

40 ARRESTS IN 4 MONTHS

By Keith Jentoft, President, RSI Video Technologies®



Security is evolving, technology and the business of technology is changing. The overwhelming vote in favor of updating the name of the National Burglar and Fire Alarm Association (NBFAA) to the Electronic Security Association (ESA) reflects the awareness of this new reality by its members.

NBFAA/ESA member company, EyeSite Surveillance, Inc. out of Chandler, AZ is an ideal example. EyeSite is not the old stereotype of an alarm company. They develop and sell mobile surveillance units (MSUs) to commercial customers in the Phoenix region. Their systems are used outdoors at construction sites, remote facilities and storage lots.



With the growth of their company, they began to see business opportunities beyond the scope of the solar-powered surveillance units and thought about the value of recurring monthly revenue found in more traditional applications. Jason Gratton, president of EyeSite said, “We were finding customers with applications and needs beyond our MSUs, people looking for security systems and not simply surveillance.”

Gratton turned to Videofied, a wireless alarm system supplied by NBFAA/ESA associate member, RSI Video Technologies. Videofied uses Motion Viewers combining cameras and PIR detectors into a single device. EyeSite found that this new technology allowed them to complement their existing video solutions. The fact that the system operated for up to 4 years on batteries and transmits the alarm and video to the station over the cell network was a big factor. As Gratton states, “It is both wireless and unplugged so we didn’t need to run any wires, not even to the panel.”



EyeSite began using this new system to supplement their MSUs and then started selling Videofied as a “stand alone” intrusion alarm to their commercial customer base. The affordability of the new system meant that EyeSite could approach customers who formerly couldn’t work with EyeSite because of cost issues. Before, EyeSite had been limited to approaching only large construction sites or contractors, but now they were able to offer a wireless solution that made sense in residential construction and small contractors. It also opened new opportunities for protecting vacant buildings and foreclosed properties, a tough but growing market.

As they began to install the new systems, it became apparent that the Videofied systems were adding greater value than traditional alarms – they were delivering apprehensions. Gratton said, “At the high end, our surveillance trailers document what happens on site and provide an ‘eye in the sky’ for someone wishing to look in real time and see their facility. At the other end, the basic burglar alarm sends a signal that some kind of sensor has tripped. In the middle, our Videofied system immediately sends a 10-second video clip of the intruder to the central station where police are dispatched to a verified incident. We are not trying to identify anyone, just to verify that a person is present. The video clip makes the difference and gives us the apprehensions.”



At one site, EyeSite has had more than 40 arrests since April of this year. The site is a distribution center consisting of a fenced lot, which includes a vacant building. The vacant lot is rented to store trucks, heavy equipment and excavating materials. The trucks and equipment stored on the site have been the targets of major theft and vandalism and the vacant building had become an attraction to local

youth. Because the distribution center had been hit numerous times, the owners contacted EyeSite looking for an affordable solution. EyeSite installed Videofied and almost immediately began getting apprehensions.

“For a while it seemed that every time it got dark we got apprehensions,” said Gratton. The intruders ranged from small groups of kids with baseball bats breaking truck windows to thieves with trucks and trailers cutting the gate to cart away the equipment. Each time the central station received video clips of the intruders, they were able to dispatch local police to a verified incident. The police have made over 40 arrests. “This is unprecedented,” said Gratton. “I have never heard of anybody getting this many arrests before.” We know this is hard to believe so videos of the actual intrusions seen by the central station are now on-line and can be viewed at www.alarm.org/videotech.

“Moving into monitored alarms meant that EyeSite had to change as a company. We needed to build relationships with a central station as well as adopt other processes found in the traditional RMR business. As we looked for support we found NBFAA to be a valuable resource and we became a member. We are excited that their vision is larger than traditional burg and fire and has expanded to include a broader view of security,” said Gratton.

The point of this case study is that new technology and the companies that employ it are improving traditional security with results that are setting unparalleled levels of value for their services. NBFAA/ESA is growing to reflect this evolution and better represent the industry to the public and authorities. We want to embrace companies like EyeSite and grow as an association as we provide broader services to more members.

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