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CASE STUDY

STG Sold to Siemens

CHALLENGE

Siemens Building Technologies, a division of Siemens, is a leading provider of building controls, fire safety, and security system solutions. Siemens is an international company with US headquarters in Buffalo Grove, IL. Founded over 150 years ago, Siemens is one of the world's largest corporations, with sales approaching \$100 billion. Siemens realized they needed a paradigm shift in how they sold their products to grow their business in the United States. The most expeditious way to accomplish this was to buy an existing "national" systems integrator. Siemens' management knew who the acquisition targets were because it was a very short list; however, they could not contact the targets directly without divulging their confidential strategy and jeopardizing their core business.

SOLUTION

Sandra Jones and Company was engaged to refine and then implement Siemens' strategy. Senior management from the "Top Six Systems Integrators" as identified by *Security Magazine* were contacted and made aware of the opportunity, without revealing the buyer's identity. Because Sandra Jones is a trusted industry participant she was able to convey to prospective sellers that the opportunity was significant and real. Of the six companies, Security Tech Group's (STG) management was convinced to meet with Siemens and ultimately sold to Siemens even though their own strategy was to sell two years later. It was through the recommendation of SJCO that STG recognized the unique opportunity being presented to them.

RESULT

Siemens purchased Security Tech Group, achieving both companies' goals. Siemens acquired a large, well established United States systems integrator and Security Tech Group maximized their purchase price. The transaction amount is confidential, but at the time STG's sales exceeded \$110 million annually.

REFERENCE

See letter from Mark Landis, Siemens Building Technologies - North American Security Systems, former President

July 17, 2002

To Whom It May Concern:

This is to confirm that I have personally known and worked with Sandy Jones for several years. She is a true security professional, with an uncanny grasp of both strategic and tactical issues facing the industry today. She is also extraordinarily knowledgeable about products and the strengths and weaknesses of all industry players of importance. When these capabilities are coupled with her innate sense of practical business solutions, Sandy represents a rare combination that makes her simply one of the best professional advisors in the electronic security industry today.

Siemens would not hesitate to contract with Sandy Jones again, and plans to do so on a regular basis.

Please do not hesitate to contact me for further discussion about Sandy Jones.

Sincerely,



Mark Landis,
President, Security Systems for North America,
Siemens Building Technologies

Siemens Building Technologies, Inc.

Security Systems

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