake your claim in the electronic security industry's mine of riches. Advances, awareness and demand for new technologies, products and services associated with video, access control, monitoring, integration, automation, Cloud, IoT, AI, 5G and more across residential, commercial and industrial markets along with steady intrusion and fire business are propelling security to ever-deepening levels of penetration.

Those trends and more are brought to life by the results of *SSI*'s annual Installation Business Report (IBR), beginning on page 10. You can whet your appetite with the more than two dozen factoids presented in the overview (page 6). As you can see, the news is mostly good. Among the positive signs are generally upbeat responses concerning revenues, projections, margins and newer products/services. Plus, crime continues to plummet; however, the fallout from fires inched upward.

Despite that, it seems owners, operators and managers of security dealer/integrator firms have more on their minds of late. It doesn't help that, according to the IBR, attrition rose significantly.

Apart from that, looking at their biggest concerns (asked as part of the IBR and often included in this column), while the technician shortage remains No. 1, every other issue was rated with more urgency than in 2018. On a scale of 1-5 with 5 being the greatest level of concern, nine issues were scored by respondents at a 3 or higher as compared to just three a year ago (*see list, right*). A third of respondents rated technician shortage at the maximum 5. One of the most significant shifts was general operating costs, going from No. 4 to No. 2 with a rating rise of nearly half a point.

Now, as a bonus for reading this far, here are a few tidbits not included in the IBR results: 21% of dealers are selling DIY products; 41% are offering video verification products/services; smart locks are included in 31% of access control projects; 59% of video surveillance projects include low-light cameras and 14% include thermal imaging; commercial fire systems average 25 horns and 22 strobes; and 41% of responding dealers indicated they are involved in the sales and/or installation of gunshot detection systems.

I hope you find this *Gold Book* swansong to be a purposeful tool that helps lead you to new security horizons. As always, I wish you, yours and your company the very best throughout the New Year. **SSI**

Security Contractors' Top 10 Concerns

Rating (scale = 1-5, 5 highest concern)

1. Technician shortage (3.62)
2. General operating/business costs (3.41)
3. Lack of training (3.28)
4. Government regulation (3.24)
5. Direct competition from manufacturers (3.22)
6. Competition from other security companies (3.21)
7. Economic conditions (3.12)
8. Verified/No police response (3.11)
9. Acceptance of new technology (3.04)
10. Manufacturer consolidation (2.98)

Other concerns receiving mention: verified/no police response (2.59); economic conditions (2.57); competition from network/IT companies (2.5); association representation (2.35); competition from sound/video contractors (2.35); competition from electricians (2.28).

Editor-in-Chief and Associate Publisher **SCOTT GOLDFINE**, an Industry Hall of Famer, has spent more than 20 years with *Security Sales & Integration*. Follow him online via *SSI*'s blogs section at securitysales.com/topic/category/blog.

Residential business **(38%)** overtook commercial activity **(36%)**, which came in 11 points lower than a year ago; but the biggest mover was large industrial **(26%)** as it more than doubled from the previous survey

Gross revenues are estimated to have increased **4%** from 2018 to 2019, and another **11%** gain is projected for the coming year

Profit margins rose overall, with fire **(19%)** and video **(13%)** leading the way; access was flat and intrusion dipped by **6%**

Three in four alarm companies **(75%)** have been in business **11** years or longer

The highest percentage of operators **(44%)** have just one office, while **10%** have **13** or more locations

Almost **40%** more installing companies expect to earn **$10 million** or more compared to 2018, and **27%** fewer anticipate taking in less than **$100,000**

The "sweet spot" for the typical security contractor remained in the **$1M-$4.99M** annual gross revenues bracket, with nearly a quarter **(23%)** falling within those parameters

380 Average number of residential and commercial intrusion alarm systems installed annually by dealers (including mass marketers and national companies)

Disarming/entering and arming/exiting account for **39%** of all false alarms

Regarding 2018 false fire alarm activations, malicious calls and system malfunctions increased **22%** and **18%** respectively

Nationwide during 2018, violent crime declined **3.3%**, and property crime almost doubled that drop at **6.3%**

Offices, homes and industrial facilities account for a third **(33%)** of the entire access control market

Dealers are averaging **$24,934** per access control project (**14** doors X **$1,781** per door), way up in both number of openings and price per opening as compared to 2017

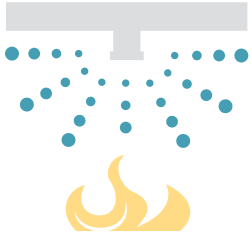
The average price customers paid for a residential intrusion alarm system increased by **$190 (15%)** in 2018

Average number of annual video surveillance installations per dealer/integrator climbed by **15** projects as compared to 2018's **176**

Alarm companies averaged **21** cameras as per commercial video surveillance project in 2019, a **17%** upswing following last year's **22%** shortfall

The average commercial fire-only installation costs **$20,784**, up **$2,957** (**17%**) from 2018

Fire system installations leaped to their second-highest average of the past five years in 2019 with a **32%** rise; at **19%**, residences is the leading market



NOTE: The 2019 Installation Business Report tabulations are based on responses from all levels of operators — small, independent dealers to large, national mass marketers. Nearly 200 electronic security contractors participated in the survey.

BILL BOZEMAN
PSA Security Network

1. Managed services continued to permeate the security industry. In 2019 there was a shift in ideology of managed services from disparate vendor solutions to an overall platform encompassing all areas of security.

2. Security solutions harnessing artificial intelligence (AI) flooded the marketplace. From cybersecurity to video surveillance, we've seen impressive new technology at PSA that we believe will help integrators and manufacturers make better use of data.

3. Organizations now have employees ranging from Gen Z to Baby Boomers in their workforces. As the security industry moves to attract a younger talent pool, organizations are rolling out benefits like work from home, flexible schedules, increased professional development, focus on overall wellness, etc., to remain attractive and competitive employers.

4. Everyday adoption of Cloud-based technologies greatly expanded in 2019. Security integrators and end users alike are becoming more comfortable with the capabilities and security of the Cloud.

5. Government regulations continued to have a significant impact on our industry. The use of TSA-tested and approved biometric and facial recognition solutions that speed up airport check-ins; the rulings and decisions by federal government agencies on acceptable and secure product offerings; the National Institute of Standards and Technology (NIST) and its suggested framework for cybersecurity and cyber hygiene standards, are just a few examples.

BLAKE KOZAK
IHS Markit

1. Mobile credentials emerged as a viable alternative to physical credentials in the electronic access control market. Over four million mobile credentials were downloaded worldwide in 2018, and the global market is projected to grow at over a 100% average annual growth rate over the next five years to reach over 120 million downloaded credentials by 2023. Mobile credentials are not expected to replace their physical counterparts in most access control systems, but many end users have begun to explore allowing building entrants to choose to use mobile applications on their cell phones instead of swiping badges or cards to gain access to their buildings.

2. Competition in the intrusion alarms industry became fiercer and more diversified. DIY equipment providers have been introducing products designed for professional installers while professional security companies introduced DIY versions of some of their professional security systems. The telco industry has been actively targeting residential customers with smart (home) security products by either adding security products to their offering or developing smart device platforms to create an ecosystem able to support a wider range of interactive services.

3. 2020 will be the year of the embedded deep learning application specific integrated circuit (ASIC) system on a chip (SOC). SOCs designed with deep learning accelerators for network cameras will be capable of performing the basic processing required for deep learning analytics to run on the camera, without the need for additional processing power. The ASIC SOCs will be beneficial for large-scale production aimed at the price-sensitive mass market. Established semiconductor giants and smaller start-ups are developing ASICs for use in deep learning-enabled cameras increasing competition in this area.

4. The gradual move to video surveillance as a service (VSaaS) has continued. At the same time, the number of vendors offering VSaaS solutions has also been increasing. However, while most VSaaS customers have so far been small businesses such as quick serve restaurants, some of the new VSaaS solutions are targeting large and enterprise installations in an effort to broaden their appeal.

5. For the smart home, digital assistants are taking on new form factors. From eyeglasses to WiFi mesh routers, digital assistants are moving beyond the speaker form factor. Although smart speaker shipments in North America are forecast to slow to single digits starting in 2021, digital assistants will continue to permeate through the home. For instance, many brands have recently been demonstrating prototype smart home devices that can be controlled by voice, locally. This means that assistant will soon start to be used for specific use cases, to control specific devices, using machine learning and natural language processing — not just to play music or ask random questions. Meanwhile, the smart speaker format is seeing entirely new use cases, such as partnerships with ADT, for sound analytics and healthcare organizations like UCHealth.

GEORGE DE MARCO
Deco Ventures

1. As evidenced since the dawn of the electronic security industry, false alarm dispatches negatively impact police resources and end-user experience. There are services available that provide greater clarity into the cause of the alarm by assessing Big and Little Data from connected devices, such as alarm system sensors, cameras, thermostats, mobile devices, smart-speaker interfaces, etc., that will grade the threat level associated with the alarm activation. Using end-user apps and the associated data, monitoring centers will be able to deliver a better solution that can greatly reduce false alarm dispatches.

2. AI and deep-learning capabilities, especially when driven to the edge, are delivering powerful solutions, both for people and organizations. Cameras today can be utilized for multipurpose solutions, whether for safety and security, driving operational efficiencies and profitability or predicting trends. By night the camera is Superman, by day, it's Clark Kent.

3. Cybersecurity is top of mind with everyone, everywhere. The blending of physical and logical security is finally becoming a reality, as more seemingly innocuous connected devices and legacy systems are creating pathways for hackers to penetrate networks. Manufacturers have a huge responsibility in limiting the risks associated with cyberattacks. Establishing proactive technology roadmaps, coupled with industry standards, will help secure data from hackers.

4. Monitoring is more than just for security and life-safety sensors in a protected premises. As location-based services, drones and wearables become more accepted, the boundaries of a physical location will be pushed far beyond the traditional perimeter for monitoring of people, places and things.

5. Although there is much ado about privacy concerns, consumers leave a digital footprint behind as they travel through their daily activities using mobile devices, connected vehicles or other digital interfaces. As more behavioral information is captured, the data can be used to figure out what people really want. This intelligence gathering can benefit the consumer by uncovering infrastructure improvements, delivering better security solutions and moving people and goods more efficiently.

DON YOUNG
The Monitoring Association

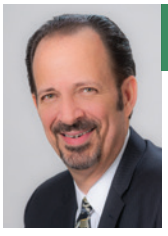
1. Consumer recognition of the importance of professional monitoring. There is increasing awareness that professional monitoring companies have strong partnerships with insurers and public safety and that the safeguards provided by these tenured partnerships provide consumers an extra level of comfort and 24/7 coverage. However, professional monitoring is also adapting to more flexible services that offer monitoring-on-demand and advanced mobile and app-based services.

2. Integration with public safety ecosystems has gained traction. Whether through ASAP-to-PSAP or other new entrants, the security industry must provide better (verified and contextual) information, more efficiently to law enforcement, fire and EMS. The information provided to first responders helps determine the severity of an incident and to dynamically decide what level of resources to dispatch.

3. Increased focus on ANSI standards. End users want a single, easy-to-use application to interact with the services provided. Standards-driven connectivity and interoperability are proving crucial to creating and maintaining a quality end-user experience. Public safety and other partners also have no interest in integrating to dozens of different platforms.

4. Consumers are increasingly looking to protect everything that is important to them, regardless of where they are or what they are doing. This means extending protection for their families beyond just their home. Ever-advancing technological innovation is making this a reality.

5. Legislative activity that impacts our industry is increasing. TMA's Government Relations committee reviewed over 900 pieces of legislation in 2019. These include legislation related to wages, apprenticeship programs, vocational education, alarm ordinances, licensing, robocalling and net neutrality.



PETER GIACALONE
Giacalone Associates

1. Lenders took a much more disciplined approach to valuations and lending. This trend was likely a positive move, although certain companies that lacked focused disciplines may not agree. This has caused companies to take a more conservative approach toward reductions in creation costs and overall G&A.

2. With the obvious and well predicted sun-setting of 3G and the deterioration of legacy telephone services, we experienced an increase in the effort of migrating systems from dialup to wireless. Although this trend has been upon us for many years, it does appear that many are taking it much more seriously and are stepping up the effort to get ahead of this challenge for an increase in subscriber satisfaction and a reduction in attrition.

3. The great availability in current technology combined with the great magnitude in the growth by some select monitoring centers caused a great increase in the contraction and consolidation of monitoring centers. The new super centers have adopted a variety of technology and automation that makes it nearly impossible for the smaller traditional centers, both full service and wholesale, to compete. This trend has caused and continues to cause many centers both small and large to migrate to third-party partners. With the adoption of current technology this transition goes unnoticed by end-user subscribers. This is especially true for proprietary monitoring centers that provide monitoring and installations for themselves rather than using a professional security company. The transfer of liability along with cost saving is helpful in these decisions.

4. With each passing year we see large online retailers continue to grow. The value propositions seem to get better each year. The new entrants also grow with some slick technology and pricing that is sometimes very challenging to the traditional world. With this we are still experiencing more expansion than erosion of subscribers. This is something we will watch closely each year as it doesn't show any signs of slowing down.

5. In addition to the rapid growth of PERS and mPERS, telehealth and aging-in-place monitoring seems to finally be making the move toward growth that many of us all expected. Between the adoption of new and more efficient technology along with the help of a variety of subsidies including Medicare, this segment is starting to mature and heading toward real breakout. The question that remains is who will take the lead in supporting and shepherding this great growth path.

JOHN BRADY
TRG Associates

1. The cellular carriers continued to reassure the industry the 3G sunset horoscope into 2022 is a reliable forecast for service connectivity as the industry gears up to "move to 4G/5G" with the help of the industry manufacturers.

2. The FirstNet nationwide wireless broadband network for first responders became an integral part of the professional monitoring offering. Quick adoption and clear messaging to the consumer of the strength and reliability of this new public safety network will be important as the industry continues to enhance its services to protect lives and property.

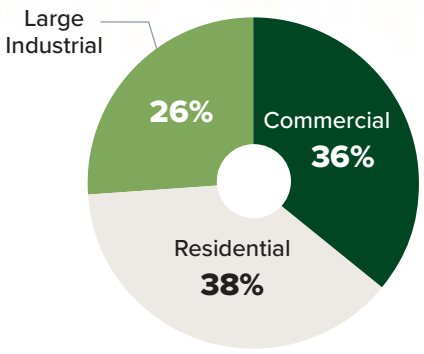
3. The capital markets continued to express a high level of interest in the life-safety industry despite challenges such as 3G expiration, alarm verification ordinances and rising minimum wages in multiple states. The lenders to this industry are reexamining the RMR leverage bandwidth they are lending at and reevaluating pricing as they refocus on the cash flow dynamics of the varied segments of RMR services.

4. Attrition moved up in 2018 over previous years but seemed to hold steady in 2019. 2G/3G transition became a new driver of RMR attrition as companies looked for ways to offer enhanced services as they transition the consumer to 4G/5G products.

5. Video services and analytics continued their march into becoming more important additions to a full-service intrusion and protection offering in the commercial marketplace.

For an overview of the industry's most pressing challenges, see page 24.

Percentage of 2019 Security Installations by Customer Type



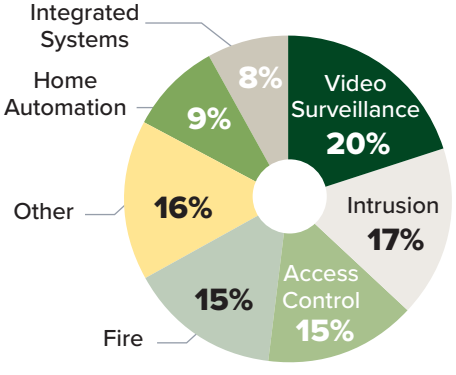
These results indicate a remarkable reslicing of the pie with residential business vaulting over commercial as the leading source of monthly installation types. Residential ballooned 4 percentage points while the commercial sector (office buildings, retail, financial institutions, etc.) took an 11-point dive. However, the greatest gain was seen in industrial (transportation, stadiums, utilities), which more than doubled with a 15-point explosion. As with all IBR results, the variance in types of responding companies must be considered in shaping the year-to-year figures.

Average Business Activity Per Installing Company

	2015	2016	2017	2018	2019
Revenues (annual, in $ millions)	$10.4	$17.5	$13.3	$14.2	$14.8
Installations (monthly)	78	103	94	109	55
Monitored Accounts (self and wholesale)	346	603	N/A	335	475

Annual revenues grew for the third straight year, with a 4% upswing to the second-highest average of the past five years per dealer/integrator company. Even better, firms project an 11% increase for 2020. And while the installation volume fell off in 2019, perhaps due to M&A-fueled company consolidation, the number of monitored accounts leaped by 42%. A logical explanation for a decline in installations would be due to the influx of telephone, cable and other new market entrants as well as a rise in DIY products and systems. The good news there is an overall rise in market penetration, particularly in homes. Imperial Capital estimates the longstanding 20%-25% level will surpass 40% of U.S. homes within four years.

2019 Electronic Security Revenues by Type of Business

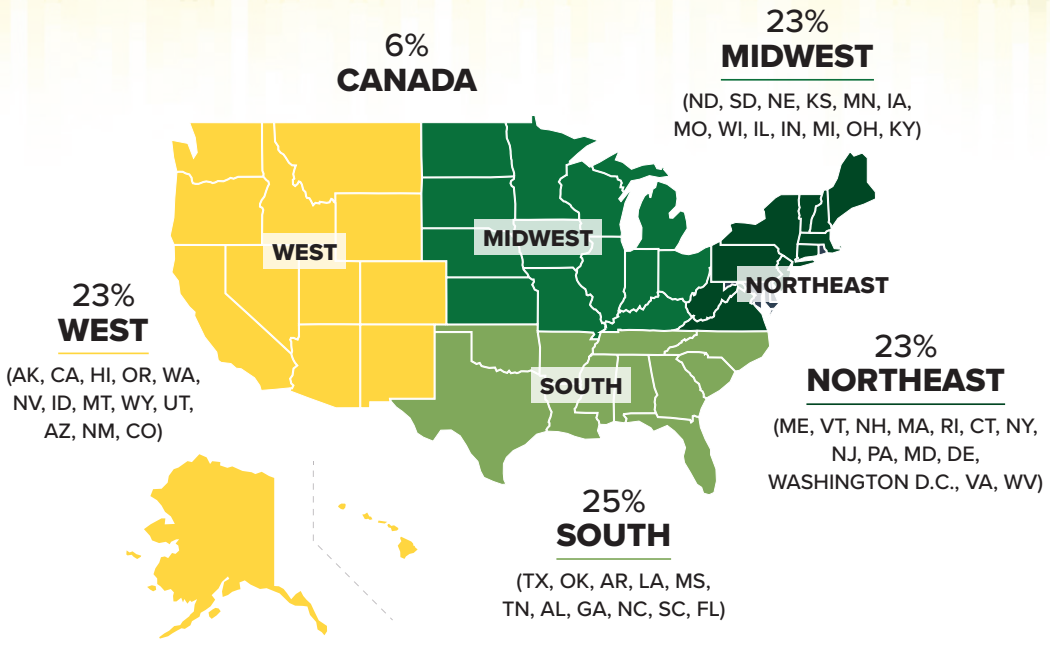


While video surveillance remained unchanged with a fifth of the pie from a year ago, the category added a percentage point to its lead over No. 2 intrusion detection. The big move though came from access control, which boomed by 25% with a 4-point uptick from the prior period. Fire and integrated systems also enjoyed 2-point boosts. “Other” included IT services and HVAC systems.

The 2019 *Security Sales & Integration* Installation Business Report was created, administered and tabulated by the Research Department of Emerald Expositions in Framingham, Mass. The source for all data is *SSI* unless otherwise indicated.
(Note: figures may not add up to 100% due to rounding).

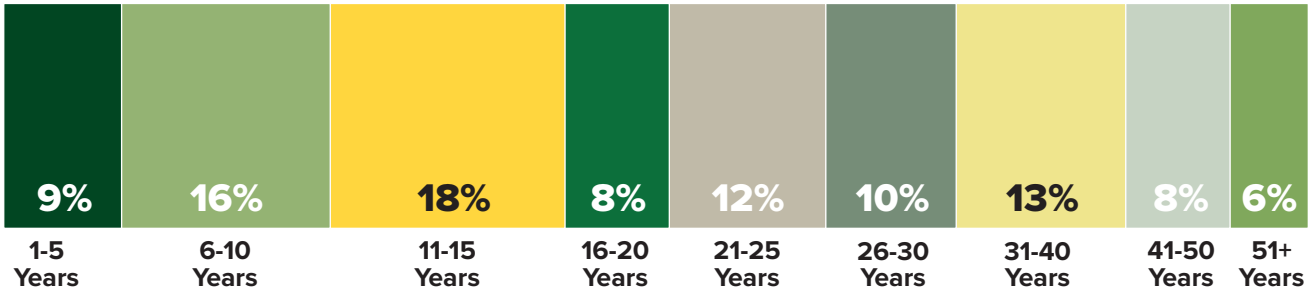
Security Contractor Geographic Density

Here you can see the geographic dispersion of 2019's random Installation Business Report security dealer and systems integrator sampling. From it one can extrapolate, keeping in mind some margin of error, the concentrations of providers coast to coast and also north of the border. From this we can see the largest percentage residing in the South, with a three-way tie for the other U.S. regions.



Companies' Number of Locations

Companies' Years in Business



This graph shows a substantial increase in younger companies as 1-10 years in business rose 6 percentage points to a fourth of the total. Furthermore, firms in business 20 years or fewer collected a combined 8 more points than a year ago to encompass 51% of the security contractor population. At the same time, the 51+ range slid 4 percentage points. Most commonly, companies reside at the 11-15 years bracket, with the average being 22.9 years (compared to 27.6 in 2018's survey population).

For more statistics, visit *SSI*'s Research section online at securitysales.com/category/research.

INSTALLATION FAST FACTS

Annual residential net account **attrition** rate is **10.8%.**

Annual commercial net account **attrition** rate is **10.1%.**

Companies average **21 residential installations** per month.

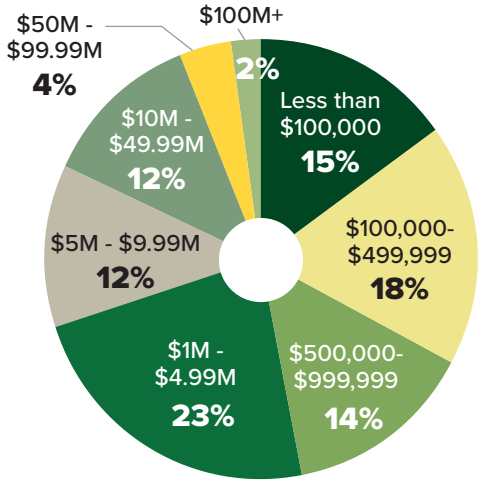
Companies average **18 commercial installations** per month.

Companies average **16 large industrial installations** per month.

Overall, **68%** of providers contract with a **third-party** central monitoring station.

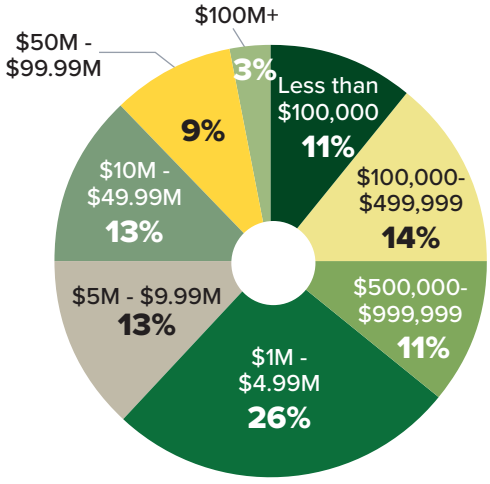
Overall, **28%** of operators own and operate their own central **monitoring** stations.

2018 Company Gross Revenues



These results are pretty much in line with what security contractors projected when closing the books on 2018. Actually, things turned out a little better than some thought as those earning less than $500,000 came in at 3 percentage points fewer than the prior study's 36% of the pie. However, 5% had selected $100 million-plus and it wound up only being 2% here. The most prevelant bracket selection was $1 million to $4.99 million, with just about a fourth of the sampled population. The prior survey's projection was led by the $100,000-$499,999 segment. The average was $11.8 million (updated 2019).

Estimated 2019 Company Gross Revenues



Respondents show growth year-over-year in the neighborhood of 4%. However, if adjusted and gauged according to 2018's updated revenues, the growth leaps to the 25% range. The more accurate truth may exist somewhere in between, which is how dealers and integrators see 2020, anticipating 11% growth for the new year. The average estimated total gross sales for 2019 is $14.8 million.

GENERAL COMPANY STATISTICS

$14.2M
2018 GROSS REVENUE

$14.8M
2019 GROSS REVENUE

4%
2019 ESTIMATED GROWTH

11%
2020 PROJECTED GROWTH

22.9
YEARS IN BUSINESS

88
No. OF FULL-TIME EMPLOYEES

29
No. OF PART-TIME EMPLOYEES

475
No. OF INSTALLED ACCOUNTS

96%
PERCENTAGE OF MONITORED ACCOUNTS

10.8%
RESIDENTIAL NET ACCOUNT ATTRITION RATE

10.1%
COMMERCIAL NET ACCOUNT ATTRITION RATE

Security contractors anticipate gross revenues rising 4 percentage points (a whopping 25% if based on 2018 estimates). The industry is also growing personnel wise, with an average rise of two full-time and nine part-time associates. However, nearly half the responding firms employ no more than 15 full-timers. If the numbers are to be believed, account attrition more than doubled. Still, installed accounts climbed 33%, perhaps due to M&A.

Police Dispatch Quality (PDQ) Award Winners List

2006	Vector Security, Warrendale, Pa.
2007	Brink's Home Security, Irving, Texas
2008	Alarm Detection Systems, Aurora, Ill.
2009	Atronic Alarms, Lenexa, Kan.
2010	Broadview Security, Irving, Texas
2011	Custom Alarm, Rochester, Minn.
2012	HS Technology Group, Baltimore
2013	Vector Security, Warrendale, Pa.
2014	Monitronics, Dallas
2015	Habitec Security, Holland, Ohio
2016	Amherst Alarm, Buffalo, N.Y.
2017	EPS Security, Grand Rapids, Mich.
2018	Alarm Detection Systems, Aurora, Ill.
2019	Guardian Protection, Warrendale, Pa.

Founded in 2005 by the Security Industry Alarm Coalition (SIAC) and *Security Sales & Integration*, and endorsed by the Installation Quality Program and Partnership for Priority Verified Alarm Response (PPVAR), the Police Dispatch Quality award recognizes installing and monitoring security companies for excellence in false alarm reduction policies, practices and results. For more information, visit siacinc.org.

Estimates of False Fire Alarms by Type, 2018

Type	Estimate	Percent Change From 2017	Percent of All False Alarms
Unintentional calls	1,387,500	+7%	48%
System malfunctions	888,500	+18%	31%
Other false alarms	450,500	+22%	16%
Malicious/mischievous false calls	171,500	+22%	6%
TOTAL	**2,889,000**	**+13%**	**100%**

Source: National Fire Protection Association (NFPA)

The 2018 false fire alarm figure shows a substantial overall increase of 13% from the year before. Every tracked category rose, with the total rising 342,000 incidents. The malicious/mischievous and other false calls segments each soared by more than a fifth. That other category includes bomb scares and other extreme circumstances. Unintentional calls comprise nearly half of all false fire alarms.

Most Common Cause of False Alarms

Problems with entering and exiting buildings continue to set off the most false intrusion alarms, with lack of end-user training coming in third. That said, more respondents identified entry disarming than exiting arming as a culprit. Weather-related and pets both leaped ahead of equipment failure from a year ago.

CAUSE	PERCENTAGE
Improper disarming/entry	21%
Improper arming/exit	18%
Lack of end-user training	15%
Pets	13%
Weather related	13%
Equipment failure	11%
Installation issues	9%

Jurisdictions Requiring Enhanced Call Verification (ECV) *(as of March 29, 2019)*

ALABAMA
STATEWIDE

ARIZONA
Buckeye
Goodyear
Kingman
Mesa
Phoenix
Pinal Co.
Prescott
Scottsdale
Tucson
Yuma

ARKANSAS
Little Rock

CALIFORNIA
Alameda Co.
Anaheim
Azusa
Bakersfield
Bell Gardens
Beverly Hills
Chula Vista
Covina
El Cerrito
Fairfield
Fremont
Hayward
Los Angeles
Merced
Oakland
Riverside
Sacramento
San Mateo
Simi Valley
Stockton
Tracy
Vacaville
Vallejo

COLORADO
Boulder
Breckenridge
Colorado Springs
Denver
Douglas Co.
Englewood
Larimer Co.
Littleton
Longmount
Pitkin Co.
Pueblo
Summit Co.
Thornton
Westminster
Wheat Ridge

CONNECTICUT
Glastonbury
Hartford
Monroe
New Britain
New Haven
Trumbull

DELAWARE
STATEWIDE

FLORIDA
STATEWIDE

GEORGIA
Atlanta
Canton
Cobb Co.
College Park
Columbus
Dekalb Co.
Dunwoody
Fannin Co.
Gwinnett Co.
Henry Co.
Jefferson
Johns Creek
LaGrange
Marietta
Morgan Co.
Peachtree
Sandy Springs
Savannah
Snellville
Tifton

IDAHO
Boise
Idaho Falls
Kuna

ILLINOIS
Naperville

INDIANA
NONE

IOWA
Ankeny
West Des Moines

KANSAS
Leawood
Olathe
Wichita

KENTUCKY
STATEWIDE

LOUISIANA
New Orleans
Shreveport

MARYLAND
Anne Arundel Co.
Baltimore
Hartford Co.
Prince George's Co.

MASSACHUSETTS
NONE

MICHIGAN
Ann Arbor
Lansing

MINNESOTA
Elk River
Maplewood
Minneapolis
Rogers
Savage

MISSOURI
St. Louis Co.

MISSISSIPPI
STATEWIDE

MONTANA
NONE

NEBRASKA
Lincoln

NEW JERSEY
Belleville
Hillside Township
Montclair
Ocean Township
Plainsboro Township
Toms River

NEW MEXICO
Las Cruces
Lincoln Co.
Santa Fe

NEVADA
Lyon Co.
Reno
Sparks
Washoe Co.

NEW YORK
STATEWIDE

NORTH CAROLINA
Concord
Cornelius
Huntersville
Jacksonville
Kannapolis

NORTH DAKOTA
NONE

OHIO
Cincinnati
Guernsey Co.

OKLAHOMA
Owasso

OREGON
Marion Co.
Salem
Tigard
Washington Co.

PENNSYLVANIA
Bethlehem
Cheltenham Township

RHODE ISLAND
NONE

SOUTH CAROLINA
Greenville
Lancaster
Lexington
Richland Co.
Rock Hill
Spartanburg Co.
Tega Cay

TENNESSEE
Knoxville
Memphis

TEXAS
STATEWIDE

UTAH
Saint George

VIRGINIA
STATEWIDE

WASHINGTON
Auburn
Des Moines
Federal Way
Issaquah
Kennewick
Kirkland
King Co.
Lakewood
Medina
Mount Vernon
New Castle
Olympia
Pierce Co.
Redmond
Renton
Seattle
Spokane
Spokane Valley
Tacoma

WISCONSIN
Appleton
Eau Claire

WYOMING
NONE

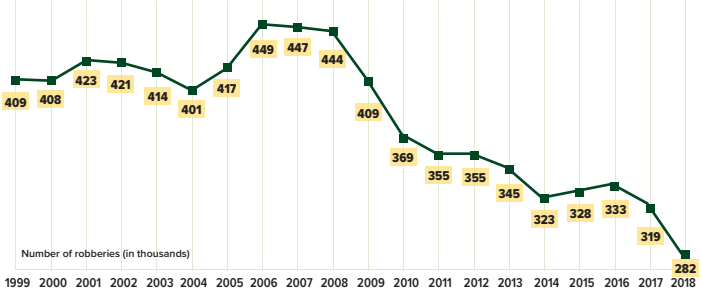
Source: Security Industry Alarm Coalition (SIAC)

Crime Trends by Population Group, 2017 vs. 2018

Population Group	Number of Agencies	Population	Violent Crime	Murder	Rape	Robbery	Aggra-vated Assault	Property Crime	Burglary	Larceny-Theft	Motor Vehicle Theft	Arson
TOTAL	**15,509**	**312,099,511**	**-3.1**	**-6.1**	**+2.8**	**-11.6**	**-0.7**	**-6.4**	**-12.1**	**-5.4**	**-3.1**	**-9.8**
CITIES	**11,285**	**213,864,890**	**-3.4**	**-6.7**	**+2.7**	**-11.6**	**-0.7**	**-6.1**	**-11.5**	**-5.2**	**-3.2**	**-9.5**
1,000,000 and over	11	27,887,008	-3.1	-5.7	+5.2	-10.3	+0.2	-1.8	-7.8	-0.3	-2.5	+0.8
500,000 to 999,999	26	18,736,687	-2.8	-7.8	-0.2	-10.3	+0.9	-3.9	-10.2	-2.4	-2.4	-13.9
250,000 to 499,999	48	16,279,339	-4.5	-8.2	+3.6	-14.7	-0.4	-5.3	-10.8	-4.0	-4.3	-8.6
100,000 to 249,999	224	33,187,393	-2.7	-7.8	+2.6	-10.2	-0.1	-6.1	-11.7	-5.2	-3.5	-9.4
50,000 to 99,999	499	34,785.719	-2.8	-4.2	+3.1	-10.6	.0.6	-7.3	-12	-6.5	-5.5	-9.5
25,000 to 49,999	892	30,904,313	-7.3	-7.2	+3	-15.6	-6.3	-8.1	-13.7	-7.4	-3.4	-12.8
10,000 to 24,999	1,816	28,985,640	-2.2	-1.5	+3.3	-14.8	+0.4	-7.2	-12.1	-6.6	-1.1	-12.7
Under 10,000	7,769	23,098,792	-3	-9.4	-0.3	-12	-1.9	-9.5	-14.6	-9.1	-1	-9.4

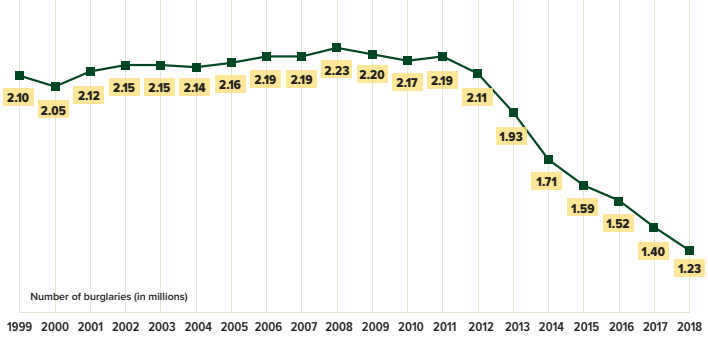
For the second consecutive year, the estimated number of violent crimes in the nation decreased when compared with the previous year's statistics, according to FBI figures. In 2018, violent crime was down 3.3% from the 2017 number. Property crimes also dropped 6.3%, marking the 16th consecutive year the collective estimates for these offenses declined.

Robberies in the United States



There were an estimated 282,061 robberies nationwide in 2018. The estimated number of robberies decreased 12% from the 2017 estimate and decreased 12.6% from the 2014 estimate. The 2018 estimate was down 31% from the 2009 estimate.

Burglaries in the United States



In 2018, there were an estimated 1,230,149 burglaries, a decrease of 11.9% when compared with 2017 data. The number of burglaries decreased 28.2% when compared with 2014 data and was down 44.2% when compared with the 2009 estimate.

ONE VIOLENT CRIME EVERY
24.6 SECONDS

ONE MURDER EVERY
32.5 MINUTES

ONE RAPE EVERY
3.8 MINUTES

ONE ROBBERY EVERY
1.9 MINUTES

ONE AGGRAVATED ASSAULT EVERY
39.2 SECONDS

ONE PROPERTY CRIME EVERY
4.1 SECONDS

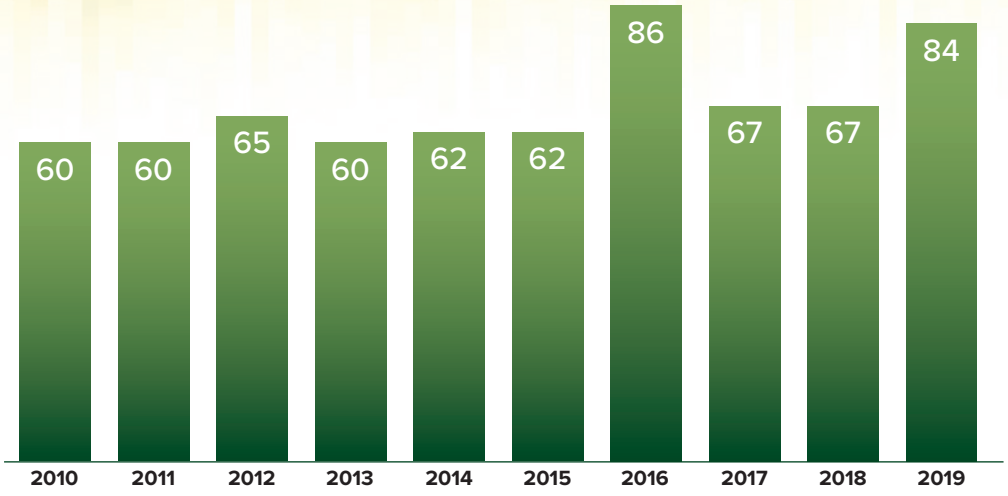
ONE BURGLARY EVERY
25.7 SECONDS

ONE LARCENY-THEFT EVERY
6.1 SECONDS

ONE MOTOR VEHICLE THEFT EVERY
42.2 SECONDS

Source: All data this page from 2018 FBI Uniform Crime Report

Average Number of Annual Access Control Installations Per Dealer



The average number of access control projects jetted to its second-highest total in IBR history with a 25% ascent of 17 annual jobs. Nearly half (48%) of installing security contractors only install 1-4 access control systems per month, and nearly two-thirds (63%) install fewer than 10 each month.

Average Number of Doors/Entryways Per Installation

14

Considering the average price per door/entryway in an access control installation is $1,781, security contractors are charging an average of $24,934, which incredibly doubles up 2018 when respondents reported charging $1,559 and averaged just 7.7 openings per installation. Nearly half of projects (48%) involve no more than four doors/entryways.

ACCESS CONTROL FAST FACTS

Average gross **profit margin** for access control installations is **30%.**

Average **price charged** per door/entryway for an access control system is **$1,781.**

Installing companies collect **15%** of their overall **revenues** annually from access control jobs, up **3 percentage points** from 2018.

On average, dealers/integrators say **42%** of their access control installations include some sort of **integration** with video surveillance, intrusion or other security systems.

One-third **(33%)** of respondents say that they offer **hosted/managed access** control services.

Smart locks are included in nearly one-third **(31%)** of access control projects.

The **residential** and **multidwelling** environments account for **12%** of all access control system installations.

Nearly seven in 10 **(68%)** access control installations are **networked.**

Outdoor applications are included in **35%** of access control projects.

Keyless entry is included in **46%** of residential access control installations.

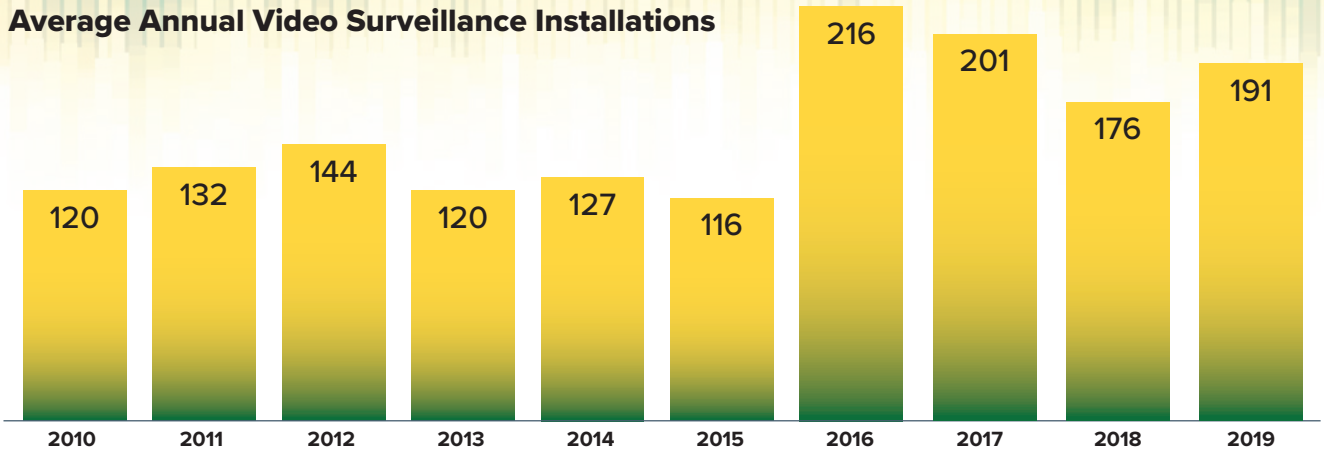
Average percentage of access installations including **biometrics** is **17%.**

Percentage of Access Control Sales Revenue Compared by Source Type

CAUSE	PERCENTAGE
Office buildings	12%
Residential/Multidwelling	12%
Industrial manufacturing	9%
Churches/Temples/Worship centers	8%
Educational Institutions	8%
Government	7%
Healthcare	7%
Financial institutions	6%
Gaming/Hotels/Resorts/Arenas	6%
Warehousing/Trucking/Transportation	6%
Retail/Entertainment	6%
Nursing homes/Asst. living/Daycare	5%
Utilities	4%
Mass public transportation facilities	4%

Office buildings shed 6 percentage points from a year ago but it was still enough to hold onto a share of the top access control vertical market. It co-inhabits that slot with residential and multidwelling, which collected another 2 points as compared to 2018. Churches and worship centers also rose 2 points, with gaming/hotels/resorts/arenas tripling from its 2% tally 12 months ago. Utilities doubled to 4%.

Average Annual Video Surveillance Installations



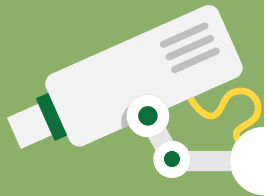
The average number of video surveillance installations per dealer/integrator bounced back to an extent after a somewhat precipitous fall during the prior period, gaining an additional 15 annual projects (+9%). The top three video surveillance vertical markets are residential, retail/entertainment and office buildings. On average, 69% of these jobs are new installations as opposed to upgrades.

Average Number of Cameras

21

Average Video Surveillance System Price

$13,164



In commercial video surveillance systems sales, volume rose as prices decreased, with increases in the number of cameras per project but lower sales prices. The former rose by three and the latter sank by $2,491, or nearly 16%. When compared on a per-camera basis, income slid from $870 to $627. The average number of cameras per residential project is six at an average price of $2,428, or $405 per camera.

VIDEO SURVEILLANCE FAST FACTS

Companies report average gross **profit margins** of **35%** on video surveillance installations.

Installing contractors took in **20%** of their **revenues** from video surveillance systems in 2019.

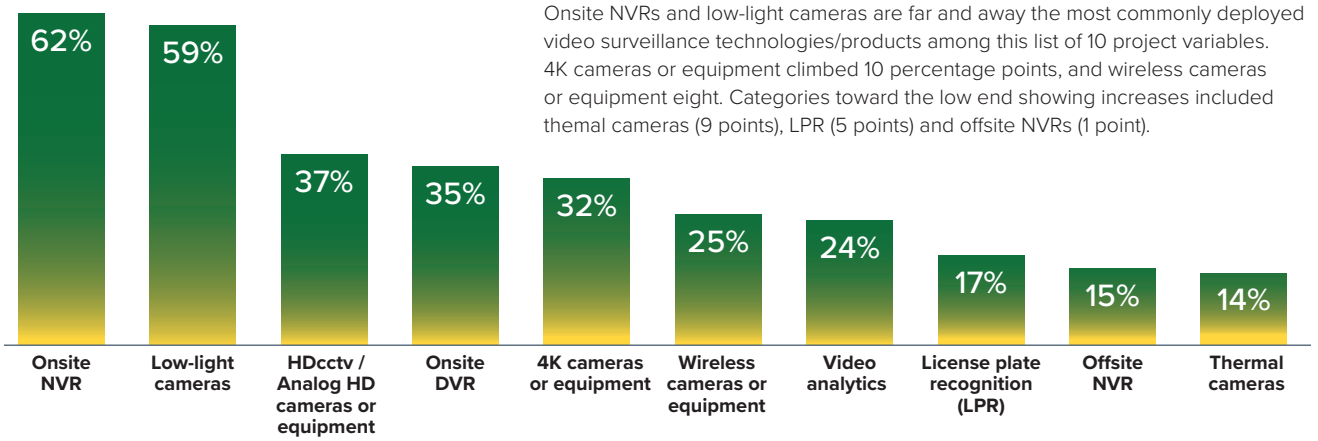
58% of security integrators/dealers are now selling **video doorbells.**

31% of installation firms now offer hosted or **Cloud**-based video or security services.

69% of video surveillance projects are **new installations** vs. upgrades.

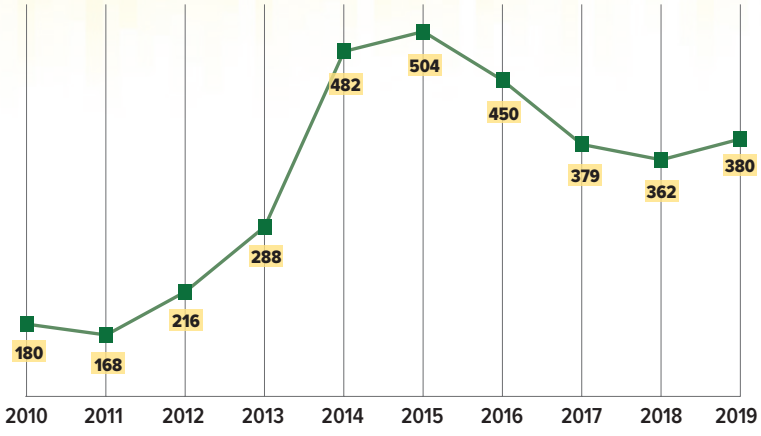
Survey-takers say **33%** of their **residential customers** have surveillance cameras in their homes.

Commercial Video Project Product Variables



Onsite NVRs and low-light cameras are far and away the most commonly deployed video surveillance technologies/products among this list of 10 project variables. 4K cameras or equipment climbed 10 percentage points, and wireless cameras or equipment eight. Categories toward the low end showing increases included themal cameras (9 points), LPR (5 points) and offsite NVRs (1 point).

Average Number of Annual Intrusion Installations Per Dealer



Business in this market bounced back to stop the bleeding following three straight years of decline. In fact, it's the fourth-highest average in the history of this survey. More than 52% of the projects are residential. The top three intrusion vertical markets are residential, retail/entertainment and office buildings.

Leading Reasons for Residential and Commercial Accounts Attrition

Moved, Commercial	23%
Moved, Residential	34%
Out of business, Commercial	29%
Economic hardship, Residential	16%
Competitive takeover, Commercial	23%
Competitive takeover, Residential	22%
Nonpayment, Commercial	17%
Nonpayment, Residential	15%
Unsatisfied customer, Commercial	5%
Unsatisfied customer, Residential	5%
Death, Commercial	2%
Death, Residential	5%
Other, Commercial	1%
Other, Residential	3%

Although it fell 12 percentage points, moving away continues to be the leading cause of lost accounts with residential customers, and going out of business remained atop the commercial attrition culprits despite sinking 10 points. Competitive takeovers are the real issue here, with commercial seeing a 7-point spike and residential absorbing a 6-point hit. Retiring was the leading "other" reason.

INTRUSION FAST FACTS

Dealers counted on intrusion for **17%** of their revenues in 2019 (a **1-percentage-point** drop from 2018).

Average gross **profit margins** installing companies realize on intrusion jobs is **29%.**

58% of intrusion installations include **wireless** equipment; **32%** exclusively.

Primary methods of alarm **signal transmission** are: **45%** 4G cellular; **31%** telephones/digital communicators; **29%** VoIP/Internet; **25%** 3G cellular; **22%** long-range radio; and **20%** 5G cellular.

Residential accounts for **20%** of all intrusion alarm **sales**, followed by office buildings, industrial manufacturing and retail/entertainment, all at **8%.**

79% of intrusion alarms are sold as opposed to **leased.**

Average total sales **price** charged for a commercial intrusion system is **$3,896.**

60% of commercial and **58%** of intrusion installations are **new business** as opposed to upgrades.

Respondents report **52%** of their residential customers are **remotely accessing** their intrusion systems now; **43%** on the commercial side.

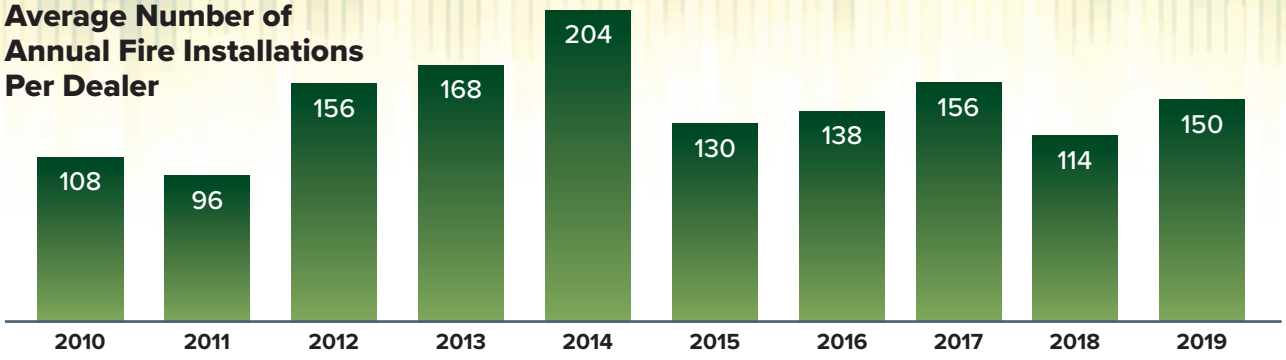
41% of respondents say they are selling **video verification** of alarms.

Typical Residential Intrusion Alarm System

Year	Installation Price	Monthly Monitoring Price
2009	$1,126	$24
2010	$1,095	$24
2011	$1,167	$26
2012	$1,159	$26
2013	$1,211	$27
2014	$1,372	$28
2015	$1,061	$29
2016	$1,273	$30
2017	$1,238	$33
2018	$1,428	$34

The average customer price paid for the installation of a residential intrusion alarm system overcame last year's slight decline to achieve a new all-time high in this study. The $190 upswing works out to a 15% increase. More good news is the average residential monthly monitoring fee rose for the sixth straight year to an all-time high.

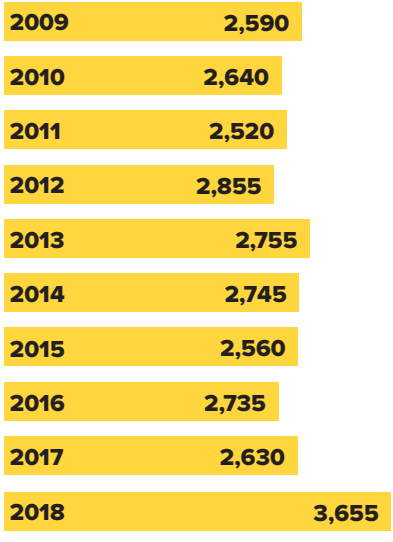
Average Number of Annual Fire Installations Per Dealer



The average number of fire projects bounced back nicely from a year ago with a rise of 36 projects, or 32%. With that, the number of installations has risen three of the past four years. The top five most common types of fire system projects are: residential/multidwelling (19%), financial institutions (10%), industrial manufacturing (9%), government facilities (8%) and office buildings (8%). In total, 49% of security dealers/integrators install fire/life-safety systems.

Civilian Fire Deaths in U.S. Homes

An estimated 2,720 civilians died in residential fires in 2018, an increase of 3% compared to the previous year. Of these deaths, 360 occurred in apartment fires for an increase of 6%. Another 2,720 died in one- and two-family homes, an increase of 3%. "Homes" include dwellings, duplexes, manufactured homes (mobile homes), apartments, rowhouses, townhouses and condominiums. Other residential properties, such as hotels, motels, dormitories, barracks, and rooming and boarding homes are not included.



Source: National Fire Protection Association (NFPA)

2018 Fires, Civilian Deaths and Injuries, and Property Loss

	NUMBERS	PERCENT CHANGE
Fires	1,318,500	0%
Civilian deaths	3,655	+8%
Civilian injuries	15,200	+4%
Property loss	$25.6 billion	+11%

There were 1,000 fewer fires reported in 2018, an overall decline of significantly less than 1%. Despite the slight increase in incidents the numbers of civilian deaths and injuries both rose by higher percentages. The property loss includes more than $12 billion in losses from wildfires. That category includes overall direct losses to contents, structures, vehicles, machinery, vegetation and anything else involved in a fire. It does not include indirect losses. In addition, no adjustment was made for inflation in the year-to-year comparison.

Source: National Fire Protection Association (NFPA)

FIRE FAST FACTS

Average **commercial** fire-only installation costs **$20,784,** up **$2,957** from 2018.

Average gross **profit margin** for commercial fire-only installations is **32%.**

On average, **62%** of residential fire systems are new vs. upgrades, with **66%** of commercial also being new projects.

Security contractors collect **15%** of their total revenues from fire-only installations.

Average number of **smoke detectors** installed in a commercial fire alarm system is **24**; residential is 5.

Average number of carbon monoxide **(CO)** detectors installed in a commercial fire alarm system is **18; 4** for residential.

Personal emergency response systems **(PERS)** are offered by **60%** of contractors.

43% are in involved in sprinkler systems.

56% install **mass notification** systems.

Source: 2019 *Security Sales & Integration* Installation Business Report

In total, **3,655** civilian fire **deaths** occurred in 2018, an increase of less than **8%** from 2017.

1.318 million fire **incidents** were attended to by public fire departments in 2018, 1,000 fewer than the previous year.

499,000 fires occurred in **structures,** almost no change from 2017.

363,000 fires, or **73%**, of all structure fires occurred in **residential** properties.

607,000 fires occurred in outside properties, a decrease of 3%.

Every **24 seconds**, a fire department **responds** to a fire somewhere in the nation.

A **fire occurs** in a structure at the rate of one every **63 seconds,** and in particular, a residential fire occurs every **87 seconds.**

Source: National Fire Protection Association (NFPA)

***SSI* conducts several major research projects each year. Following are excerpts from the Recurring Revenue Report (February), Physical-Logical Security Assessment (April), Sales & Marketing Survey (June) and Home Automation Deep Dive (November).**

Source: Recurring Revenue Report (February 2019)

Percentage of Companies' Current Total Revenue Comprised of RMR

0%	7%
1%-5%	12%
6%-10%	1%
11%-15%	4%
16%-20%	11%
21%-30%	12%
31%-40%	9%
41%-50%	9%
51%-75%	9%
More than 75%	16%

While the largest bracket of responding security dealers and integrators (16%) pegged the percentage of their overall recurring monthly revenue as exceeding 75% of their total revenues, the average came in at 33.7% (vs. 34.9% in 2017) with the median being 26% (same as prior survey). A quarter of respondents say in excess of half their companies' revenue is derived from RMR business.

Percentage of Companies' Current Residential Revenue Comprised of RMR

0%	20%
1%-5%	24%
6%-10%	7%
11%-15%	9%
16%-20%	4%
21%-30%	6%
31%-40%	9%
41%-50%	7%
51%-75%	8%
More than 75%	6%

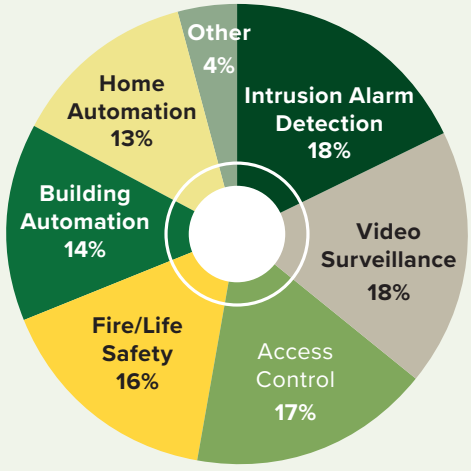
Just more than a fifth (20.7%) of survey participant companies' residential revenues are recurring in nature. While that is a 6-point drop-off from a year ago, the median rose 1.5 points from 11% to 12.5%. For almost half of the respondents (44%), RMR comprises 5% or less of their residential business. That compares to 39% in the prior survey.

Percentage of Companies' Current Commercial/Industrial Revenue Comprised of RMR

0%	8%
1%-5%	15%
6%-10%	10%
11%-15%	1%
16%-20%	7%
21%-30%	15%
31%-40%	7%
41%-50%	7%
51%-75%	5%
More than 75%	25%

As in the prior RMR survey, not only are dealers and integrators generating a higher percentage of RMR on the commercial/industrial side than residentially, the disparity has increased. The average is 36.8%, compared to 31% a year ago, and the median collected an additional point to come in at 26%.

RMR by Type of Technology Area



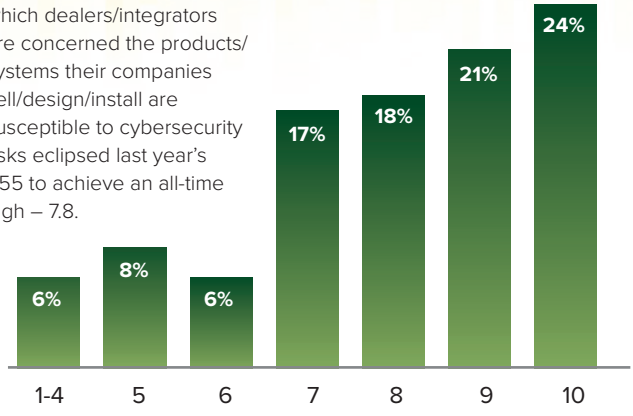
While responding dealers and integrators continue to earn most of their RMR from intrusion system services, video surveillance gained a point to share the top spot. Access control also gained a point, while fire/life safety was reduced by that same margin. Building and home automation flipped percentages from a year ago. "Other" included PERS and network infrastructure.

Source: Physical-Logical Security Assessment (April 2019)

Product Vulnerability Worries

(Based on ascending scale of 1-10, 10 indicating highest level of concern)

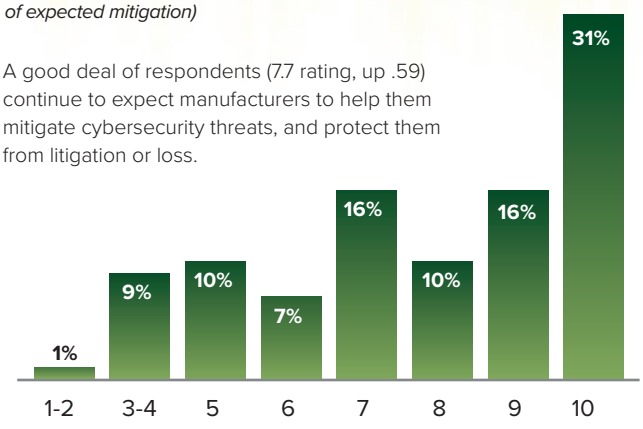
The average degree to which dealers/integrators are concerned the products/systems their companies sell/design/install are susceptible to cybersecurity risks eclipsed last year's 7.55 to achieve an all-time high – 7.8.



Expectation of Manufacturers to Mitigate Threats

(Based on ascending scale of 1-10, 10 indicating highest level of expected mitigation)

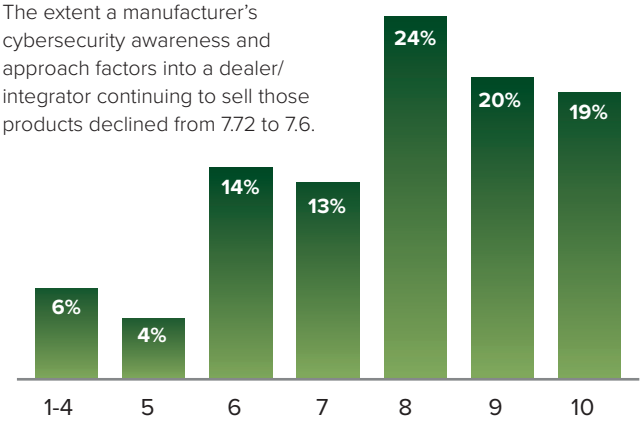
A good deal of respondents (7.7 rating, up .59) continue to expect manufacturers to help them mitigate cybersecurity threats, and protect them from litigation or loss.



Impact of Manufacturer Proactivity on Purchasing Decision

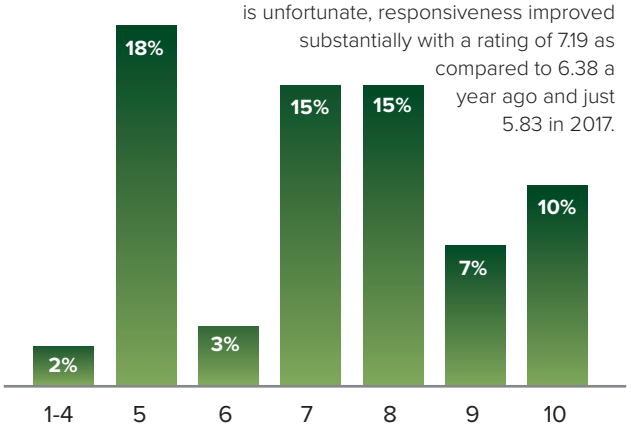
(Based on ascending scale of 1-10, 10 indicating highest level of impact)

The extent a manufacturer's cybersecurity awareness and approach factors into a dealer/integrator continuing to sell those products declined from 7.72 to 7.6.



Manufacturer Responsiveness to Vulnerabilities

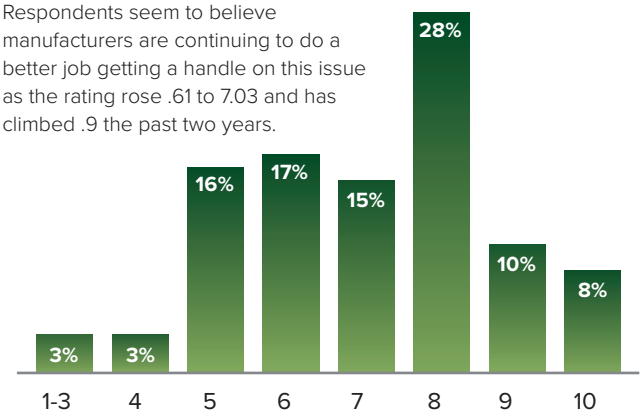
In all, 70% of respondents have reported vulnerabilities to their manufacturers (up from 64% in 2018). While that 6-point rise is unfortunate, responsiveness improved substantially with a rating of 7.19 as compared to 6.38 a year ago and just 5.83 in 2017.



Extent Manufacturers Addressing Cybersecurity Issues

(Based on ascending scale of 1-10, 10 indicating highest level of addressing)

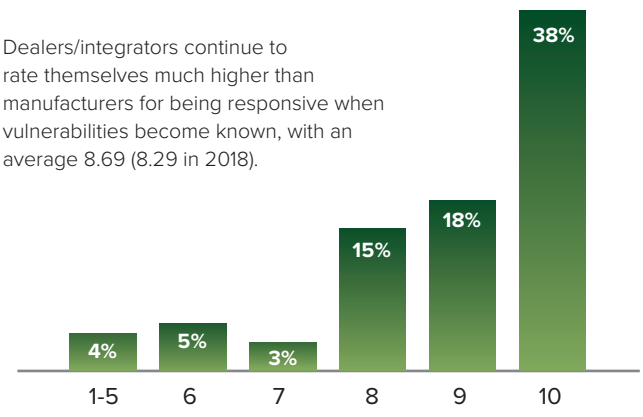
Respondents seem to believe manufacturers are continuing to do a better job getting a handle on this issue as the rating rose .61 to 7.03 and has climbed .9 the past two years.



Your Firm's Responsiveness to Vulnerabilities

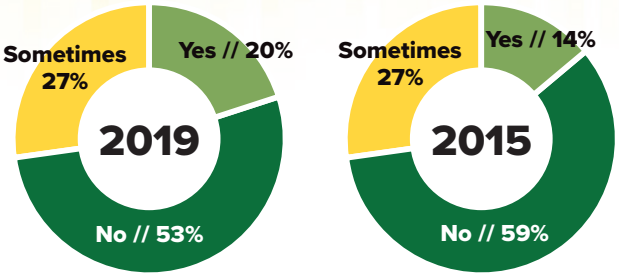
(Based on ascending scale of 1-10, 10 indicating highest level of responsiveness)

Dealers/integrators continue to rate themselves much higher than manufacturers for being responsive when vulnerabilities become known, with an average 8.69 (8.29 in 2018).



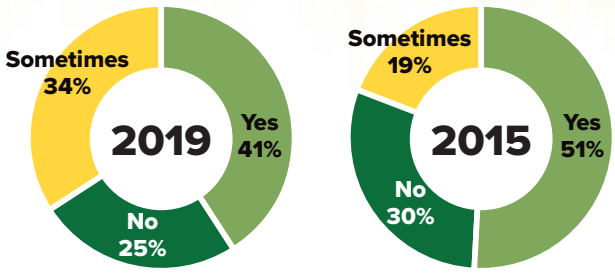
Source: Sales & Marketing Study (July 2019)

Does your company overlay its name/logo over manufacturer names on equipment it sells/installs?



According to respondents, labels do matter . . . at least more than they used to. Dealer/integrator companies saying they emblazon their keypads and other products with their own brand name as opposed to that of the manufacturer has risen almost one-third since the prior study.

Does your company leverage well-known manufacturer names for marketing purposes?



Increasingly, dealer and integrators firms are leveraging manufacturer branding to further their appeal to customers and prospects. Three-fourths of respondents engage in this practice at least some of the time. And those indicating they belong to dealer programs rose 1 percentage point to 23%.

How does your company develop its marketing campaigns?

	2019	2015
In-House	70%	72%
Outside Firm/Agency	5%	0%
Combination of both	25%	28%

Dealers and integrators are reaching outside their organizations more to ascertain an ostensibly higher caliber of marketing expertise. Either that or those firms are reaching outward as a result of downsizing staff. The in-house percentage was 79% in 2013.

On a scale of 1-5, 5 being highest, how important is establishing your company name as a well-known brand among customers?

	2019	2015
1	3%	8%
2	4%	5%
3	16%	16%
4	9%	12%
5	68%	59%

Nearly eight in 10 dealers/integrators (77%) rate branding their company name as being very to extremely important. That represents an increase of 6 percentage points compared to 2015.

Which of the following sales & marketing tools and presentation formats does your company use? (select all that apply)

Some interesting shifts can be observed as PowerPoint and mobile device presentations as well as industry statistics rose, and online presentations ranked highly in the category's first appearance. Although still at the top overall, literature, either from manufacturers or company-generated, lagged from the prior study. Product demonstrations saw the most precipitous fall (down 18 points).

	2019	2015
Mfg. Sales Literature	58%	62%
Sales Literature	56%	69%
PowerPoint Presentation	51%	44%
iPad/Tablet/Laptop/Smartphone Presentation	49%	46%
Product Demonstration	49%	67%
Yard Signs/Decals	47%	49%
Company/Product Videos	46%	41%
Online/Website Presentation	42%	57%
Online Video or Website Presentation	42%	NA

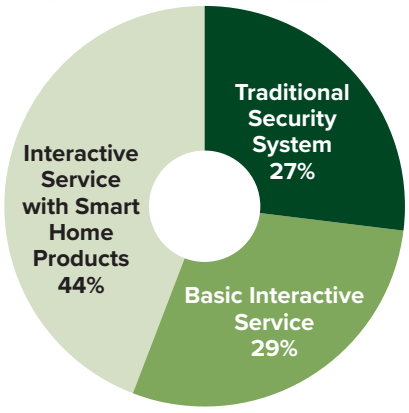
	2019	2015
Industry Statistics	40%	33%
Sales Contract	40%	36%
Trade Magazine/Articles/Ads	32%	28%
Crime Statistics	25%	30%
Product Samples	25%	36%
Presentation Book	23%	21%
Media on DVD/CD/Flash drive	14%	13%
Other (please specify)	5%	8%

WHERE APPLICABLE, PERCENTAGES MAY NOT ADD UP TO 100% DUE TO ROUNDING.

Source: Home Automation Deep Dive (November 2019)

Percentage of Residential Security System Sales (Q3/19)

Among All Security Dealers, n=188, ±67.2%



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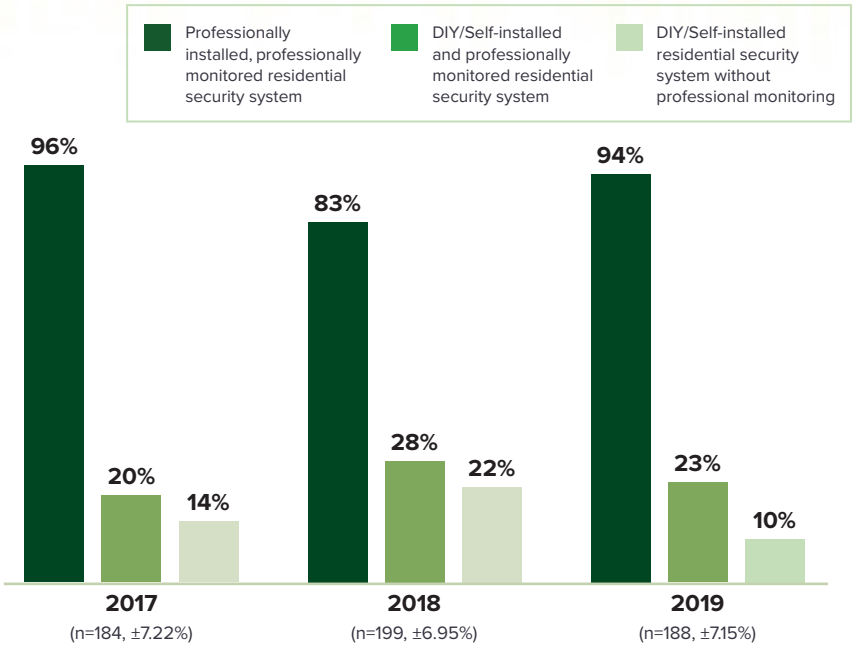
Type of Residential Security System Sold by Year (2017-2019)

Among All Security Dealers Surveyed



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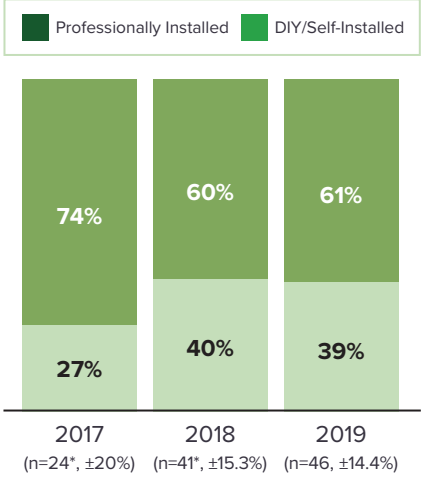
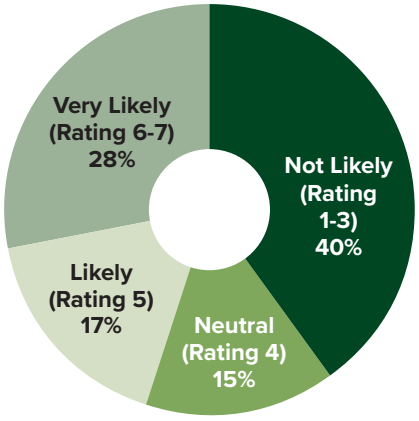
Percentage of New Residential Security Installations That Are DIY/Self-Installed vs. Professionally Installed (2017-2019)

Among All Security Dealers Selling DIY/Self-Installed Systems



Likelihood of Offering DIY/ Self-Install Systems in the Next 12 Months (Q3/19)

Among the 75% of Security Dealers Not Currently Selling DIY/Self-Installed Systems, n=142, ±8.22%



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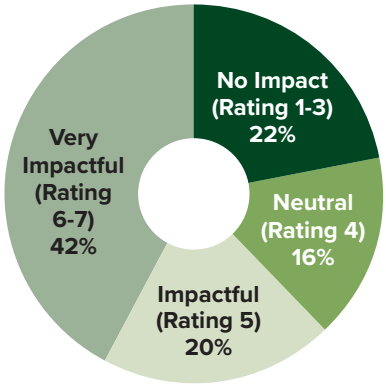
Impact of Smart Home Device on Support Service Costs (Q3/19)

Among Security Dealers That Install Interactive Service with Smart Home Devices, n=186, ±7.19%



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1. Market valuations of RMR and the related cash flows in the residential marketplace are being adjusted downward by Buyers for the perceived risk related to the required upgrade of 3G customers to newer technologies by 2022.

2. State legislatures' continued focus on the implementation of higher minimum wages, in the midst of a full-employment reality for technicians and central station operators, will continue to exacerbate the challenges of hiring and maintaining qualified, technically trained staff.

3. Monitronics' capital and operating challenges will be watched carefully by those outside the industry and industry participants to see if the healing powers of RMR will demonstrate again the strengths of our industry economics and related reliable cash flows as the company works to return to a position of growth and profitability.

4. Developing a capital plan for and execution of each company's 3G transition of their deployed systems to newer technologies will be an important mark of each management teams' ability to coordinate the upsell and technical implementation challenges that will control the related "costs to maintain" and attrition of their existing customer base.

5. Watching and contributing to the continued efforts of the industry to "push back" against the Sandy Springs, Ga., nonresponse initiative will be critical as we work to stop the spread of municipalities and their government leaders' effort to settle for a less protected community.

JOHN BRADY
TRG Associates

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1. The 3G sunset has created more concern and focus on expeditious transitions than originally expected. It really does appear that the carriers will not only stick to their aggressive plan for sunsetting 3G, it has become apparent that the thinning of the services has already started and is in full motion as areas of the country are already experiencing great reductions in service and coverage.

2. Although it appears this is mentioned every year, it is very worthy of repeating: telecom carriers continue to reduce copper and much needed legacy communication paths. This is likely the most serious challenge we have, and it will continue. Even with the rate of systems that are replaced or upgraded to wireless communications, we still have millions of dialup systems that rely on traditional telecom for communications of legacy protocols. As carriers continue to transform communications and reduce legacy infrastructure, alarm communications continue to deteriorate. It is pure negligence for anyone to install systems that are 100% dial-up and landline monitoring dependent.

3. As the industry keeps growing at such a rapid rate with modern technologies that all ride either wirelessly or tethered to the Internet, the need for cybersecurity protection and education of professionals and consumers is increasing. Many professionals and even more consumers still don't realize how vulnerable they are and how their vulnerability increases as they continue to expand a variety of technological elements within their homes and businesses.

4. With some of the large and very noticeable company workouts and financial restructuring along with public companies that the street has not been so kind to, we have experienced an apparent digression in company valuations. Although this happens in cycles and we have seen this before, some are concerned that this market adjustment could have some long-term effect on how security companies are valued.

Robust [data privacy] applications depend on connected devices sharing data. Maintaining the privacy of that data must be a core competency.

— DON YOUNG

5. Proper training, development and attracting the proper talent is an ever-growing issue for most if not all security companies. Much of the adopted technology requires a higher grade of competencies that has not been required in the past. This a real challenge and is likely one that will require the industry to come together toward better solutions for training and getting talent prepared early on in their paths toward careers the security, safety and integration industry.

PETER GIACALONE
Giacalone Associates

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1. Cybersecurity. A never-ending challenge for businesses of all sizes. Attacks continue to escalate. Constant vigilance, education and awareness is required as attack methods morph and grow in sophistication.

2. Data privacy. Robust applications depend on connected devices sharing data. Maintaining the privacy of that data must be a core competency.

3. Communications. Carriers compete to provide consumers technologies that provide increasingly faster data services. The implementation of these technologies will continue to impact our industry in addition to the retirement of legacy platforms.

4. Disruptive technology. Attempts to disrupt may cause confusion at the expense of customer safety. Need to continue to provide innovative solutions that incorporate new technology, while still offering top-notch protection.

5. Technology. Carefully evaluate innovative applications of technology, knowing when to lead, when to be a fast follower or when to take a cautious view. This will become more prevalent with the application of AI to reduce the human footprint of today's customer UX.

DON YOUNG
The Monitoring Association

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1. Recruiting employees remains highly challenging, especially as the industry's workforce and leadership transitions to Millennials. The industry needs to rethink its approach to cross generational educational programs for training technical, sales and operational staff that resonates with next gen workers and leaders. This includes attracting leaders from various companies to pick up the baton for industry trade and code and compliance organizations. Brand and culture are important considerations for attracting and retaining employees at all levels within an organization.

2. As market penetration increases for intrusion systems, PERS, mPERS and other tracking services, false alarm dispatches will continue to plague the industry unless there is a significant shift in handling of alarms. Whether from a professionally or self-installed system for a home or business or a location-tracking device, the industry needs to make greater strides in using technology to insure the validity of the alarm and reduce the impact of responding to alarms.

3. Millions of devices that use 2G and 3G technology are affected across many industries. Faced with a looming deadline, the industry will be rushing to the finish line to refresh communications protocols. This will be exasperated as alarm dealers and integrators struggle from higher attrition, the cost of the upgrade and the limited time to complete.

4. Contraction of capital infusion and lending by banks and private equity as margins continue to fall for monitoring services, creation costs increase for residential systems, and competition accelerates from industry disruptors. As a result, many banks and PE firms are rethinking lending metrics and enterprise valuations and limiting their exposure to the market, unless it's a compelling opportunity from a strong player.

5. Traditional industry players continue to be challenged with competition from industry disruptors, especially as Millennials begin to overtake Baby Boomers in population and consumer spending. Brand loyalty and the buying habits of Millennials are very different from previous generations. Dealers and integrators will need to adjust their brand strategies to align with the next gen's high expectations of the brands they will be loyal to. This includes making sure their brand values and actions within the communities they serve resonate with consumers in their marketplace.

GEORGE DE MARCO
Deco Ventures

1. Access control equipment remains vulnerable to cyberattacks, and cybersecurity risks have increased significantly in recent years as more vendors have transitioned to selling connected and IoT-enabled equipment. Compared with video surveillance systems, which were quickly transformed by the advent of network video surveillance cameras, the access control market has lagged behind in adopting networked equipment. As early iterations of connected equipment have been gradually introduced to most markets, new cybersecurity risks have emerged. Recent iterations of MIFARE DESFire and iCLASS Seos credentials are viewed as relatively secure, but most cyberattacks against access control systems today have attempted to compromise control panels and access control software. When control panels are remotely hacked, a malicious actor could open doors or lock doorways using relay latch commands or use the controller as a springboard to further infiltrate a corporation's local IT networks.

2. As IoT communication protocols are set to become more popular and enable a widespread use of wireless sensors in commercial security systems buildings, the biggest concern remains with cybersecurity of IoT based systems. Installers will also be required to demonstrate a wider array of skills that include IT expertise necessary to troubleshoot connection issues.

3. For cameras, the level of inference is something that can be changed with tradeoffs in features, accuracy, frames rates and resolution, but these new "AI cameras" be able to process basic convolution neural network with low frame rates. This will allow cameras to do basic object detection and classification leading "the motion detection of tomorrow" hinting it will become a standard feature.

4. Tariffs and trade disputes are affecting some regional video surveillance equipment markets. Partly as a result of this, the average price of equipment has been increasing in some regions.

5. Privacy and revenue were big challenges for the smart home in 2019. For privacy, companies such as Amazon, Google and Apple were forced to address audio recording audits by introducing new features that allow uses to delete and manage stored recordings. In another example, The Monitoring Association challenged Ring in terms of its close ties to police in the United States. For privacy advocates and the use of camera recording in public spaces, this shows that associations and consumers may not be ready for 24/7 streaming video in public spaces, especially neighborhood courtyards and sidewalks. As a result, many brands started looking for ways to move analytics and other features to the edge, reducing the need for Cloud services.

BLAKE KOZAK
IHS Markit

1. While mergers and acquisitions make the list every year, it was a key trend of 2019 as well; the consolidation of security integrators continues to increase.

2. Cybersecurity is a daily threat in any industry, but ransomware took on a new life victimizing municipalities, higher education, SMBs and more.

3. Five years ago all industries were working to incorporate Big Data into business strategy as quickly as possible. Now there is a focus on how to do so responsibly and legislation is moving to set parameters to protect consumers' privacy. While GDPR isn't new, California and other states are quickly following suit.

4. As the security industry is looking to attract and retain talent, keeping top performers is a struggle in a good economy where it is easy to find another job and other industries are providing more progressive benefits packages.

5. Dedicating time and resources to the integration of managed services into an integrator's existing business model is a necessary challenge facing many industries, including security. RMR will only help integrators future-proof their organizations, but with competing priorities and day-to-day operations it can feel daunting to take on.

BILL BOZEMAN
PSA Security Network

Tarrifs and trade disputes are affecting some regional video surveillance equipment markets. Partly as a result of this, the average price of equipment has been increasing in some regions.

— BLAKE KOZAK

NATIONAL/REGIONAL ASSOCIATIONS

Canadian Security Assn. (CANASA)
50 Acadia Ave., Ste. 201
Markham, ON Canada L3R 0B3
(905) 513-0622 • (800) 538-9919
canasa.org

Electronic Security Assn. (ESA)
6333 N. State Highway 161, Ste. 350
Irving, TX 75038
(972) 807-6800 • (888) 447-1689
esaweb.org

False Alarm Reduction Assn. (FARA)
10024 Vanderbilt Cir. #4
Rockville, MD 20850
(301) 519-9237
faraonline.org

The Monitoring Assn. (TMA)
7918 Jones Branch Drive, Ste. 510
McLean, Virginia 22102
(703) 242-4670
tma.us

National Fire Protection Assn. (NFPA)
1 Batterymarch Park
Quincy, MA 02169
(617) 770-3000 • (800) 344-3555
nfpa.org

Security Industry Alarm Coalition (SIAC)
13541 Stanmere Drive
Frisco, TX 75035
(972) 377-9401
siacinc.org

Security Industry Assn. (SIA)
8405 Colesville Road, Ste. 500
Silver Spring, MD 20910
(301) 804-4700
securityindustry.org

Associated Locksmiths of America (ALOA)
3500 Easy St.
Dallas, TX 75247
(214) 819-9733 • (800) 532-2562
aloa.org

Automatic Fire Alarm Assn. (AFAA)
3246 Noe Bixby Road, Ste. 101
Columbus, OH 43232
(844) 438-2322
afaa.org

Custom Electronic Design and Installation Assn. (CEDIA)
8475 Nightfall Lane
Fishers, IN 46037
(317) 328-4336 • (800) 669-5329
cedia.net

International Assn. of Chiefs of Police (IACP)
44 Canal Center Plaza, Ste. 200
Alexandria, VA 22314
(703) 836-6767 • (800) 843-4227
www.theiacp.org

International Assn. of Fire Chiefs
4795 Meadow Wood Lane
Ste. 100
Chantilly, VA 20151
(703) 273-0911
iafc.org

International Biometrics Industry Assn. (IBIA)
1325 G ST. NW, Ste. 500
Washington, DC 20005
(202) 316-4464
ibia.org

National Assn. of Chiefs of Police
6350 Horizon Dr.
Titusville, FL 32780
(321) 264-0911
nacoponline.org

National Assn. of State Fire Marshals (NASFM)
PO Box 948238
Maitland, FL 32794
(202) 737-1226
firemarshals.org

National Electronic Security Alliance (NESA)
10024 Vanderbilt Cir. Unit 4
Rockville, MD 20850
(301) 519-9237
nesaus.org

National Fire Sprinkler Association (NFSA)
514 Progress Dr., Ste. A
Linthicum Heights, MD 21090
(443) 863-4464
nfsa.org

National Institute for Certification in Engineering Technologies (NICET)
1420 King St.
Alexandria, VA 22314
(888) 476-4238
nicet.org

Bill Bozeman discusses the state of the industry at PSA Tec 2019 in Denver. Next year's event will return to the Mile High City April 20-23.

Security professionals now have even more of a reason to begin paying attention to CEDIA Expo. Not only does it contain education sessions and product showcases for the latest in the smart home world, but it is now offering an increased focus on security. The 2020 edition will be held in Denver.

National Low Voltage Contractors Assn. (NLVCA)
29149 Chapel Park Drive
Wesley Chapel, FL 33543
(407) 801-8553
nlvca.org

National Sheriffs' Assn. (NSA)
1450 Duke St.
Alexandria, VA 22314
(800) 424-7827
sheriffs.org

National Systems Contractors Assn. (NSCA)
3950 River Ridge Dr. NE
Cedar Rapids, IA 52402
(319) 366-6722 • (800) 446-6722
nsca.org

STATE ASSOCIATIONS

Alabama Alarm Assn.
7031 Halcyon Park Drive
Montgomery, AL 36117
(334) 272-7822
alabamaalarm.org

Arizona Alarm Assn. (AzAA)
2158 N. Gilbert Road #116
Mesa, AZ 85203
(480) 831-1318
azalarmassociation.com

Arkansas Security Alarm Assn. (ASAA)
P.O. Box 773
Fort Smith, AR 72902
(479) 785-2323
arkansasalarm.org

Burglar and Fire Alarm Association of Michigan
629 W. Hillsdale
Lansing, MI 48933
(517) 485-4832
bfaam.org

California Alarm Assn. (CAA)
333 Washington Blvd. #433
Marina del Rey, CA 90292
(800) 437-7658
caaonline.org

California Automatic Fire Alarm Assn. (CAFAA)
P.O. Box 1459
Fremont, CA 94538-0013
(888) 607-5959
cafaa.com

Colorado Burglar & Fire Alarm Assn. (CBFAA)
820 S. Monaco Pkwy #141
Denver, CO 80224
(303) 805-0885
cbfaa.org

Connecticut Alarm & Systems Integrators Assn. (CASIA)
P.O. Box 7230
Wilton, CT 06897
(203) 762-2444 • (800) 762-3099
casiact.org

Alarm Assn. of Florida (AAF)
1830 N. University Dr. Ste. 329
Plantation, FL 33322-4114
(954) 748-7779 • (800) 899-2099
fla-alarms.org

Georgia Electronic Life Safety & Systems Assn. (GELSSA)
P.O. Box 2924
Suwanee, GA 30024
(404) 991-3687
gelssa.com

Illinois Electronic Security Assn. (IESA)
1200 N Arlington Heights Rd,
Ste 240
Itasca, IL 60143
(224) 347-9061
iesa.net

Kansas City Burglar & Fire Alarm Assn. (KBFAA)
8220 Melrose Dr.
Lenexa, KS 66214
(913) 362-0000
kcbfaa.com

Kansas Electronic Security Alliance (KESA)
300 Lakeshore Dr.
Newton, KS 67114
(301) 519-9237
kesaus.org

Louisiana Life Safety & Security Assn. (LLSSA)
208 W. Gloria Switch Road, #112
Lafayette, LA 70507
(337) 886-7282
llssa.org

Maine Burglar & Fire Alarm Assn. (MBFAA)
325 US Route One
Falmouth, ME 04105
(207) 775-5755 • (866) 551-6377
mainealarm.org

Maryland Burglar & Fire Alarm Assn.
10024 Vanderbilt Cir. #4
Rockville, MD 20850
(301) 519-9237
mdbfaa.org

Massachusetts Systems Contractors Assn. (MSCA)
1 Merchant St. #112
Sharon, MA 02067
(781) 784-2102
msca-systems.org

Metropolitan Burglar and Fire Alarm Assn. of New York (MBFAA)
P.O. Box 54
Brooklyn, NY 11204-0054
(718) 894-6712
mbfaa.com

Minnesota Electronic Security & Technology Assn. (MNESTA)
161 St. Anthony Road #820
St. Paul, MN 55103
(651) 287-6400
mnesta.org

Mississippi Electronic Security Assn. (MSESA)
P.O. Box 720252
Byram, MS 39272
(601) 668-0528
ms-esa.com

Nevada Security Assn. (NSA)
205 N. Stephanie St., D170
Henderson, NV 89074
(702) 551-4672
nevadasecurityassociation.org

New Jersey Burglar & Fire Alarm Assn. (NJBFAA)
96A Vanderburg Road
Marlboro, NJ 07746
(609) 695-4444
nj-esa.org

New York Burglar & Fire Alarm Assn. (NYBFAA)
1971 Western Ave., Ste. 1105
Albany, NY 12203
(814) 838-0301 • (800) 556-9232
nybfaa.org

North Carolina Electronic Security Assn. (NCESA)
110 Horizon Dr., Ste. 210
Raleigh, NC 27615
(919) 459-2070
ncbfaa.net

Electronic Security Assn. of Ohio
8984 Darrow Road, Ste. 2-281
Twinsburg, OH 44087
(855) 315-6746
secureohio.org

Oklahoma Burglar & Fire Alarm Assn. (OKBFAA)
P.O. Box 1585
Norman, OK 73070
(405) 664-0270
okbfaa.org

Oregon Burglar & Fire Alarm Assn. (OBFAA)
P.O. Box 19688
Portland, OR 97280-0688
(503) 624-6487
obfaa.org

Pennsylvania Burglar & Rhode Island Alarm and Systems Contractors Assn. (RIASCA)
PO Box 19347
Johnston, RI 02919
rialarmassociation.org

South Carolina Electronic Security Assn. (SCESA)
P.O. Box 1763
Columbia, SC 29202
(877) 252-0580
sc-esa.org

Tennessee Electronic Security Assn. (TNESA)
P.O. Box 150062
Nashville, TN 37215
(615) 791-9590
tnesa.com

Texas Burglar & Fire Alarm Assn. (TBFAA)
P.O. Box 224848
Dallas, TX 75222-4848
(877) 908-2322
tbfaa.org

Electronic Security Assn. of Utah
358 S. 700 E. B #602
Salt Lake City, UT 84102
(385) 229-2120
esautah.com

ESA of Virginia
763 Piney Forest Road
Danville, VA 24540
(800) 538-2322
esa-va.org

Electronic Security Association of Washington
P.O. Box 73087
Puyallup, WA 98373
(360) 739-7772
waesa.org

Western Burglar & Fire Alarm Assn. (WBFAA)
333 Washington Blvd., #433
Marina del Rey, CA 90292
(800) 809-0280
wbfaa.net

Wisconsin Electronic Security Assn. (WIESA)
P.O. Box 28882
Greenfield, WI 53228
(414) 459-3260
wiesa.org

2020 SECURITY INDUSTRY EVENTS CALENDAR

Dates and locations of events subject to change. Please call or check websites to confirm.

JANUARY

7-10: International Consumer Electronics Show (CES) – Las Vegas Convention Center, the Hilton and the Venetian; (866) 233-7968; *ces.tech*

9-14: American Correctional Association Winter Conference – San Diego Convention Center; (800) 222-5646; *aca.org*

12-14: National Retail Federation (NRF) Convention & Expo – Jacob K. Javits Convention Center, New York City; (202) 626-8108; *nrf.com*

21-23: National Association of Home Builders Show – Las Vegas Convention Center; (202) 266-8111; *buildersshow.com*

FEBRUARY

5-7: California Automatic Fire Alarm Association (CAFAA) Annual Conference – Hilton Hotel, Palm Springs, Calif.; (888) 607-5959; *cafaa.com*

6-8: Barnes Buchanan Conference – The Breakers, Palm Beach, Fla.; (412) 562-1433; *barnesbuchanan.com*

8-11: National Sheriffs' Association Winter Conference – JW Marriott, Washington, D.C.; (800) 424-7827; *sheriffs.org*

9-13: BICSI Winter Conference and Exhibition – Tampa Bay Convention Center, Tampa, Fla.; (813) 979-1991; *bicsi.org*

24-28: RSA Conference – Moscone Center, San Francisco; (800) 927-5007; (617) 848-8768 *rsaconference.com*

26-28: NSCA Business and Leadership Conference – Four Seasons Resort and Club, Irving, Texas; (319) 366-6722; *nsca.org*

MARCH

11-12: Border Security Expo & Conference – Henry B. Gonzalez Convention Center, San Antonio; (301) 493-5500, ext. 3388 *bordersecurityexpo.com*

11-12: Connect:ID – Walter E. Washington Convention Center, Washington, D.C.; (202) 789-4452; *ibia.org*

17: *Security Sales & Integration*'s Annual Sales and Marketing (SAMMY) Awards, plus *SSI* Industry Hall of Fame ceremony and Most Valuable Product (MVP) Awards; Sands Expo & Convention Center, Las Vegas; (310) 533-2413; *securitysales.com*

18-20: International Security Conference (ISC) West Expo – Sands Expo and Convention Center, Las Vegas; (800) 840-5602; *iscwest.com*

23-26: World Game Protection Conference – Tropicana, Las Vegas; (702) 407-9900; *worldgameprotection.com*

March 30-April 1: InfoSec World Conference & Expo – Disney's Contemporary Resort, Lake Buena Vista, Fla.; (508) 879-7999; *misti.com*

March 30-April 2: International Wireless Communications Expo – Las Vegas Convention Center; (800) 927-5007; *iwceexpo.com*

APRIL

20-23: PSA-TEC – Sheraton Downtown, Denver; (800) 525-9422; *psatec.com*

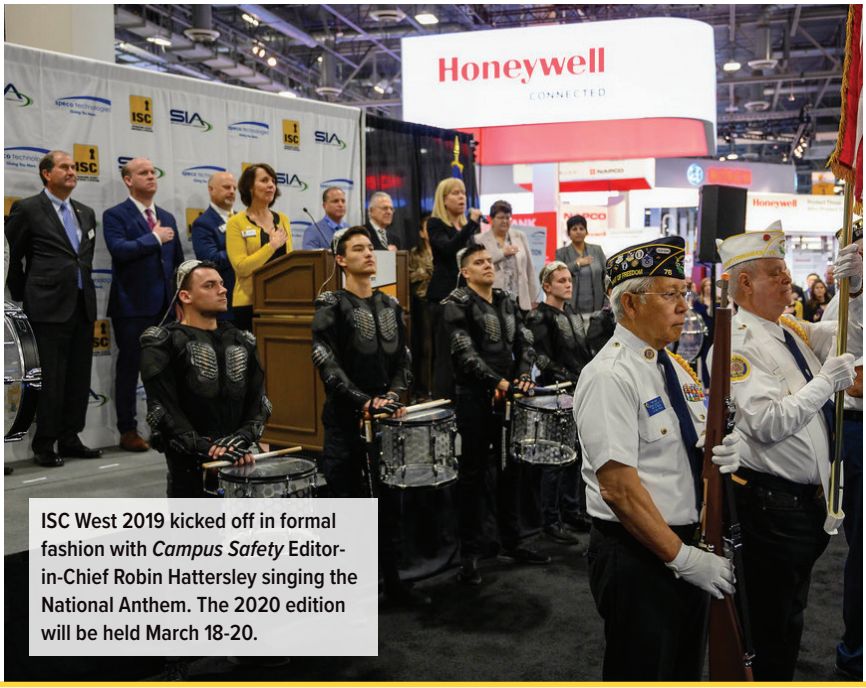
22: *Security Canada East* Sheraton Laval, Laval, Quebec; (800) 538-9919; *securitycanadaexpo.com*

29-May 2: NFSA Annual Seminar & Fire Sprinkler Expo – JW Marriott Desert Ridge, Phoenix; (845) 878-4200; *nfsa.org*

MAY

4-7: Automatic Fire Alarm Association (AFAA) Annual Meeting & Codes Conference – Pointe Hilton Tapatio Cliffs Resort, Phoenix; (844) 438-2322; *afaa.org*

6: Security Canada Alberta – River Cree Resort & Casino, Edmonton; (800) 538-9919; *securitycanadaexpo.com*



ISC West 2019 kicked off in formal fashion with *Campus Safety* Editor-in-Chief Robin Hattersley singing the National Anthem. The 2020 edition will be held March 18-20.

12-14: International Association of Chiefs of Police (IACP) Technology Conference – Portland, Ore.; (703) 836-6767; *theiacp.org*

13: Northeast Security & Systems Contractors Expo – DCU Center, Worcester, Mass.; *neacc.org*

13-16: California Alarm Association (CAA) Summer Convention – Hilton Palm Springs (Calif.) Resort; (800) 437-7658; *caaonline.org*

19-21: Connections Connected Home Conference – Hyatt Regency San Francisco Airport; (972) 490-1113; *parksassociates.com/events/connections-us*

19-21: IFSEC Int'l – ExCel London; +44 (0)20 7921 8166; *ifsec.events/international*

27: Security Canada Ottawa – Ottawa Conference & Event Centre; (800) 538-9919; *securitycanadaexpo.com*

JUNE

2-3: International Association of Professional Security Consultants (IAPSC) Conference – Sheraton Grand Wild Horse Pass Resort, Phoenix; (415) 536-0288; *iapsc.org*

2-3: SIA Government Summit – Washington, D.C.; (301) 804-4700; *govsummit.securityindustry.org*

9-12: Electronic Security Expo (ESX) – Nashville Music City Center; (877) 628-9558; *esxweb.com*

13-19: InfoComm – Las Vegas Convention Center; (703) 279-6385; *infocommshow.org*

15-17: Campus Safety Conference West – The M Resort, Las Vegas; (508) 663-1500; *campussafetyconference.com*

15-18: National Fire Protection Association (NFPA) Conference & Expo – Orange County Convention Center, Orlando, Fla.; (888) 397-6209; *nfpa.org*

17: Security Canada West – River Rock Casino Resort, Richmond, British Columbia; (800) 538-9919; *securitycanadaexpo.com*

22-24: National Retail Federation (NRF) Protect Loss Prevention Conference & Expo – David L. Lawrence Convention Center Pittsburgh; (202) 626-8108; *nrf.com*

22-25: National Sheriffs' Association (NSA) Annual Conference & Exposition – Tampa Convention Center, Tampa, Fla.; (703) 838-5321; *sheriffs.org*

June 29-July 1: TechConnect World Conference & Expo – National Harbor, Md.; (925) 353-5004; *techconnectworld.com/World2020*

JULY

12-14: Campus Safety Conference East – Bethesda North Marriott Hotel and Conference Center, Rockville, Md.; (508) 663-1500 *campussafetyconference.com*

19-25: Associated Locksmiths of America (ALOA) Convention and Security Expo – Kansas City Convention Center, Kansas City, Mo.; (214) 819-9771; *aloa.org*

26-28: Campus Safety Conference Texas – San Antonio Marriott Rivercenter; (508) 663-1500; *campussafetyconference.com*

AUGUST

2-5: Association of Public-Safety Communications Officials (APCO) Conference – Orlando, Fla.; (386) 944-2450; *apco2020.org*

7-10: Fire-Rescue Int'l Conference & Expo – Phoenix Convention Center, Phoenix, Ariz.; (703) 273-0911; *iafc.org*

SEPTEMBER

8-12: Custom Electronic Design & Installation Association (CEDIA) Expo – Colorado Convention Center, Denver; (800) 669-5329; *cediaexpo.com*

16: Security Canada Atlantic – Casino New Brunswick, Moncton, New Brunswick; (800) 538-9919; *securitycanadaexpo.com*

21-23: Global Security Exchange (GSX) – Georgia World Congress, Atlanta; (703) 519-6200; *gsx.org*

Sept. 28-Oct. 1: Electronic Security Association (ESA) Leadership Summit – Omni Frisco Hotel at the Star, Frisco, Texas; (888) 447-1689; *esa-summit.com*

OCTOBER

21-22: Security Canada Central – Toronto Congress Centre; (800) 538-9919; *securitycanadaexpo.com*

24-28: The Monitoring Association (TMA) Annual Meeting – JW Marriot Beach Resort, Marco Island, Fla.; (703) 242-4670; *tma.us*

NOVEMBER

9-11: Total Tech Summit – Huntington Convention Center, Cleveland; (508) 208-7655; *totaltechsummit.com*

18-19: International Security Conference (ISC) East – Jacob K. Javits Center, New York; (800) 840-5602; *isceast.com*

18-19: ASIS Int'l New York City Security Conference & Expo – Jacob K. Javits Center, New York; (703) 519-6200; *asisonline.org*

DECEMBER

2-5: California Alarm Association (CAA) Winter Convention – Fairmont, San Francisco; (800) 437-7658; *caaonline.org*

SECURITY CIRCUIT SPOTLIGHT

Below are scenes from various industry events hosted or attended by *Security Sales & Integration*, including the SAMMY Awards program, Electronic Security Expo (ESX), Global Security Exchange (GSX), Milestone Integration Platform Symposium (MIPS), Campus Safety Conference and California Alarm Association (CAA) spring convention.

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[1] The 2019 edition of the Milestone Integration Platform Symposium (MIPS) took place Feb. 25-27 at the Gaylord Opryland Resort in Nashville and was attended by a record-breaking 700+ attendees. **[2]** *Security Sales & Integration* visited EMERgency24 at the central station's headquarters in Des Plaines, Ill. Steve Mayer, vice president of operations and administration, left, and Kevin Lehan, national sales and marketing manager, led the tour of the state-of-the-art facility. **[3]** The 2019 SAMMY (Sales and Marketing) Awards attracted a standing room only mass of security professionals to the Venetian in Las Vegas, held April 9. The affair included the *SSI* Industry Hall of Fame induction ceremony. Here, Paul Boucherle, principal of Matterhorn Consulting and an *SSI* contributing writer, speaks following his induction with PSA Security CEO Bill Bozeman looking on. Other 2019 inductees included Alan Glasser, executive director of the Metropolitan Burglar and Fire Alarm Association of New York; Paul Marcus, founder of the PSA Security Network and Securus; Richard Sampson, founder and currently chairman of American Alarm and Communications; and Steve Van Till, president and CEO of Brivo. **[4]** Several hundred security alarm industry professionals were once again on hand for the Electronic Security Expo (ESX), held in Indianapolis. The event delivered a worthwhile and valuable mix of educational sessions, social networking opportunities and awards programs, as well as an expo hall with more than 100 vendors.

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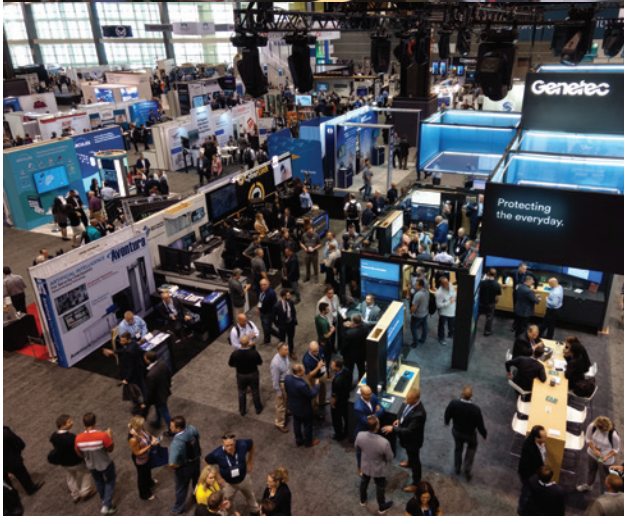

[5] The California Alarm Association (CAA) hosted its annual spring convention in Palm Springs, May 15-18. Members from the association's regional chapters, joined by other industry professionals, convened at the Hilton Resort for a weekend of networking, a general assembly, educational sessions, golf tournament and a products and services exhibition. **[6]** As a sign of these tragic times, active shooters was far and away the leading topic of sessions and discussion at the 2019 Campus Safety Conference (CSC) East in the summer just outside Charlotte, N.C. Presented by *SSI*'s sister publication *Campus Safety*, it was the final CSC of the year with West and Texas installments conducted earlier in the year. **[7]** GSX 2019 took place at McCormick Place in Chicago, Sept. 8-12. The annual ASIS Int'l show saw 20,000 registrants from more than 125 countries and hosted more than 550 exhibitors. Trends seen at this year's show included machine learning to create ROI and drive business efficiencies, deeper system integrations, such as video surveillance and access control, and more.

There are a lot of things going on in our industry right now that are extremely dangerous to the way we've historically done business. Adaptation and change are the new norm in our space. **We've seen more disruption in the last five years than we've seen in the last 25 years.**

— Michael Morton, Chief Revenue Officer, EMC Security

"We're dealing more with IT departments now than we ever have. In the past we dealt with physical security, the electronic security department and all that. Now the IT people are making the decisions both on picking a product and then on running a product. **You've got to have people and trained people that can handle the high-level networking.**

— Jim Muncey, President, Structure Works

The integrator that chooses to go all-in to continue to develop their overall level of expertise in IT/IP-related areas will open the door to many opportunities as we move forward in the network IoT world. The end user wants all the facets of their security solution networked and easily managed, including remote management of their security. **Video surveillance, access control, intrusion — all on one secure network.**

— Joe Grillo, Founder & CEO, ACRE

A pain point for us is really that this space is getting crowded. Maybe the better word for that is polluted because, for example, we have cable companies that are in our territories. [They] are bundling, and they're really misrepresenting what they're offering.

— John Campau, Owner, Comtronics

False alarms are something that we're consistently trying to tackle. And that goes into using better technology to verify false alarms, whether we start working with AI or just making it easier for customers to report false alarms, or avoid them in the first place. We focus on false alarms because they have a ripple effect. **Experiencing false alarms tends to reduce customer usage, which leads to attrition.**

— Amy Becht, Director, Central Stations, Vivint

"[Cybersecurity] is a constant threat. It's not going to go away. That's one of the things that gives me more gray hairs. It's not like we're going to come up with a technical solution, and two years down the road this is going to be something we're not going to worry about. **This is an issue we're going to be worrying about the rest of our lifetimes.**

— Sean MacCarthy, VP, Versar Security Systems

We continue to see a great deal of interest surrounding video analytics and how our access control solutions can mitigate risk while establishing efficiencies across the enterprise. **Data, both on-premises and in the Cloud, continues to multiply at a very high rate, commensurate with the growth in cameras, IoT devices and sensors being deployed.**

— Nimesh Patel, Director of Strategic Sourcing, Convergint Technologies

The more a customer uses their system and finds value in it, the more likely they are to retain the service. In-demand and highly-engaging add-on services like video and automation generate additional RMR for service providers as well as a higher ROI for their efforts to acquire and activate new customers.

— Philip Pearson, VP Sales Operations, Alarm.com