ISSUE 6 | JUNE 2023

Security Dealer DIGEST

SEi Delivers Seamless Solutions for Fortune 500®, Veritiv Corporation

Introducing XV-24 with AlarmVision™ pg. 14

MDUs: A Growing Market Opportunity pg. 40

Giving Back Spotlight: Allied Alarm Services pg. 50

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NOTE FROM HQ

Kyle Heironimus, Vice President of Advanced Products

Innovation. It's a word that has almost become meaningless. Who doesn't claim to innovate? As I write this, congress is discussing the "Innovation Restoration Act." A quick Google search of the word brings up over 3 billion results including articles like "17 Ways to Build a Culture of Innovation" or "The Costs of Innovation." When most people think of innovation, they think of spaceships and lasers and artificial intelligence.

The dictionary definition of innovation is "the introduction of something new." That's not necessarily something outlandish or technically difficult. It's not even necessarily positive. For example, New Coke, the Microsoft Zune and Google Glass were all innovations, but not necessarily good ones.

At DMP, one of our nine company values is "Innovation and Initiative." Innovation has been a part of DMP's culture the entire 48 years of our existence. To really get an idea of what innovation means at DMP, read the first sentence of **DMP's mission statement: "DMP provides customer-driven products through listening, anticipating needs and responding quickly with innovative solutions that work."** This sentence was carefully crafted over 20 years ago and still reflects DMP's idea of innovation. We don't want any innovations that are not driven by our customers, you, the DMP dealer. Our job is to make you successful. How do we do that?

By listening. We are always listening to what you tell us. We have sales, training, and tech support people talking with dealers every day. We have Dealer Roundtable and Owners Forum events where we can sit down and talk with you. Our product team works closely with your teams when we create new products.

By anticipating needs. Sometimes we hear a request and it's so good, we just implement it as soon as its mentioned. But more often, we hear requests and come up with a feature based upon the state of the industry, what other dealer's have asked, and based upon the request. Our job is to keep an eye on the industry as a whole, then take your needs and apply them. That might mean doing it differently than you asked, but hopefully, as a dealer-manufacturer team, we come up with an even better one.

By responding quickly. DMP is not part of a giant public conglomerate that requires approval and cost-justification for every decision made. When we hear a good idea, we can often jump on it and get it implemented in weeks. Our goal is to always be listening and be ready to give you what you need.

By providing innovative solutions that work. We could have stopped at "innovative solutions" but added "that work." As mentioned earlier, New Coke was an innovative solution, but it didn't work. No one wanted it. We can be innovative and provide new shiny tech, but if it doesn't help you provide safety and convenience to your customers and does not bring RMR to your business, it doesn't work. You can walk around a trade show or read security magazines and see all kinds of tech that looks really cool, but when you ask yourself, "Does that help my customer solve a problem and provide a way for me to grow my business?" The answer is quite often, "No."

As Vice President of Advanced Products and a DMP employee for over 20 years, my goal every day is to work on "innovative solutions." I'm looking at innovations in technology that can be used by the security industry. I'm also looking for "innovative solutions that work." If it's not something that you, our long-term dealer partner, can use in your business, I continue looking.

Security Dealer DIGEST

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EVENTS RECAP

The recipients of the Gold Dealer Award for 2022 at this year's DMP Owners Forum.

NJELSA

March 15-17

The New Jersey Electronic Life Safety Association (NJELSA) Annual Symposium took place in Atlantic City, New Jersey. DMP was a sponsor for this three day event where alarm dealers who do business in NJ have the opportunity to receive license credits for their Burglar and Fire Alarm License. The event had over 300+ attendees and close to 100 vendors for the trade show. This is the best-attended event in the tri-state area.

ADT Commerical Banking Summit

March 28

The Strategic Accounts Team had the pleasure of joining with other ADT partners to help sponsor the ADT Commercial Banking Summit in Atlanta, GA. The event consisted of a couple days of strategic discussions, solutions training, and collaborative opportunities mutually beneficial for both the DMP and ADT Commercial teams.

DMP Owners Forum

March 28

The DMP Owners Forum is an invitation-only event where executive managers (owners, presidents, vice-presidents) of DMP's top dealers by sales volume are invited to attend. The event takes place every year in Las Vegas the day before ISC West begins. This year, there were several great panelists as well as a cooking demo. It was held again at the iconic Keep Memories Alive Event Center.

ISC West

March 28-31

At this year's ISC West, DMP's booth featured many new exciting products. Including a demo for the XV-24 with AlarmVision, as well as an opportunity to get hands-on with the new 7-Inch Touchscreen Keypad and V-6000 Series Cameras. As always, guests were treated to a laser show at the booth! Join us in 2024 at the same booth on April 10-12!

RLPSA Conference

April 2-5

The Restaurant Loss Prevention and Security Association's Annual Conference is the premier meeting place for loss prevention professionals within the restaurant and food service industry to network. With a focus on best practices to identify and mitigate risk, while providing a safe and secure environment for customers and employees, RLPSA is the forum for loss prevention professionals to connect and develop their skills.

IMPACT 2023

April 17-19

IMPACT 2023 is the National Security Institute's 36th Annual Security Forum. It was developed for the defense industry and government security professionals. This three day training event was a great opportunity to network with others in the security industry, exchange ideas and learn best practices.

NAVCO National Kickoff Meeting and Vendor Fair

May 14-17

NAVCO names DMP as "Outstanding Technical Support" award winner for 2023. NAVCO is a trusted authority on security systems integration for several industries with complex needs. The NAVCO National Kickoff brings together the national sales, operations and marketing teams from all parts of the USA into one location for strategic meetings, recognition and awards, and interactive meetings with select vendor partners.

UPCOMING

Sales ACADEMY

MAY 23-26, 2023
SPRINGFIELD, MO

ESX ELECTRONIC SECURITY EXPO

JUNE 5-8, 2023
LOUISVILLE, KY

TECHNICIAN BOOTCAMP

JULY 11-14, 2023
SPRINGFIELD, MO

View all upcoming events and trainings here:

RECAP OF THE 2023 OWNERS FORUM

As is our tradition at DMP, the day before the ISC West in Las Vegas is the DMP Owners Forum. The Owners Forum is a by-invitation-only event that we present for our biggest and best dealers.

Although the content and agenda varies from year to year, our goal is to provide you with keynote speakers and information that can help you grow your business immediately.

"I really appreciate DMP's effort to take care of their dealers. They are an extremely professional company with an amazing culture and leadership." said Tim Westphal, CEO of Bay Alarm Company, a perennial attendee to the event.

This year was the biggest Owners Forum yet, and it also had the fullest lineup of keynote speakers to date. This being the tenth annual Owners Forum, we were excited to offer a line-up of speakers who were centered around a central theme of "Trust."

The foundation of any security system is trust. Your clients rely on you to provide systems that they can trust. You rely on products and services that you can trust—products that keep you successful. DMP provides those products and has for almost 50 years.

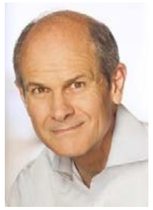
DMP events provide quality content, a great venue, and a great investment of my time. Just like DMP Products—Excellent. I'm glad to be an attendee.
Tim Creenan, CEO of Amherst Alarm

With over 200 dealers in attendance, the day started off with breakfast in the garden outside of the Keep Memory Alive® Event Center.

The Event Center is 9,800 square-feet designed by acclaimed architect Frank Gehry, to deliver a medical facility to treat brain disorders.

"The mantra is 'Keep Memory Alive,' I'm trying to make a building that people will want to visit, remember, talk about, enjoy and, ultimately, will want to partner with us at the center to help cure brain diseases." says the world-renowned architect.

"This is the third time DMP has hosted the Owners Forum at the KMA Event Center. The unique design of the building, gorgeous interior and exterior and world class kitchen provide an outstanding location for us to host the event," said DMP Event Manager, Angela Hudson, "and we like that all the proceeds from the event go to the Cleveland Clinic - Lou Ruvo Center for Brain Health for research and treatment of these debilitating brain diseases."



Our first speaker was Editor at-large of *Fortune* Magazine, Geoff Colvin has covered the economic, political, technological and competitive forces disrupting business for the past 40 years, and studied how top leaders and companies adapt and transform to win despite difficult times.

"The big takeaway," Geoff says, "is that winning companies and leaders summon

the courage to act—they stop protecting the past and start inventing the future—and they confront this reality faster than the competition."

As business leaders face their biggest challenge ever, Geoff Colvin is the voice of experience who shines a light—revealing a clearer path for an uncertain future. His columns and cover stories for *Fortune* have earned him millions of loyal fans. Many of them also hear him dispense critical business insights on the CBS Radio Network, where he reaches seven million listeners each week.

Geoff's bestselling books include *The Upside of the Downturn*, *Talent is Overrated*, and *Humans are Underrated*. Geoff co-wrote an article for *Fortune* with Ram Charan, earlier in 2022 titled, "Six Crucial Steps for Managing Through Periods of High Inflation."

VIEW ARTICLE

Our second speaker, and the emcee for the entire day was Lieutenant Colonel Jason O. Harris. He is a best-selling author, expert thought leader and professional pilot. As a fourth-generation military member, Jason's distinguished career in the US Air Force has spanned more than two decades. He has served, continuously, on active duty and currently as Squadron Commander in the Air Force Reserve Command. Since graduating from the United States Air Force Academy, he has flown multiple aircraft over the course of his career, including 11 deployments with more than 2,000 combat hours and 470 combat sorties around the globe.

These high-risk combat experiences have all served as the launching point for his proprietary "No Fail Trust™" framework. His proven methodology serves organizations and teams as a tool to empower executives and team members to foster an environment of mutual trust, responsibility and productivity.

ISSUE 5

After taking a break to honor and recognize all the DMP Dealer Award recipients (covered in the last issue of the DMP Security Dealer Digest, p. 8-13).

It was time for lunch, as Chef Simon Majumdar made his way to the stage to provide a unique way to enjoy a meal. Who doesn't love a celebrity chef cooking demo!

Chef Simon is a world-renowned broadcaster, author and cook who has dedicated the second half of his life to fulfill his ambition to "Go Everywhere. Eat Everything." It is a journey that has taken him to all fifty states and to dozens of countries around the world. He has written three books including *Eat My Globe*, *Eating for Britain* and his latest book, *Fed, White, and Blue*, which catalogs his journey to American citizenship. Simon is also a well-recognized TV personality, regularly appearing on *Food Network* and *Cooking Channel* shows such as *Tournament of Champions*, *Guy's Grocery Games*, *Beat Bobby Flay*, *Iron Chef America*, and *The Best Thing I Ever Ate*.

Chef Simon shared with us all the recipes, and the preparation of these mouthwatering recipes...as the wait staff provided a "Be Our Guest" moment and served them to all the attendees. Since we like to share recipes in this publication, (and if you know anything about any DMP events, you will not go home hungry), the recipes from Chef Simon are in the back of this publication where you normally find our recipes.

Finally, after a refreshing desert served outside in the garden, it was time for our Keynote Speaker and longtime friend, Dr. Henry Cloud, who was speaking to us on the very day that his new book titled *Trust*, released from Hachette Publishing.

Dr. Cloud is an acclaimed leadership expert, clinical psychologist and New York Times bestselling author. His 45 books, including the iconic *Boundaries*, have sold over 20 million copies worldwide. He has an extensive executive coaching background and experience as a leadership consultant, devoting much of his time working with CEOs, leadership teams and executives to improve performance, leadership skills and culture. Dr. Cloud founded and built a healthcare company starting in 1987, which operated inpatient, and outpatient treatment centers in 40 markets in the Western U.S. There, he served as Clinical Director and principal for 10 years. In the context of hands-on clinical experience, he developed and researched many of the treatment principles and methods he now communicates to audiences. After selling the company, he devoted his time to consulting and coaching, spreading principles of hope and life change through speaking, writing and media.

In his new book, Dr. Cloud teaches us how to manage trust in our own lives and businesses. Knowing when to give it, when to withhold it, how to earn it and how to fix it when it gets broken.

Dr. Cloud gave us a framework to understand trust more completely. Within trust, we see five characteristics of that help us understand it more fully. See page 24 for a summation that Dr. Cloud wrote for Worthy Publishing titled *5 Essentials of Trust*.

Our final presenter was Barrett Hillenburg, DMP Product Manager of Software Applications, and he shared with the room one of the more exciting product announcements that DMP has had for some time. He announced the XV-24 with AlarmVision™.

The XV-24 with AlarmVision is a new kind of video solution that is fully integrated with DMP's XR Series Control Panels, allowing for powerful two-way communication to deliver real alerts in real time. The XV-24 allows you to turn any camera into an intelligent motion detector by seamlessly combining world-class video analytics, with DMP's industry leading intrusion systems. Up to four detection regions can be added per camera, each supporting a unique zone in the panel. This means you can turn a single camera lens into four intelligent detectors, each monitoring for a different analytic, reporting to the monitoring center like any other intrusion zone. When using video verification, the monitoring center can, of course, see the clips or a real-time view of the site. To find out more about the XV-24, go to DMP.com/AlarmVision.

We would like to thank all the DMP dealers who took the time to attend the 2023 DMP Owners Forum and hope to see even more dealers at the next Owners Forum on April 9, 2024. Look for the location and speakers to be announced mid-summer.

FEATURE UPDATES

NEW V-6000 Series Cameras

The power of video cameras continue to be a crucial part of any intrusion system. Provide your customers with greater peace of mind with DMP's new line of V-6000 video cameras.

New camera formats include 2.4 GHz Wi-Fi and hardwired cube, bullets, domes and turrets. Hardwired cameras feature video analytics, including person or vehicle detection. Easily add cameras to new and existing systems.

Benefits include:

- Ethernet and Wi-Fi bullet, turret, dome and cube cameras
- Allows residential users to remotely look in on children or seniors
- Video verification available via Virtual Keypad app and the monitoring center automation software
- Your customers can select cameras remotely or view captured video via Virtual Keypad
- Available monitoring center and user video verification
- Exclusive EASYconnectVPN™ for encrypted connectivity

UPDATE XT/Com Series Version 221

Effective April 10, 2023, all XT30/XT50, XTLplus, XTLtouch Series Control Panels and Com Series Communicators are being manufactured with Version 221 firmware. Updates are also available on Dealer Admin or for download from DMP's Product Software Downloads.

Panel Improvements Include:

- Resolves an issue where the control panel would occasionally stop responding to Wi-Fi network after receiving a message with "VLAN Tag."
- Resolves an issue where the control panel would occasionally send stored messages with the incorrect time stamp.
- Resolves an issue where the control panel would occasionally not automatically rejoin the Wi-Fi network after losing connection.

UPDATE 1106 Wireless Universal Transmitter

Effective April 2023, all 1106 Wireless Universal Transmitters are shipping with Level 101 Hardware and Version 201 Firmware.

This update allows all 1106 transmitters to be programmed using encrypted or unencrypted communication. To enable encryption, wireless receivers must have Version 300 firmware or higher. New 1106 Wireless Universal Transmitters with Level 101 Hardware and Version 201 Firmware can be ordered by contacting DMP Customer Service at 1-866-266-2826 or by visiting Buy.DMP.com.

UPDATE XR Series Version 221

All XR150/XR550 Series Control Panels are being manufactured with Version 221 firmware, effective April 19, 2023.

Panel Improvement Include:

- Resolves an issue where the "No Authority" message would appear when disarming an All/Perimeter system by using the shield.
- Resolves an issue where the user disarms a system early and the panel re-arms in 28 minutes instead of 540 minutes.
- Resolves an issue where if the user presses the exit shield during an entry delay, the panel will not respond to anything entered on the keypad for 90 seconds.

Firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

UPDATE V-4061DB Video Doorbell Version V5.5.120

Effective April 7, 2023, all DMP Model V-4061DB Video Doorbells will be manufactured with updated Version V5.5.120 Build 230222.

Version V5.5.120 Build 230222 will have improvements for Wi-Fi connectivity when the doorbell would not automatically rejoin Wi-Fi networks after losing connection.

Firmware updates are available, free of charge, on Dealer Admin.

Barrett Hillenburg, Product Manager of Software Applications

This article is from a presentation originally given at the 2023 DMP Owners Forum on the XV-24 with AlarmVision.

DMP is excited about a new innovation that combines our proven control panels with IP video analytics.

When you think about the video, intrusion and access control market, there aren't many solutions that truly work together to provide an elegant solution. When other companies have attempted solutions, they have the same set of pain points for alarm companies and users.

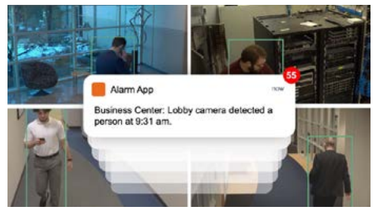
1.

MULTIPLE SYSTEMS

Most integrated options require multiple pieces: cameras, bridges, relays, etc. and software to bring it all together—but not always in one app. This can also be very expensive.

2.

OVERWHELMING ALERTS



The novelty of receiving a push notification that a person was detected wears off quickly. Often, customers call to help them disable alerts altogether. If you don't know if something is detected, what's the point of analytics?

3.

HARD TO SET UP

Difficulty adding cameras, networking issues, convoluted set up for analytics, difficulty creating regions and more make it painful and time-consuming to deploy.

4.

A NEW PRODUCT CATEGORY

Taking these challenges into consideration, we have designed a product that is:

- Integrated and intuitively managed from a single software
- Providing powerful alerts — but only when needed
- Easy to use—for you and your customer
- A new class of integrated video product: the XV-24 with AlarmVision™

5.

FULLY INTEGRATED

As you can see, the XV-24 with AlarmVision™ is a new kind of video solution that is **fully integrated with DMP's XR Series Control Panels**, allowing for powerful two-way communication to deliver real alerts in real time. The XV-24 allows you to turn any camera into an intelligent motion detector by seamlessly combining world-class video analytics, with DMP's industry-proven intrusion panels.

6.

MINIMAL INVESTMENT

With an intuitive and simple setup process, all inside Dealer Admin, your teams can deploy the XV-24 with minimal investment on site.

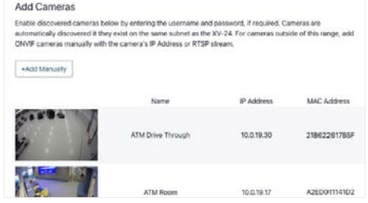
7.

AUTOMATIC DISCOVERY

When added through Dealer Admin, the XV-24 automatically begins communicating to XR Series panels and immediately begins discovering available cameras on the network.

8.

SIMPLE TO DEFINE DETECTION REGIONS



Once added, setting up video analytic regions is as simple as drawing a region, and identifying the objects to detect. Adding an alarm zone to this region is quick and easy—and it provides all the power a traditional intrusion zone would, making it as flexible as you need it to be.

Up to four detection regions can be added per camera, each supporting a unique zone in the panel. This means you can turn a single camera into four intelligent detectors, each monitoring for a different analytic object, reporting to the monitoring center in a unique way, and firing outputs or other actions independently.

Video detection zones are created in the XR panel instantly and are functional the moment they are created. With other solutions, you'd be stuck on site running wires across your customers business connecting relays to zone inputs.

9.

FULLY AWARE OF PANEL ARMED STATUS

Since the XV-24 is constantly communicating with the XR panel, it will only send alerts to your customer or the monitoring center when it matters. During normal business hours, users expect people and vehicles to be detected and, generally, don't want to be alerted. So, when their security system is disarmed, we disable alerts on cameras so unnecessary notifications are not being generated.

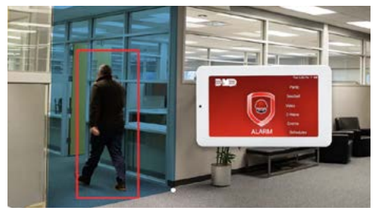
10.

ALERTS COMMUNICATED THROUGH ALARM PANEL TO MONITORING CENTER

At the close of business, when the system is armed, alerts are automatically enabled, ensuring your customer and the monitoring center are notified of any activity.

11.

USE WITH EXISTING NVR OR VMS



Imagine your customer approaches you with a problem. With their current VMS, all they can do is watch incidents after the fact. They come to you looking for a solution to deter criminals, not after damage or theft. Other solutions on the market would require you to install a bridge between the cameras and the intrusion panel, then manually wire relays to the alarm panel to trigger alarms or other alerts.

By using the XV-24 with AlarmVision™ in conjunction with an existing VMS, you can quickly deploy a device that instantly allows you to react to unwanted activity in real time. By allowing multiple regions and alarm zones per camera, you could create a region that starts at the edge of the parking lot. When a vehicle is detected, turn on some additional lights and send a notification to the end user or monitoring center. Further in, close to the building, trigger an audio messaging device and trip an alarm in the XR Series panel - alerting anyone on-site, all Virtual Keypad users, and your monitoring center.

12.

MONITORING CENTER AND END USER VIEWING INTELLIGENT VIDEO

Now, both the monitoring center and the end user are viewing live video and analytic events using DMP's video verification, allowing for quicker response by authorities, mitigating property damage and theft.

13.

A LEVEL OF INSIGHT NOT AVAILABLE BEFORE

Through Virtual Keypad, your customer has full control of their integrated intrusion, access control and video system in a simple and easy-to-use interface. With the enhanced Events tab of Virtual Keypad, your customers can view what is happening in real time at their business, by combining messages from their panel and their XV-24. And, through Video Actions, your customers can have video history of what is happening around their business, allowing a level of insight they haven't had before.

The XV-24 will completely change the way you look at designing and installing an intrusion and video system for your customers. As I was walking through a store with my wife a few weeks ago, like many of you probably do, I was taking a mental inventory of the security system they had.

In a medium-sized retail shop, I counted six motion detectors, all properly installed to provide consistent coverage of the floor. In addition to the security system, I counted nine cameras in this shop looking at the entrances, the cash registers, the office, and several angles of the retail floor.

It struck me as I walked around that the nine cameras that are recording nothing when this shop is closed can instantly be turned into intelligent sensors with the XV-24. An alarm company could come here with no additional equipment and provide a highly intelligent level of intrusion detection to the existing system. Those cameras that were doing nothing for close to 16 hours a day are now providing efficient and accurate detection to help verify alarms.

14.

COMPATIBLE WITH ANY ONVIF CAMERA

The XV-24 with AlarmVision allows you to offer a new kind of security and peace of mind to your customers. Powerful video analytics, combined with DMP's industry leading intrusion panel allows any ONVIF camera to be turned into a crime deterrent tool. Unlike other products on the market, the XV-24 isn't helping to weed out false alarms — it helps verify alarms in a way no other product can.

There's so much more the XV-24 can do. You owe it to yourself to take a closer look today.

DMP EXECUTIVE ROUNDTABLE
DEALER

SAVE THE DATE

FEBRUARY 12-13, 2024

PASÉA HOTEL & SPA

IN HUNTINGTON BEACH, CA

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Monday, January 22, 2024 at DMP.com/Events/DealerRoundtable.

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SEi Delivers Seamless Solutions for Fortune 500®, Veritiv Corporation

EDITOR'S NOTE:

Mark Hillenburg, *Vice President of Industry Relations at DMP, sat down and had a conversation with two businesses: SEi Security and Veritiv Corporation.*

Richard Okun *is in Major Accounts at SEi Security and* ***Jason Cloudt*** *is the Vice President of Sales at SEi. In addition to Veritiv Corporation, SEi has several national accounts around the country.*

Rusty Wallace *is the Director, Corporate Security, at Veritiv Corporation, a Fortune 500 company, headquartered in Atlanta. Veritiv delivers packaging solutions, from design to delivery.*

Q: How long has Veritiv been working with SEi?

RUSTY: We have been working with SEi for approximately five years.

Q: How did your businesses connect with each other?

JASON: Veritiv had several locations they wanted to centralize with a single solution, and we were able to do that. They polled their sites and out of 30 sites, only one said, "We love our existing provider." That was the Edwardsville, Kansas facility, and that's why Veritiv invited us to participate in the nationwide RFP. We responded along with other nationwide providers, and we won the business.

RICHARD: To make a long story short, the system that the users liked in Edwardsville, Kansas, was an XR500 running Entré software that we had installed a few years earlier. That system is similar to the design we now install in all their locations.

Q: What was Veritiv looking for with a new security solution?

RUSTY: We are committed to providing all Veritiv team members with a safe and secure workplace. We wanted to consolidate our security solutions so that we can leverage best practices across the country. During the RFP process, I like to ask a lot of questions because I like to understand everything. I wanted to know about the teams who provide the services we use and the various applications.

Q: What does SEi currently do for you? Intrusion, access, video? Other things? What's the full solution?

RUSTY: All that you mentioned, but the key component is the monitoring piece. They monitor all our systems. They design it, they install it and then they service it—from concept to function—making sure it stays working. A one-stop shop.

Q: How many locations does Veritiv have?

RUSTY: We have about 95 distribution centers and a few standalone offices. We have approximately 5,000 employees, just to give you an idea of size of the company. We have a lot of warehouses, big open spaces, dock doors and truck areas. The distribution centers range in size. We have some small ones and some large ones.

SEi provides full security services to Veritiv from concept to function for 95 distribution centers and approximately 5,000 employees. Rusty Wallace, Veritiv

Q: If you're doing intrusion, access, video and SEi is monitoring it for you, how are those systems integrated together?

RUSTY: I know that the applications function seamlessly together. I can go to VK (Virtual Keypad) and see what I need to see. It integrates well with the OpenEye platform we use to monitor and view our cameras.

Q: So, Richard, you're using Virtual Keypad with OpenEye integration?

RICHARD: Correct. Veritiv has standardized with XR550s company-wide, utilizing DMP access control using Virtual Keypad. Every applicable Veritiv team member understands they can bring up the cameras for basic live functionality and playback through the single interface.

Q: Of those 95-plus systems, who manages the users—adding, deleting, changing users—for all that?

RUSTY: We do that locally by Operations Managers, Transportation Managers, and sometimes Human Resources. As part of the install, SEi does training for our team members—not just to view the cameras—but how to add the cards and users. I have full access to oversee everything, which is nice. From one location, I can look at any of our sites. I love that full, integrated approach.

Q: How has your experience been with that? How did that work before in your prior experience? Did you have that type of system and how was it managed?

RUSTY: Our system works very well. My previous experience at other companies was with multiple systems that were completely independent of one another. That required multiple logins with no integration, adding time and effort to investigations. It has always been a goal to have one system with everything. The beauty of SEi is they are so hands-on if there are any issues.

Q: What has been your biggest challenge, either with the system or just with something that you've tried to overcome that SEi has helped you with?

RUSTY: We haven't had many challenges. There are always things that pop up, but I rely heavily on SEi to work through challenges. We have a great relationship. There aren't many pain points for me at any level. I've been very satisfied.

RICHARD: One thing I think has added a lot of value is the way Veritiv is set up in the security. The intrusion and access and the video are completely segmented from the Veritiv corporate network. A part of the Veritiv standard is to implement dedicated internet circuits specifically for the security. We didn't want it to hold up our deployment of these applications. So, one of the nice things we have enjoyed, is to be able to put the DMP systems online and get it functioning on the cell card until the internet connection is established (on new construction buildings). That's been a huge help and a huge benefit—getting these rolled out immediately.

RUSTY: You're exactly right. When we build a new building, the pain point was not with DMP or SEi, our pain point was with getting those internet connections installed. Now we've got a better handle on that and we're managing through it. SEi and DMP created a way to make it immediately functional.

Q: What has been your biggest surprise that solved an issue you weren't even thinking about until it happened?

With more than 14 million square feet of space, the security of our 5,000 team members is our top priority. These systems are critical to our safety commitment. Rusty Wallace, Veritiv

RUSTY: I have not had issues that we have had to overcome. The true benefit of these critical systems is that they do exactly what they are supposed to do. We are a business-to-business company, but we have a responsibility to keep our people safe and our products secure. The systems we use based on DMP just work.

RICHARD: We do site surveys, and when we tell the local management the features and benefits, the one functionality that always gets a nod is the graphic screen touchpad and built-in card reader—nobody needs to remember a code. Almost every single time, everyone is like, "Oh, wow!" because that's always a pain point setting off the alarm because someone doesn't remember their code.

RUSTY: That's one of those things you don't think about, but it makes day-to-day operations much easier for people. They can just scan their fob or their card and go.

JASON: Efficiencies are another thing. Rusty doesn't have to run the reports, they are automatic. With Veritiv we're using the Virtual Keypad, they're running their own reports to see who was in and who set an alarm.

Q: Let's talk about the installations. What's a typical number of doors, number of intrusion points?

RICHARD: They range from a 75,000 square-foot warehouse to a 550,000 square-foot office warehouse application. Card-readers range from four to 18 readers. They are good-sized applications.

RUSTY: We have 95 locations with 14 million square feet of space. Some facilities are large, like the one Richard was talking about, and some are much smaller. This

solution is easy to scale so it works no matter what size our application.

Q: Generally speaking, how has this solution worked within the budget?

RUSTY: It's value-oriented, and by that, I mean we purchased one system that provides what we need. We aren't paying for things we don't need.

Q: Do you have any recommendations or words of wisdom for people who have your type of responsibility?

RUSTY: I tell my peers across the industry this is something they should look into. At the end of the day, it works, and it does exactly what it's supposed to do. I suggest to anyone if they haven't looked at this—SEi services using DMP products—it would be worth their time to do so.

JASON: One thing I would add specifically (about DMP) from our standpoint, is the fact that Veritiv is geographically disbursed, and we can use our managed services team to support them. Having the internet connection with the ability to remote manage, whether that's through Dealer Admin or Virtual Keypad, we were able to support the products remotely which helps us support the customer without having to deploy staff to site. When Rusty has a new employee, we can remotely train them and they're off and running.

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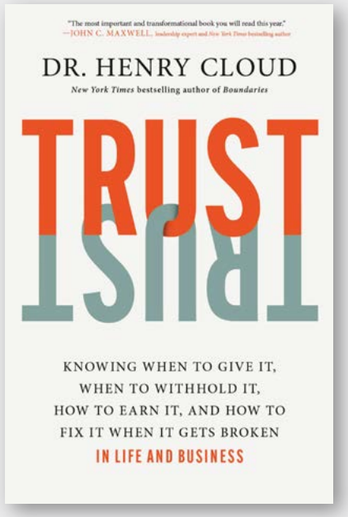
DMP BOOK CLUB: *Trust* by Dr. Henry Cloud



New York Times bestselling author, psychologist, and leadership expert Dr. Henry Cloud equips us to understand and manage trust for successful relationships through five foundational aspects.

Trust is the fuel for all of life. We are wired biologically, neurologically, emotionally, spiritually, and psychologically to trust. Nothing in our world works without it. Dr. Cloud explores the five foundational aspects of trust that must be present for any relationship to function successfully and helps us to understand how to implement them.

Rich with wisdom drawn from decades of experience in clinical practice, business consulting and research, *Trust* is the ultimate resource for managing this most complex and fundamental of human bonds, allowing us to experience more fruitful and rewarding relationships in every area of our lives.

5 ESSENTIALS OF TRUST

from Dr. Henry Cloud

UNDERSTANDING

The process of trust begins by listening and by understanding other people—what they want and what they're feeling—in short, knowing what matters to them. The task is to know them instead of to persuade them. People must feel known in order to trust. Trust begins not with convincing someone to trust you; it starts with someone feeling that you know them. When someone feels that you understand them, something magical happens. The brain begins to change, to move from its neutral or guarded state, or an "against you" state, to an open state. Their brain opens up to being open to you, and trust takes its first step.

MOTIVE

But, even when someone understands what you need, it is possible for them to be in it just for themselves and not for you. Thus, real trust is built not only through understanding but making sure the other party's motive is right, meaning that they are for your good. The second essential of trust—motive—is the one that keeps our entire system wondering about people. "Why is he or she doing this? Who is it really for? What are they trying to get out of this? Do they want something good for me too?" These are important questions that everything about us continually wants to decode in order for us to be truly "careless." When the motive is to benefit others and not just ourselves, everyone profits.

ABILITY

The third essential of trust is ability, or capacity. This means a person can deliver what you are trusting him or her to deliver. It's being able to do what you need them to do. Understanding and motive must be supported by ability. Someone can be a wonderful and capable person in many ways but not be someone we want to trust in a specific way. People make big trust decisions because they already trust someone in many ways. The person is caring, honest, works hard, has good values, and is understanding and pure-hearted, smart, and creative. He or she probably has many other positive traits, too. So, the "trust" button gets pushed, and they entrust something to such a good person. Usually, they really like the person, are already close friends or have had great experiences with them, and these dynamics also make them trust the person. But this is a mistake because the person doesn't have the ability needed to be trusted—not in the specific way or context in which they are about to be trusted.

CHARACTER

I am so intent on helping you to see that character is more than honesty and ethics, that I fear not saying this strongly enough, so I will repeat it once more: without basic character traits of honesty, transparency, lack of duplicity (being the same person in public and private), responsibility, high morals, and others, we cannot have trust. So, as we go forward in seeing that a lack of trust can come from more than the absence of basic character qualities, let's make sure that we know that a lack of honesty and morality cannot be tolerated or trusted, nor can it go unaddressed. It is essential; it's bedrock. If you can't believe a person, you have nothing to stand on. Again though, to go further, the important point here is that character is more than honesty and ethical behavior. It also includes the personal traits, the makeup of qualities needed in a person for whatever you are trusting them for in that relationship. In many contexts, if those traits are missing, the trust will fail. We need to be able to trust that someone's makeup and character can deliver on what we have entrusted to them.

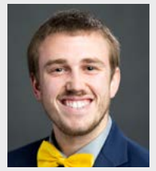
TRACK RECORD

The lesson is this: what someone has done before is usually the best indicator of what will happen next time. The best predictor of the future is the past. When we trust someone, we place ourselves in a vulnerable position, depending on someone to behave or perform in a certain way. And by definition, if they don't, we will get hurt in some way—emotionally, relationally, financially, or even physically. If we don't know if they are able to come through for our vulnerability, or especially if they have never done it before, we are rolling the dice. But if we know, based on a track record, that they have performed in a certain way before, the odds go up considerably.

DR. HENRY CLOUD

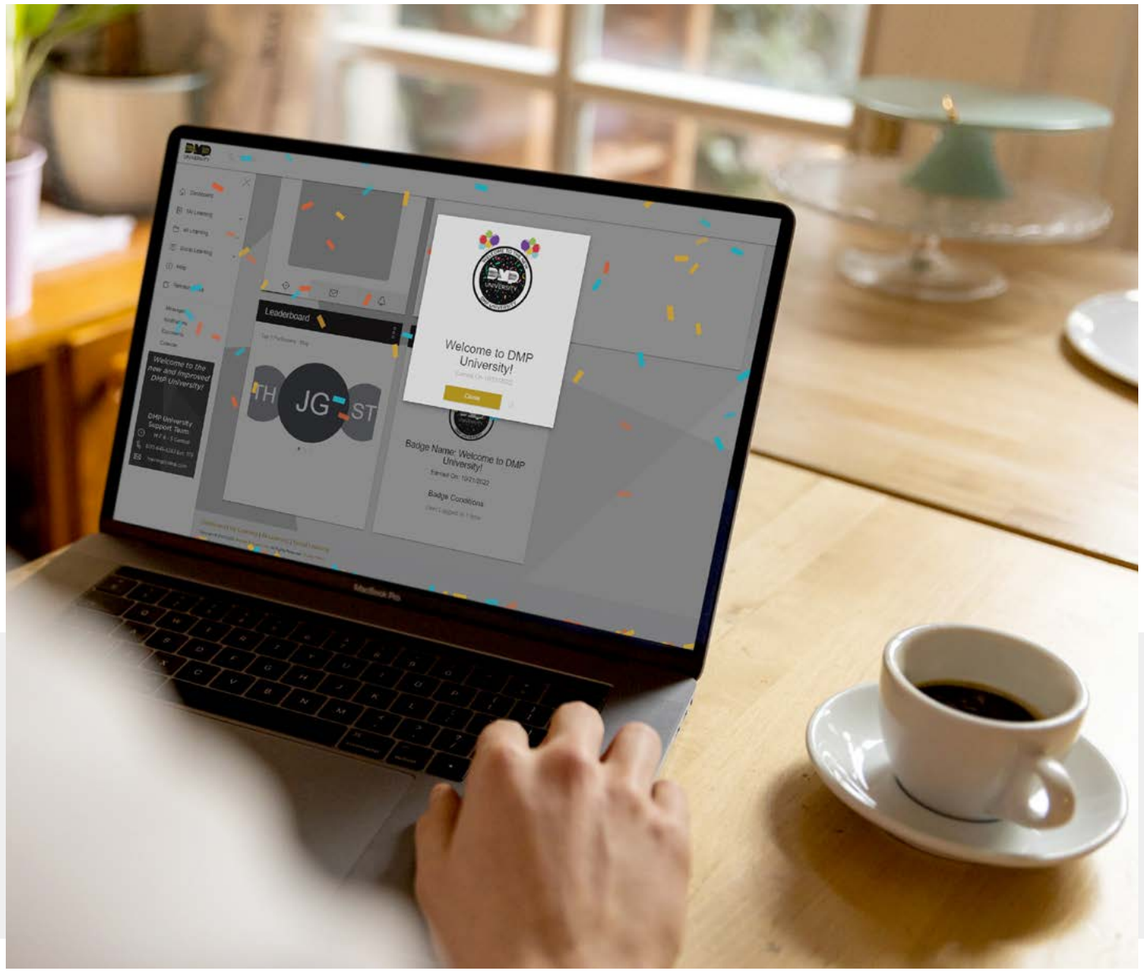
Acclaimed leadership expert, psychologist, and best-selling author. He draws on his extensive experience in clinical psychology and leadership development, to impart practical and effective advice.

NEW AND IMPROVED
DMP University



Matthew Wolf,
Training
Development
Specialist

For years, DMP has delivered high-quality training for new and existing products, sales, troubleshooting and networking skills. On February 27, 2023, DMP University received a robust update that enhanced the user experience as well as providing new tools that can be used to enhance your learning.



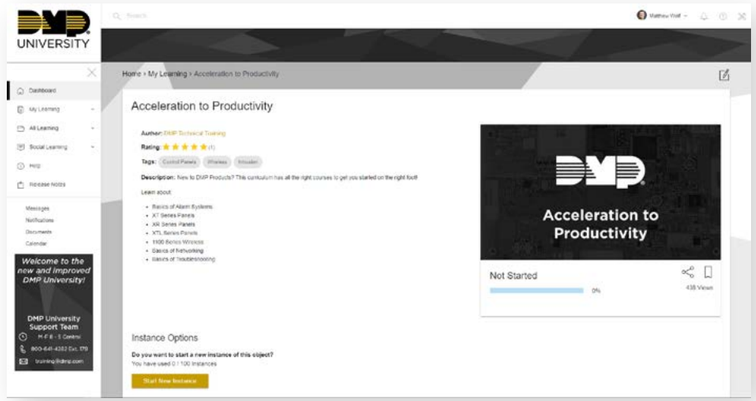
DMP University's update brings a fun addition with our new leaderboard system. Users are able to climb the leaderboard by earning points through taking online courses. We have seen a 177% increase in courses taken since introducing the point system. Then again, who doesn't like a little friendly competition? Users are taking more courses than ever to become #1 within their company's leaderboard. In addition to the leaderboard, users are also able to earn badges that come with a shower of confetti. These badges can be earned by logging in, completing specific courses or curriculum and much more!

The new and improved DMP University not only provides a better experience for the learner, but also provides a better experience for those who manage the learning of their employees. DMP University boasts a large number of courses that cover a wide range of DMP products such as Wireless, XR Series, XT Series, Cellular Communicators, Dealer Admin, Virtual Keypad and more!

Quickly equipping your new hires with DMP product knowledge is easy with DMP University's online learning modules. You will find courses that focus on DMP products and feature updates, as well as courses to help grow their troubleshooting and networking skills. You can download certificates for these online courses as well as instructor-led trainings. Don't know where to start? In addition to the over 100 courses we offer, we are now combining courses into curriculum that can be taken in a single place. There is no longer a need to search for, and bookmark multiple courses that are related to a single topic. With the addition of tags and curriculum, you should have a much easier time finding courses that you need to take.

As a learner, you have access to over 100 online training modules that can be taken at any time. The days of navigating through a list of courses is over with the new dashboard. The main dashboard provides you with courses that have been assigned to you, courses that you have started and completed and courses that have been recommended and bookmarked. You can easily navigate to your completed courses to download certificates for the trainings that you have completed. This includes online training content as well as instructor-led trainings. If you want to explore all the courses that DMP University offers, then navigate to the **All Learning** section and browse by title, author, tag or type. **Browse by Title** and **Browse by Tag** are the best ways to find new content. **Browse by Title** displays a visual grid of new courses as well as all courses that are available. **Browse by Tag** displays a list of tags that courses have been grouped into. It has never been easier

- **The new DMP University gives learners access to over 100 online training modules.**
- **Courses cover a wide range of DMP products such as Wireless, Cellular Communicators, Dealer Admin, Virtual Keypad and more.**
- **With the new leaderboard system, users are able to climb the leaderboard by earning points through taking online classes.**



to find courses on a specific topic. If you are looking for something specific, you can use the search bar at the top of the page to search for courses, tags, users and more.

As an LMS administrator, you have access to many tools that will increase your productivity by decreasing repetitive tasks and adding automation. Admins can manage their users by adding new users to their group, removing former employees and re-activating users.

Admins now have more customization when assigning training content to users. With the customization of the start date, you can set up assignments now and schedule them to start at a future date. In addition to choosing a due date, you can also set up dynamic due dates. The dynamic due date allows you to specify how many days after the assignment date that you would like the assignment to be due. This is especially helpful when adding users to assignments after the assignment has gone live. You can also set up reminder emails to be sent after assignments have been active. With our new grandfather previous completions feature, admins can allow for previous completions of a course to complete a current assignment. This prevents users from having to take a course multiple times within a short period of time. If you have training courses that you would like to assign on a recurring basis, you can now set assignments to recur after a specified number of days. Of course, grandfather previous completions and recurring assignments cannot be used at the same time.

Once you have customized the settings of your assignment, you can start adding users, groups and objects to your assignment. Simply select the users you want to be assigned the content. You can now add multiples users to the same assignment. No more creating multiple assignments to assign the same courses to multiple people. Selecting an entire group will add all users in that group to that specific assignment. After selecting your users, you can move onto selecting the specific training modules that you want to be assigned. Once you have added all the training modules that you want to be assigned, you can move to the overview of the assignment and confirm your assignment. Once your assignment goes live, you can still edit the users and objects that are included in your assignment. This is a great way to go back and add new courses to those assignments or add new users to that assignment.

The new update to DMP University provided a massive improvement to reporting. Admins now have access to a wide range of reports and reporting tools. The Analytics Dashboard quickly displays visual analytics that help you see completions, logins, statistics and more. DMP University has three forms of reporting: Smart, Static, and Custom reports. Smart Report allows you to search for users, groups and courses and view data that is related to each of those. Static Reports are report templates that are used to report on large sets of data. Custom Reports allow admins to tailor a report to meet specific reporting needs. There are seven different types of Custom Reports that all report on different sections of data. Each report can be customized by adding and removing over 75 columns of data. Admins also have access to the **Action Log** which logs all actions that are performed on DMP University by your group of users.

Be on the lookout for even more great additions to the features and functionality of the new and improved DMP University.

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To apply, visit tma.us/membership/why-join/.

DMP University Training Opportunities

With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters.

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Sales Management Academy provides the tools you need to be an effective sales leader. You will learn how to onboard and train and how to assess salespeople to promote their growth and development.

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SEPTEMBER 20 | LEWISVILLE, TX
with Carlos Romo

OCTOBER 11 | NASHVILLE, TN
with Johnny Byard

OCTOBER 18 | MANSFIELD, OH
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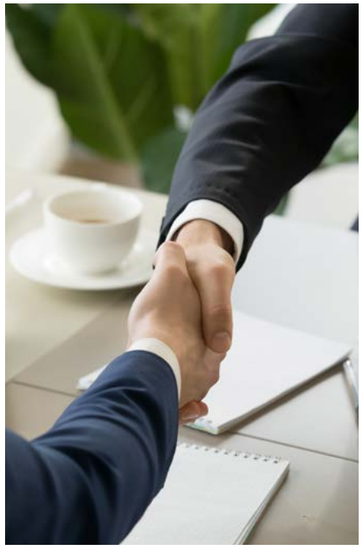
Director of Sales Training



Opening of a Relationship
The closed sale. What does that mean? In the sales industry, it simply means SOLD! And that is what every salesperson wants to happen. We all want to close a sale and sell it. Yet, many salespeople miss the opportunity to close a sale. They continue talking and never ask if the person wants to buy. Some almost expect the customer to stop them and tell them to write up the job. But why is that? Rather than closing the sale, it's best to look at this segment of the sales cycle as the "opening of a relationship."

How many times have we heard the expression "your attitude determines your altitude." While attitude plays a significant role in all the segments of the sales cycle, no where is it more critical than closing the sale! Your attitude must be one of total confidence and the assumption the customer must have your product right now.

Rejection vs Objection
So, what is the definition of a close? The description of a close is getting a decision in the form of "yes" or "no." If you get a no, that is okay. It is normal to get a no. Many salespeople do not try because they do not want to fail. The thought is that if a customer says no, it is a rejection of the salesperson.

Many salespeople don't close because they fear the objection is a rejection of them. In reality, getting a no is not a rejection of you. It should not discourage us because it is part of the process. Studies show 63% of all sales interviews end with no direct attempt on the salesperson's part to close the sale. Making it appear most salespeople hope the prospect will interrupt them as they drone on with their presentation.

Why *don't*, or maybe the question is, why *won't* more salespeople attempt to close the sale? The only obstacle we can think of is the fear of rejection. If this sounds familiar to you, you are not a sales professional but a professional visitor! Have you ever seen a place on a bank deposit slip for "Just visiting?" Failure to close is closely related to the natural fear of being turned down, antagonizing the prospect, and embarrassment.

Key Takeaways
Making the sale is the sum of the actions from first contact with the prospect until he is satisfied with his purchase. Every aspect of the sales discussion with the prospect has been a prelude to the close.

From the initial meeting, where rapport is established, to the discussion and questions determining needs and motivations, and through the presentation—all your hard work is designed to get the sale. If there is ever a logical step in selling, it is closing.

However, a true sales professional understands that his job is to get the customer to decide—yes, no, or a continuation. A continuation is the next meeting - if required on commercial sales. But be forewarned; you must get a date set for the appointment. You cannot leave it hanging; that is not getting a decision from the customer.

Good luck and always remember, if you don't make a sale, you work for free.

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METRICS DASHBOARD

These metrics will be published each quarter.

22 seconds — **INSIDE SALES** average wait time

24 seconds — **CUSTOMER SERVICE** average wait time

32 seconds — **SECURECOM CUSTOMER SERVICE** average wait time

2 min 58 sec — **TECH SUPPORT** average wait time

Salespeople Trained In-Person	DMP University Instructor-Led Trainings	DMP University LMS Courses Taken
716	5,370	14,250

15.7% Dealers Who Use the 1% Net 10 Day Discount

37% Dealers Who Pay Using Dealer Account or EFT

AVERAGE RMA TURNAROUND TIME: **2.59 DAYS**

SIA SECURITY INDUSTRY ASSOCIATION

PASS Partner Alliance for Safer Schools

SIA is committed to promoting a safe learning environment for every student, which is why in 2014 we partnered with the National Systems Contractors Association to create the **Partner Alliance for Safer Schools (PASS)** – a nonprofit that brings together expertise from the education, public safety and industry communities to develop and support a coordinated approach to making effective use of proven security practices specific to K-12 environments and informed decisions on security investments.

The PASS Safety and Security Guidelines for K-12 Schools are the most comprehensive details available on best practices specifically for securing K-12 school facilities, including elementary, middle and high schools. We encourage schools to leverage these free guidelines as they work to harden their facilities, control access and protect their students, faculty and staff. Additionally, SIA's Guide to Resources for the Prevention and Mitigation of Active Shooter Incidents can help you prevent and prepare for attacks and survive an incident if it occurs.

LEARN MORE

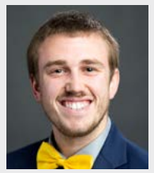
DOWNLOAD THESE RESOURCES

OTHER RESOURCES REGARDING ACTIVE SHOOTER SAFETY

DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

PUT PORT FORWARDING TO REST WITH EASYCONNECT

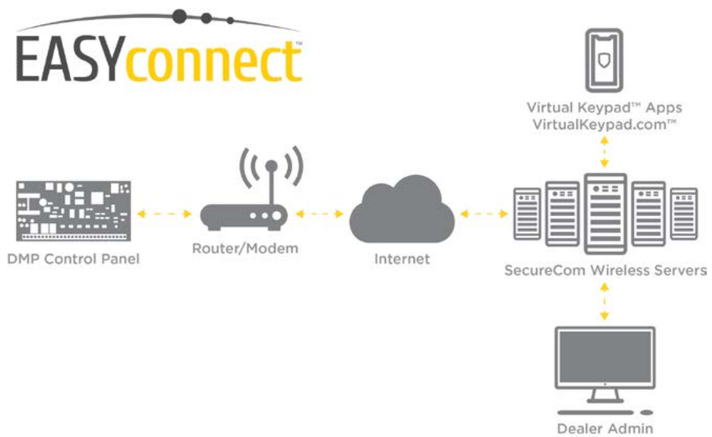


Matthew Wolf, Training Development Specialist

Most firewalls don't block outbound communication, but most of them block inbound communication from "outside." When those inbound requests are blocked, EASYconnect by DMP is the essential strategy in communicating to your security panel without having to reconfigure your network.

Essentially, EASYconnect enables the control panel to establish an outbound connection to SecureCom™ over network. This allows for an effortless installation of network panels without any customer router programming, providing extremely quick app connection times.

With EASYconnect, you don't need to open any inbound ports or mess with port forwarding. Dealer Admin will update the account number, app key and remote key during the initial connection; no panel programming is needed.



HOW TO ADDRESS YOUR KEYPAD BUS

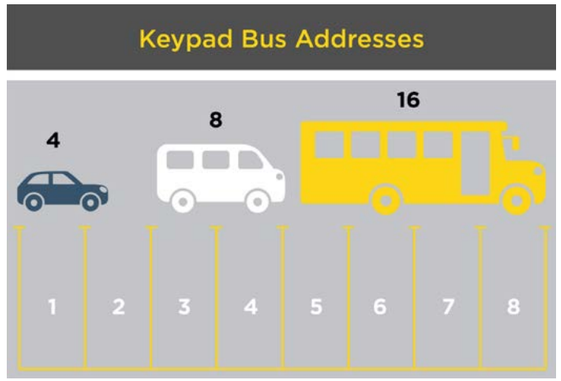
The keypad bus is on the XT and XR Series™ panels while the LX Bus™ is only on the XR Series panels.

DMP panels use the keypad bus to connect addressable zone expanders, door control modules and keypads, as well as some non-addressable devices, like Z-Wave modules and, on some panels, wireless receivers.

For comparison, think of the keypad bus as a parking lot. There are eight or 16 (XR550 only) reserved parking spots in the parking lot. You can park a four-seat car in one spot (four zone expander in keypad bus address), an eight-seat van in two spots (eight zone expander in two keypad bus addresses), or a 16-seat school bus in four spots (16 zone expander in four keypad bus addresses). Device Setup is our parking lot attendant who you tell which spots are reserved or available.

If you attempt to park a car in a spot with another car, you will crash, which will give you a "4-Wire Bus Trouble" message. If the parking lot attendant isn't aware of a parked car, then they won't know that they need to check on it. This will cause a "Non-Polled Address" keypad error message.

LX-Bus is a DMP four-wire data bus onto which you can connect addressable zone, output or wireless expanders. The LX-Bus can be connected directly to a panel and is only available on the XR Series.

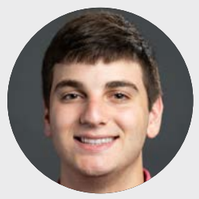


Understanding Keypad Bus Addressing

DEVICE	ZONE		KEYPAD BUS ZONE #
2	1	=	21
2	2	=	22
2	3	=	23
2	4	=	24

TECH SUPPORT REPRESENTATIVE SPOTLIGHT

Slater Eldridge



What Tech Support team are you on?
The Hardware and Software team.

How many years have you been at DMP?
Two years at DMP.

What is your favorite DMP value and why?
My favorite value is FUN. It doesn't matter what I'm doing as long as I am enjoying it, I like to have a good time.

A little about me:
My favorite hobbies consist of playing golf, which I love to do in my free time. I also love to play video games, and, of course, be with family.

MDUs: A Growing Market Opportunity

Security dealers have been wondering for years about the best way to approach the multifamily residential market. An increasing number of Americans report that they plan to "always rent" (instead of seeing apartment life as a temporary stop on the way to eventual home ownership), citing lifestyle flexibility, convenience and financial concerns as their primary motivations.

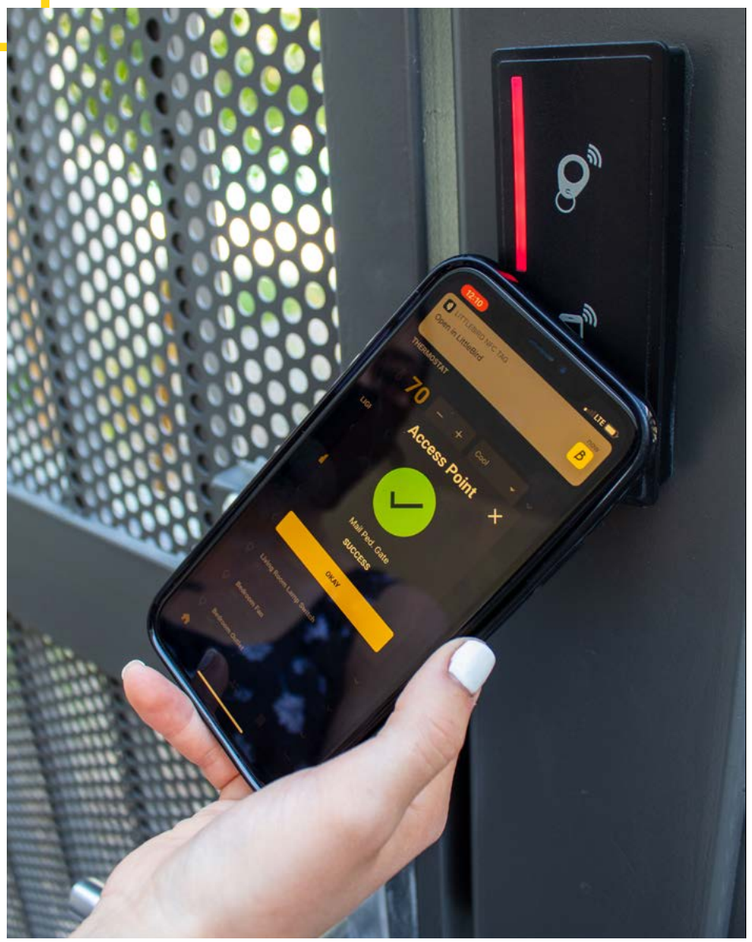
Driven by that demand, almost half a million new multifamily units were built last year, and the market is projected to grow significantly in years to come. This has led to an "amenity war" between apartments competing to attract and retain tenants, especially given the increasingly high standards set for amenities and services. Residents want more than just a place to sleep, and smart proptech solutions are increasingly being seen as needs instead of wants.

This creates huge opportunities for dealers who can help these properties find and implement security, access control, smart home, and other technologies to meet the growing expectations of their tenants.

Many dealers aren't yet aware of this demand or haven't yet determined how to take advantage of it. Those who have, are seeing great success providing hardware and service to support this growing market. Even after the initial implementation of a smart technology platform, dealers are seeing growth in related follow-on work, including gates, cameras, alarms, and more. Smart technology helps them get their foot in the door to become a trusted partner for the property.

Challenges in this New Space

Smart technology in the multifamily space is still maturing, and many solutions have major shortcomings that can't be easily overcome without complicated integrations required to deliver a promised solution. These integrations can break down over time, leading to finger-pointing between vendors—and the dealer stuck in the middle with an upset client.



Telephone entry systems at property gates are a key component of apartment access control systems, giving property staff control and visibility over who can access their community. Unfortunately, the options typically available to dealers are decades out of date or just not built tough enough to support real-world needs.

Additionally, when tenants are asked to use multiple apps for all these different systems, the "app overload" they experience leads to reduced usage, which reduces the value of the solutions these properties invested in.

DMP dealers who can overcome these challenges can capture a greater portion of this fast-moving market, and then take advantage of significant follow-up opportunities, including other security and low-voltage offerings.

A New Option for DMP Dealers Wanting to Conquer the Multifamily Market

LittleBird is the an all-in-one solution for access control, smart home, and resident engagement, offering features in high demand by multifamily properties such as smartphone credentials, guest and visitor management, vacant unit automation, resident communication, self-guided tours and more.

It also comes with a robust video intercom solution, offering the elevated resident experience of newer technolgies while retaining the traditional toughness of older telephone entry systems—which is essential for the rough treatment they can receive on a property perimeter.

Instead of being a stitched-together mix of individual vendors, LittleBird

is an all-in-one solution built from the ground up so everything works together seamlessly.

Best of all, LittleBird is built on a foundation of DMP infrastructure, so you can easily begin offering all these features to multifamily clients while retaining the systems and hardware you're already familiar and comfortable with. LittleBird even offers a standalone intercom that can be used on a pure DMP access control system with no additional infrastructure required.

LittleBird was founded by a long-time DMP dealer and has a dealer-centric approach to the market. Instead of trying to make your clients their own, the company encourages you to keep that relationship (and the future work that comes out of it), and delivers ongoing technical support to make that as easy for you as possible.

Since its founding five years ago, LittleBird has worked closely with DMP with an eye toward creating a powerful solution that allows DMP dealers to quickly find success in the rapidly-growing multifamily market. If you've been looking for a better option in this space, it's worth checking out LittleBird at GoLittleBird.com.

DANETTE SOSNA, COO

For more information on LittleBird products, contact Danette Sosna at DSosna@LevelUpSystem.com.

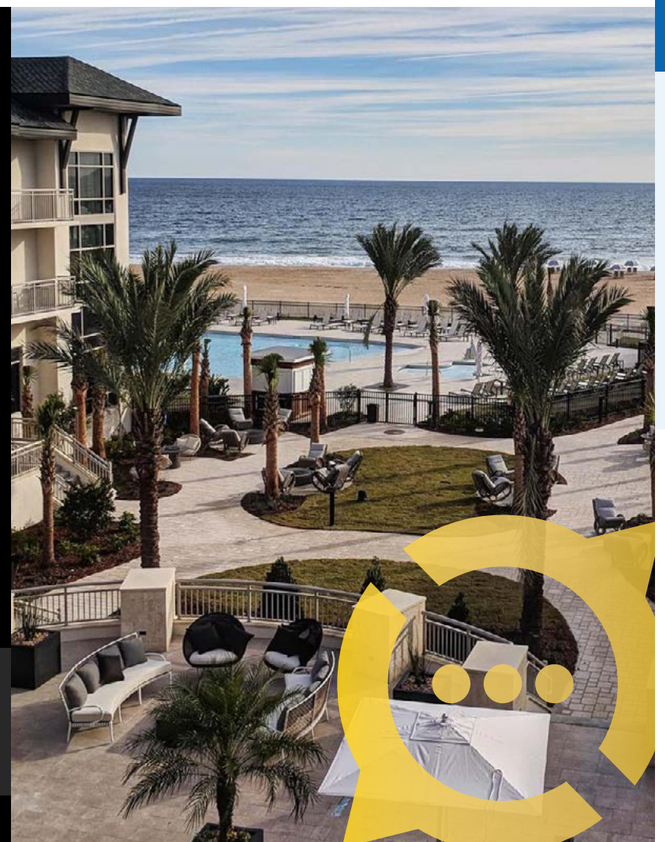
DMP EXECUTIVE ROUNDTABLE
DEALER

SAVE THE DATE
OCTOBER 23-24, 2023

EMBASSY SUITES BEACH OCEANFRONT RESORT
IN ST. AUGUSTINE, FL

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Monday, October 2, 2023 at DMP.com/Events/DealerRoundtable.



OPTEX
Sensing Innovation

Indoor PIR / Combination Detector

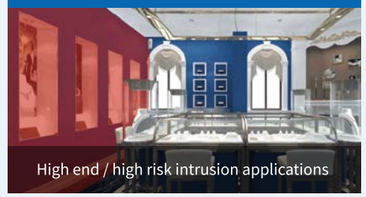
FlipX SERIES

- With unique 180˚ rotatable lens for customized detection
- Ideal for indoor residential to high-end commercial security applications

Standard Models
FLX-S-ST & FLX-S-DT

Professional Models
FLX-P-ST & FLX-P-DT

Advanced Models
FLX-A-AM & FLX-A-DAM



The FlipX Series replaces these discontinued OPTEX products:

End of Life Product	Replacement Product
RX-40PI	FLX-S-ST
EX-35T	FLX-S-ST
CDX-AM	FLX-A-AM
CDX-NAM	FLX-A-AM
CDX-DAM	FLX-A-DAM

Visit us: www.optexamerica.com Contact us: sales@optexamerica.com / 800.966.7839

FIRST IN THE NATION NEW YORK RIGHT TO REPAIR LAW APPROPRIATELY EXEMPTS SECURITY DEVICES AND ALARM SYSTEMS

On March 3, 2023, New York Governor Kathy Hochul signed into law a measure finalizing the Digital Fair Repair Act, which will go into effect on July 1. Hochul first approved the bill in December after reaching an agreement with the bill sponsors to make key clarifications and changes through a subsequent "chapter amendment."

The act broadly requires manufacturers of electronic products to provide diagnostic and repair information, such as manuals and diagrams, to product owners and repair providers to facilitate repairs independently.

As finalized, these obligations do not apply to manufacturers of home "security devices or alarm systems," or to non-consumer products sold to a business or to the government. Throughout the 2022 legislative session, the Security Industry Association (SIA) led industry efforts in working with Gov. Hochul and the legislative sponsors to address concerns identified with the act in its original form, which could have allowed information necessary for disabling or circumventing electronic security and life safety equipment to make it into the public domain – creating an unnecessary risk of cybersecurity and physical security intrusions.

"The legislation as drafted included technical issues that could put safety and security at risk, as well as heighten the risk of injury from physical repair projects, and I am pleased to have reached an agreement with the legislature to address these issues," said Gov. Hochul in her approval letter upon signing the legislation in December. New York State Sen. Neil Breslin, Senate author of the amendment, noted in his sponsor memo that the measure "creates exemptions for security devices," among other provisions.

"While we believe it is important to extend the life of consumer electronics and reduce electronic waste, SIA is deeply grateful to the governor and the bill sponsors for acknowledging some significant unintended consequences and working together resolve these issues," said SIA CEO, Don Erickson. "We are pleased that lawmakers listened to the concerns of local businesses providing security and alarm systems that help protect millions of New Yorkers," said Tom Powers, president of the New York Electronic Life Safety Association.

It is significant that the first state to adopt right to repair legislation has appropriately excluded security and life safety products. This acknowledges that, far beyond fixing broken smartphones, such legislation can create real risks to consumers if applied too broadly.

Unfortunately, right to repair legislation without these essential exclusions is being pushed at the state level across the country at an alarming rate. SIA will continue to work with industry leaders, allied organizations and lawmakers across the county to address the unnecessary risks to public safety posed by legislation that does not adequately address these concerns about the SIA.

SIA is the leading trade association for global security solution providers, with over 1,300 innovative member companies representing thousands of security leaders and experts who shape the future of the security industry. SIA protects and advances its members' interests by advocating pro-industry policies and legislation at the federal and state levels, creating open industry standards that enable integration, advancing industry professionalism through education and training, opening global market opportunities, and collaborating with other like-minded organizations. As the premier sponsor of ISC Events expos and conferences, SIA ensures its members have access to top-level buyers and influencers, as well as unparalleled learning and network opportunities. SIA also enhances the position of its members in the security marketplace through SIA GovSummit, which brings together private industry with government decision makers, and Securing New Ground, the security industry's top executive conference for peer-to-peer networking.

SIA, ESA, TMA and AICC have banded together to fight the nearly 30 Right to Repair bills that are in statehouse across the country.

NYSenate.gov/Legislation/Bills/2023/s1320

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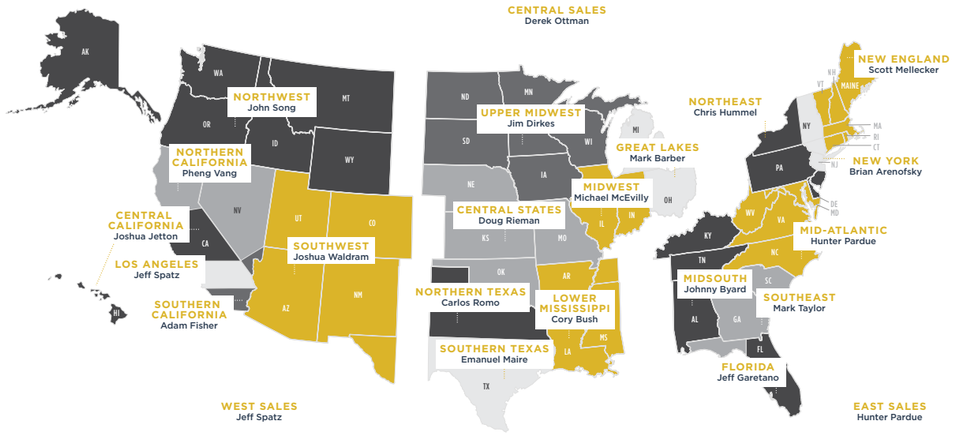

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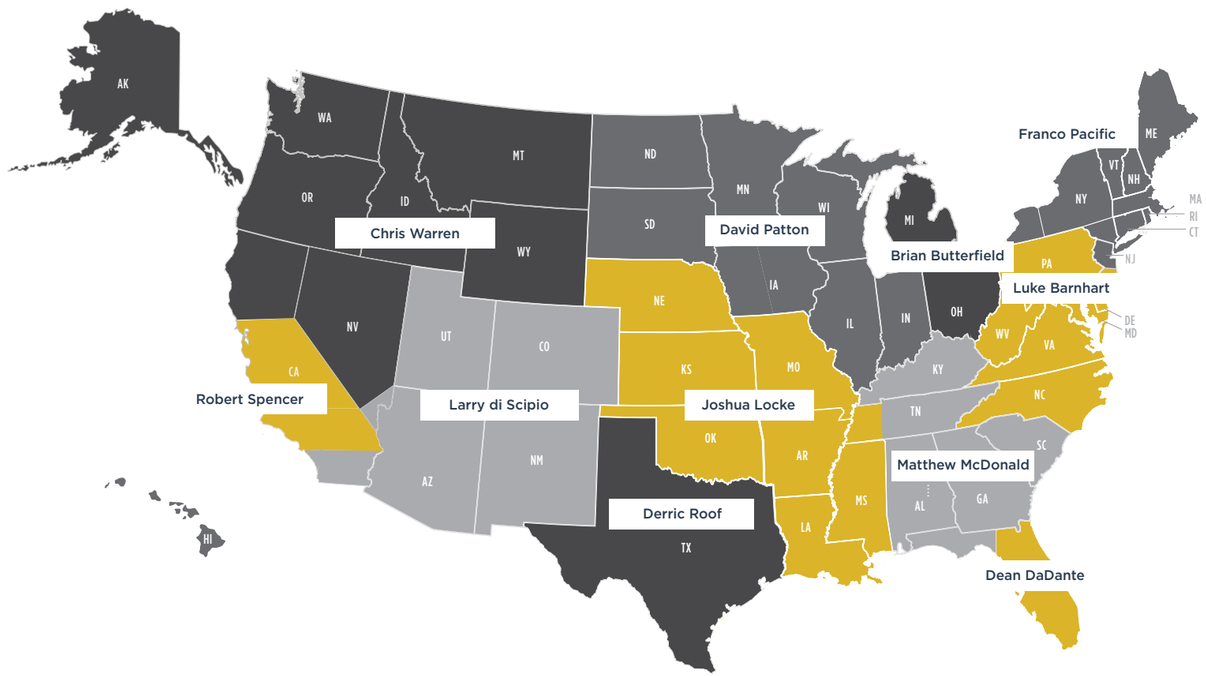


Giving Back Spotlight: Allied Alarm Services, Inc

An Integration Company ✦ Since 1984

Mike's 60th birthday presents from Allied employees — donations to Toys for Tots!

Allied employee, Kelly Lauffenberger, ringing bells for The Salvation Army.

Alaina Shonkwiler, DMP Cares Coordinator

You may have heard the saying, "Show me your calendar and your check book, and I will tell you where your priorities are."

You probably haven't heard, "Show me your warehouse, and I'll tell you where your priorities are." I'll admit, I made up that last one. But in the case of Allied Alarm Services, Inc., that's the truth! Since 2015, this Falconer, New York-based alarm company has been offering up space in their facilities to be used by a nonprofit — Chautauqua County Marines Toys for Tots. Through their efforts, 4,437 children received brand-new toys for Christmas last year! This was made possible by Allied, who graciously provides the square footage needed for year-round storage and drive-through distribution.

Allied's generosity goes beyond the walls of their buildings too. They also support their local branch of United Way in Southern Chautauqua County. For the past 20 years, Allied employees have been given the opportunity to donate via payroll deduction to United Way's annual campaign. The Salvation Army is another organization near and dear to their hearts. You'll find many of Allied's team members ringing bells beside the iconic red kettle every Christmas season. The company also dedicates an entire day to ringing bells at a nearby location, with employees rotating shifts.

These charitable efforts are influenced in no small part by President/Owner, Mike Roberts. His motivation to serve his community isn't for personal recognition or praise, but his faith. Mike likes to recall a phrase he was often told by Gary Lynn, the founder of Allied Alarm Services, "You cannot out give God!"

While this article could span pages detailing all of Allied Alarm Services' good works, here's what really stood out to me. When I reached out to Mike to learn more about Allied's philanthropic efforts, he immediately put me in contact with several of the organizations they support so I could hear their perspectives. While I can't share all of their comments, it's clear that Allied Alarm Services is a true asset to their community — and not just for the products and services they provide as an alarm company.

Allied Alarm Services has permanently raised the bar in our community for how locally owned companies give back. From the active volunteer service of members of their team to direct financial support for a wide range of causes and organizations to in-kind contributions, Allied Alarm lives their commitment to our community daily. – Tory, Executive Director of Chautauqua Region Community Foundation

Allied employee, Norm Thomas, volunteers with the Celeron fire department.

Making Room for What Really Matters

Mike Roberts says, "Allied is a small company in a small market making a small difference." Respectfully, I would beg to differ. Allied Alarm Services gives back to their community in all kinds of ways – corporately and individually. They choose to share their time, talent and treasure with others. They make room for what matters. That's no small thing. Mike also says there is joy and blessing to be found in giving. He does so humbly because he knows where his true treasure lies (Matthew 6:19-21).

President/Owner of Allied Alarm Services, Mike Roberts.

Volunteers at the Toys for Tots collection site at Allied Alarm Services' warehouse (December 2022).

CHEF SIMON MAJUMDAR'S
2023 OWNERS FORUM RECIPES

In this issue of the DMP Security Dealer Digest, celebrity chef Simon Majumdar's delicious recipes that he shared at the 2023 DMP Owners Forum are available for our readers to try and enjoy. These recipes are the ones that he used during his cooking demonstration that everyone got to try for lunch.

To view more of Chef Simon's recipes, visit:

Bulgogi
(Korean marinated beef)

INGREDIENTS

- 2 lbs flap steak (also known as sirloin tip)
- 1 tablespoon gochujang (Korean chili paste)
- 1 pear (peeled, cored and diced)
- 1 tablespoon garlic paste
- 1 tablespoon ginger paste
- 1 teaspoon corn syrup
- 1 teaspoon red chili flakes
- ½ teaspoon salt
- 1 teaspoon sesame oil

INSTRUCTIONS

1. Combine the marinate ingredients well in a large bowl.
2. Add the beef and massage the marinade into the meat for about two minutes making sure all of the surface is covered.
3. Cover with plastic wrap and allow to marinate in the fridge for at least two hours.
4. Remove the beef from the fridge and allow to come back to room tempature.
5. The beef can be cooked on an outdoor grill, under the broiler or even in a hot pan. To pan cook, allow the pan to get hot and then cook the beef for two minutes on either side (it will be slightly pink on the inside).
6. Once you have cooked both sides, remove to a plate and cover loosely with foil.
7. Allow to rest for at least five minutes.
8. Cut into thin slices (across the grain) and drizzle some of its resting juices over the top.
9. Serve with boiled rice and wilted Chinese greens.

Raita
(serves well with Indian food, or anything that is too spicy)

INGREDIENTS

- 1 carton Greek style yogurt (low fat is fine)
- 1 large English cucumber
- 1 large bunch mint leaves
- 1 pinch salt
- 1 tablespoon nigella seeds (optional)
- Zest of 1 lemon (optional)

INSTRUCTIONS

1. Peel and de-seed the cucumber.
2. Cut into a fine dice and place onto a colander.
3. Sprinkle with salt and leave over the sink for 30 minutes (this will draw a lot of excess liquid from the cucumber).
4. Gently whip the yogurt and place in a serving bowl.
5. Toast the nigella seeds and combine half with the yogurt, retaining the rest for garnish.
6. Mix the fine dice of cucumber with the yogurt. Cover the bowl with plastic wrap and chill.
7. Shortly before serving, pluck the mint leaves from the stem and mince them finely. Do not do this too early or the leaves will turn black.
8. Combine the mint leaves with the yogurt.
9. Sprinkle the remaining nigella seeds or the zest of a lemon and serve.

Buttermilk Fried Quail
with Celeriac Remoulade and Hot Pepper Sauce

INGREDIENTS

For the Quail:
- 1 quail per person
- Salt and pepper (to taste)
- 1 pint buttermilk
- Smoked paprika
- All-purpose flour (enough for coating)

For the Remoulade:
- 2 lbs celeriac (grated)
- 2 teaspoons Dijon mustard
- 1 lemon (juice and zest)
- 1½ cups mayonnaise
- Salt and pepper (to taste)

For the Hot Pepper Sauce:
- 10 jalapeno peppers (de-seeded)
- ¾ cup vinegar
- 2 teaspoons cumin
- 1 teaspoon sugar
- 1 bunch cilantro
- Salt and pepper (to taste)

INSTRUCTIONS

For the Quail:
1. Spatchcock the quail and remove the keel bone.
2. Season with salt and pepper.
3. Place quail in the buttermilk for 30-45 minutes.
4. Season flour with paprika, salt and pepper.
5. Toss the quail in the flour and then fry at 350 degrees until the internal temperature is 150 degrees.
6. Drain on a wire rack.

For the Remoulade:
1. Mix together the lemon juice, zest, pepper, salt, mayonnaise and mustard.
2. Add the grated celeriac.
3. Chill until needed.

For the Hot Pepper Sauce
1. Blend together all of the ingredients to a rough paste.
2. Season with salt and pepper.

Kachumber Salad

(refreshing salad served well with seafood and grilled meats)

INGREDIENTS

- 1 red onion (small dice)
- 4 large tomatoes (de-seeded and small dice)
- 1 large English cucumber (peeled, de-seeded and small dice)
- 2 tablespoons cumin seeds (dry toasted)
- 2 teaspoons nigella seeds (dry toasted)
- 1 lime (juice and zest)
- ¼ cup chopped cilantro leaf
- Salt and pepper (to taste)

INSTRUCTIONS

1. Combine all of the ingredients in a bowl and toss well to combine.

Mango Chutney

(serves well with classic Indian dishes, or cold cuts)

INGREDIENTS

- 2 cups mango chunks (unripe mango, ripe mango or even frozen mango can be used depending on the kind of flavor or texture is preferred)
- ½ onion (finely chopped)
- 1 inch fresh ginger (minced)
- 2 Serrano chili (minced)
- 2 cloves garlic (minced)
- 1 teaspoon kosher salt
- 1 teaspoon ground white pepper
- ¼ cup white vinegar
- 2-3 dry red chili
- 1 teaspoon nigella seed (dry toasted)
- 1 teaspoon mustard seed (dry toasted)
- ¼ cup dark brown sugar (traditionally this recipe calls for Jaggery, found in Indian stores, but dark brown sugar works well too)
- 2 tablespoons cooking oil or ghee

INSTRUCTIONS

1. Place the cooking oil or ghee in a saucepan and bring to a gentle heat.
2. Add the onions.
3. Season with salt and pepper and cook for 3-4 minutes.
4. Add the ginger, Serrano chili and garlic and cook for 2-3 minutes.
5. Add the dry chili.
6. Add the sugar and cook for one minute.
7. Add the mango chunks and the vinegar.
8. Combine well.
9. Cover and allow to cook at a gentle heat to your preferred texture. Mango chutney can be cooked down until it is almost a paste or left more chunky.
10. When cooked, toss through the mixture of mustard and nigella seed.
11. This chutney can be eaten slightly warm, or jarred to be eaten cold.

2023 Coolest Things Made in the Ozarks Event

DMP's XV-24 with AlarmVision was chosen as one of the 16 winning manufactured products in Springfield Business Journal's 2023 Coolest Things Made in the Ozarks awards.

The XV-24 with AlarmVision was showcased at DMP's booth at the event held for the award winners.

DMP FAMILY *Happenings*

International Women's Day 2023

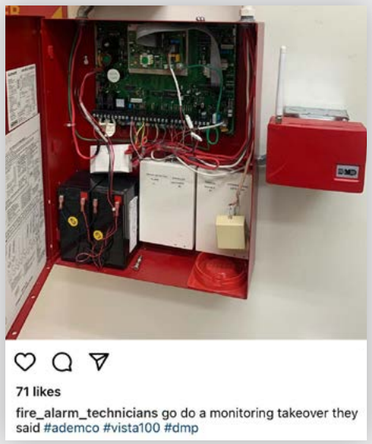
On March 8 of this year, DMP had a special celebration for all of its female employees. Lala Links, a local jewelry company, set up a table at DMP and every female employee was able to recieve a permanent chain bracelet to represent that the women of DMP are "linked together to accomplish more!"

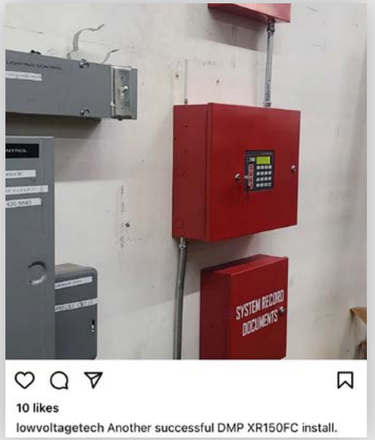
Lamar Career and Technical Center Tour

On May 1, DMP hosted a group of 45 students from the Lamar Career and Technical Center, FBLA and Computer Science and Machine Tool Technology Group. The students got to tour the building.

DMP *Social*

Post your **install photos** on social and tag @dmpalarms!





Welcome TO THE FAMILY

BRIAN ARENOFSKY

Dealer Development Manager, New York

I have been in the security and life safety industry for a little over 48 years full time. I started out as an installer and service technician. I owned my own small alarm company and then spent approximately 14 years working for a large integrator out of New England, where I managed all of their installation work from Connecticut to North Carolina.

After my body told me I could not install security systems any longer, I went back to school part time to study business and marketing. I then started my first sales job with Sentrol, out of Tualatin, Oregon. Sentrol eventually became Interlogix and was then purchased by GE.

I worked for a couple of other manufacturers over the years and am now thrilled to be part of the DMP family, where I hope to work until I finally decide to retire, which is nowhere in my future planning. I love the industry and have too much energy to stop working.

I am also very proud to be the current President of the New Jersey Electronic Life Safety Association. I will hold that office until March of 2024.

JOSHUA WALDRAM

Dealer Development Manager, Southwest

My career in security started a few years ago with a large video surveillance manufacturer. After graduating from college, I advanced to become a veteran Inside Channel Manager which provided me with valuable experience in sales, presentations, and business development. I appreciate the security industry because of the relationships that are developed through building and maintaining invaluable partnerships.

I am excited to take the next step of my career with an organization like DMP. It is an honor to become part of the DMP family as the Dealer Development Manager for the Southwest. I am looking forward to the new acquaintances and friendships to come.

When I am not working, you will find me and my girlfriend spending much of our time with friends and family, soaking at local hot springs, or exploring and fly fishing a variety of rivers throughout the Southwest. I look forward to meeting all the DMP dealers in my region and getting to know you.

IN-FACILITY MONITORING

California • Nevada • New York

The industry's highest-trained monitoring Specialists work on-site from our 3 hardened facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

We've made our choice.

- Unfailing power redundancy
- Multi-carrier phone/internet connections
- Strict security (access by cleared staff only)
- No distractions, dogs barking, kids playing, doorbells, etc.

Proud to support the DMP dealer family with the highest quality services including monitoring of all DMP panels, DMP video products, SecureCom Wireless communications and direct integration with the Virtual Keypad app.

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DMP EXECUTIVE ROUNDTABLE

SALES LEADERS

SAVE THE DATE

DECEMBER 4-5, 2023

INTERCONTINENTAL KANSAS CITY AT THE PLAZA
IN KANSAS CITY, MO

The DMP Sales Leaders Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. The objective is to provide sales leaders and sales managers with an opportunity to discuss best practices with their industry peers and learn from profressional sales speakers and content creators. These events are targeted to Sales Leaders, Sales managers and Executives.

Space is limited! Please register before Monday, November 13, 2023 at DMP.com/Roundtable-SalesLeaders.