

Industry Pulse

INDUSTRY NEWS

At Securing New Ground, Industry's Elite Cite Sept. 11 as a Turning Point

NEW YORK — The repercussions of the Sept. 11 attacks on America weighed heavily on the minds of some 170 of the world's top security company CEOs, presidents and executives who gathered for the 6th Annual Securing New Ground (SNG) Conference at Manhattan's Roosevelt Hotel. Although the event, which was subtitled "The New World of Security," took place just two miles from Ground Zero (where the World Trade Centers used to stand), the atmosphere was one of optimism and purpose during two days of presentations and networking.

Without exception, every single



without exception, every single speaker, whether discussing business or technology issues, alluded to the impact of Sept. 11 on the electronic security industry. In addition, information technology (IT), biometrics and unscrupulous dealer tactics were among the hottest topics addressed by presenters.

Some of the many speakers included Brian McCarthy of Interlogix; Ademco's Dennis R. Raefield; Per-Olof Loof of Sensormatic; Richard Ginsburg of Protection One; Thomas Berglund of Securitas Services Ltd.; James Covert (formerly of SecurityLink); and *Security Sales and Integration's* Scott Goldfine.

On the supplier side, in his keynote speech, McCarthy identified consolidation, integration, global market expansion, emerging technologies and multinational entrants as the new and future industry trends. In regards to Sept. 11, he says, "It accelerated the concern for security; it was a defining moment. The change is sustainable; it is the new 'normal.' Also, the response will be far more electronic- than manpower-oriented."



Securing New Ground in New York attracted the industry's top executives and speakers. Pictured top (l-r): Brian McCarthy of Interlogix; Per-Olof Loof of Sensormatic; Protection One's Richard Ginsburg; and *Security Sales & Integration's* Scott Goldfine.

of sessions on the high-technology subject. "Sept. 11 created a paradigm shift," Joseph Atick of Visionics Corp. told the audience. "We are seeing increased spending, overwhelming public support, and the accelerated adoption of federal regulations and standards." The experts predict that, eventually, there will be three layers of security — something you have (key), something you know (PIN) and something you are (biometrics).

Another hot technology topic was integration, where talk continues to rage about the necessity for manufacturers to deliver open-platform equipment and nonproprietary software. Speakers warned of the blurring line between security and IT systems within buildings, and the urgency of the security industry to be more proactive or lose control to the IT industry.

and explained that the damage caused by ruthless and underhanded sales tactics cuts deeper than just the spurned party. "Warn your customers about possible scams," Ginsburg advises. "Watch out for poaching dealers. Protection One has taken legal action, not only against companies, but also against individuals within those companies."

Finally, several speakers examined the security market from a monetary perspective.

"We have a number of opportunities for growth in this industry," states Paul Sargenti of SAFE. "We are seeing a shift away from RMR [recurring monthly revenue] contract generation toward concentrating on customer service, low attrition and core competencies." According to Henry Edmonds of SLD Capital, "The week [se-

power-oriented.

With biometrics, particularly facial recognition, being recently thrown into the spotlight, SNG offered a pair

the IT industry.

Meanwhile, Ginsburg shed light on an ugly side of the industry: double-selling accounts. He offered some tips

months of SEC Capital, "The weak [security] players have been weeded out and the remaining companies are survivors and should prosper."