

## Tech Note - 23

*Surveillance Systems that Work!™*



### Motion Security – Self vs. 3<sup>rd</sup> Party Monitored Systems

---

#### **What is a Motion Security System?**

Motion security systems – typically called “Alarm Systems” – generally incorporate a programmable controller, various motion and/or door sensors and a 3<sup>rd</sup> party monitoring service to alert homeowners, business owners and law enforcement that an intruder (someone not authorized to be there) has entered the protected area.

#### **How does a Motion Security System Work?**

The “sensors” used in motion security systems change state (move from on to off or closed to open). If the programmable controller is set (turned on or alarmed) a sensor “state change” is “recognized” by the programmable controller as a breach of the controlled area or an intrusion.

If an intrusion is “sensed,” the controller makes an automated phone call to a 3<sup>rd</sup> party monitoring services computer. The data that is transmitted from the programmable controller identifies the business location as well as what sensor (or zone) has caused the event (tripped the alarm). The third party monitoring service database is populated with a list of phone contacts – top to bottom in the order of call notification priority. When an “event” (alarm trip) occurs, a member of the 3<sup>rd</sup> party monitoring service staff places live phone calls (in order of priority) to the various entities on the list. This is how owners and law enforcement is notified of a security breach.

#### **Are there problems with typical motion security systems?**

Generally speaking, motion security systems work very well. The biggest problem they all (every manufacturer) experience is that of errant alarms – alarm events that are (in reality) not breaches of security – rather simply device failures and/or controller malfunctions that produce an erroneous alarm. As a result of numerous errant alarms many law enforcement departments in metro areas have quit responding to 3<sup>rd</sup> party alarm calls.

The second largest issue with traditional motion security systems many business people are concerned about is the high contractual cost (a reoccurring monthly expense) charged by the initial installer or the 3<sup>rd</sup> party monitoring company. While many home-based system providers will install the equipment for free (if the customer commits to a long-term contract) most the initial cost of hardware and system installation (on a commercial or industrial application) may be \$1000-\$5000 (depending upon the complexity of the system) but with monitoring service fees of \$50-200 per month, it’s not out of the norm for a business to expense \$2500 annually for their security protection. Expanding this expense out 10 years – the average life of a security system – many business owners are concerned about a \$25,000 loss prevention expense.

Finally, a ***Video Security System***, in addition to making an automated phone call during an intrusion also creates a video record of the event. With a motion-only alarm system, unless the police “just happen to be in your neighborhood” when the call comes in, in most cases the intruder is gone before they arrive.

RESULT: You know immediately that you’ve been broken into but because a motion-only alarm system does not create a video record of the event, you have no means by which to identify and/or prosecute the criminal.

#### **Does *GuardDog Surveillance Systems*’ product address these problematic concerns?**

Perhaps yes and definitely yes.

**That's a strange answer – what do you mean?**

It is impossible to prevent every single errant alarm trip so for that reason we cannot answer, unequivocally “yes.” Our system does avert erroneous alarms better than most because the alarm call does not go to a 3<sup>rd</sup> party monitoring service – it comes directly to you (or one of your employees). Since you are going to connect to your live video system to verify if the alarm is real or an error, law enforcement will never receive an errant call. The second “yes” is an unequivocal “YES” because since there is no 3<sup>rd</sup> party monitoring service your **GuardDog Surveillance System** will save you 100% of any 3<sup>rd</sup> party monitoring service expenses.

Beyond simple economic issues, the video record (facial images, solid vehicle descriptions – i.e. pictures – and possibly a license plate record of the perpetrator's car all go a long way beyond motion-only alarms when it comes to identifying and apprehending criminals.

**Are there any additional benefits of *GuardDog Surveillance Systems*' motion security?**

Absolutely – let's explain by considering two typical scenarios. A thief gets through the lock system and enters your building – instead of nothing happening but the video system capturing images of the crook, a loud siren alarm goes off. Simultaneously, an automated recording is sent out to...

*...Typical Motion Security Systems* – a third party monitoring service. The 3<sup>rd</sup> party monitoring service employee calls the first name on the list – law enforcement in your area – *“Hi this is Joe Smith from 3<sup>rd</sup> Party Monitoring in Buffalo, NY, our system has just received notice of a security alarm at 123 Main Street (your business) in your home town.”*

*...GuardDog's Motion Security Systems* – your cell phone. You groggily answer the call – in the middle of the night – but because of the message, you're instantly alerted and already know to connect to your video system via your home computer. 60 seconds later, you're connected and see that there are intruders in your building. Your local law enforcement receives your phone call saying, *“This is Your Name from Your Business at your business address. The alarm went off and I'm looking at my live video feed from our digital video system and there are intruders inside our facility RIGHT NOW.”*

Which of the above two scenarios do you think receives a higher degree of law enforcement's attention?

Additionally, while you're speaking to the dispatcher, you can provide them your system's logon and while their officer is en-route, they will be able to communicate directly with their officer(s) what's happening at your business and where it's happening.

Economically, **GuardDog's** motion security system's integration – one time charge – is typically less than \$2500 and there's NEVER an additional 3<sup>rd</sup> party monitoring fee!

**GuardDog Surveillance Systems**  
N3183 State Road 16-26  
Juneau, WI 53039  
(920) 342-0703