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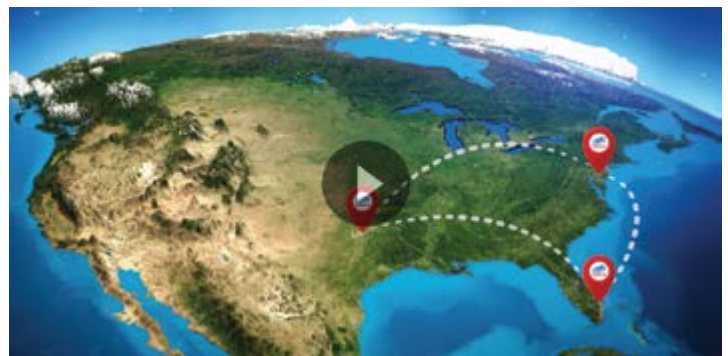
Our capabilities far exceed UL requirements. In addition to the multiple on-site redundant fault-tolerant servers running our Generations™ monitoring platform at our NJ headquarters, we are SOC 2 certified and have backup servers and other mission-critical equipment off-site at our other locations.

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Making physical home security and online personal privacy work together

By Kenneth Z. Chutchian

So you've got more residential homeowners lined up to secure or improve the smart homes that their neighbors and friends have been talking about for years. You've had success with these end users, and the numbers still look good. But some things feel different in 2023.

In fact, there's a lot to keep track of with the shifting landscape of the home monitoring market.

Younger end users of monitoring devices are opting for

streaming services with no contract or more flexible contract terms. These customers are opting for self-install and self-monitoring systems, according to recent studies by Parks Associates, an internationally recognized market research company founded in 1986.

And the same smart home that protects end users can also make some consumers nervous about all that requisite data compromising their online privacy. While protection of personal data has always been a concern in the security industry, evidence suggests that these concerns can evolve into fear – and a potential disruption of the monitoring services market.

According to a recent Parks Associates press release, “younger households are at a higher risk for canceling their professional monitored security, even as plans to cancel have dropped among all households.” The company unveiled its findings in March 2023, noting that “38 percent of Gen Z home security monitoring subscribers intend to cancel their contract.” Although Parks' same study noted that overall, only 17 percent with professional monitoring report a likelihood to cancel, that reassuring stat could have been attributed to “households not moving.”

HOMEOWNER CONCERNS

What are these young homeowners worried about? Be-

yond the predictable answer – home intruders – “News of hacks and unauthorized access to personal data continue to fuel consumer concerns about the vulnerability of connected devices and systems,” Parks Associates reported in its study produced for Assurant, a Fortune 500 global business services company operating in 21 countries.

“One of the consumers' biggest fears is that their smart security devices will be hacked, turning their protection solution into a source of vulnerability,” the Parks Associates study said. “By offering data privacy services, security providers can keep their customers' connected devices secure and users safe – and encourage greater adaptation of connected devices.”

Fortunately for providers and consumers, the experts are working on solutions and reassurances.

Add-on services and a unified

app are at or near the top of the list. Among homeowners with multiple smart-home devices, a significantly higher number trust security companies with their personal data (41 percent), as opposed to a manufacturer of smart home devices (25 percent), according to Parks' study for Assurant.

The study also reported that the average number of connected services in the home is 16, and that smart homeowners have an average of eight smart home devices. Their personal data vulnerability is self-evident and becomes greater with more technology in their homes.

“Parks Associates data demonstrates that 25 percent of the market is hesitant to adopt technology because of data privacy concerns,” according to another whitepaper Parks Associates produced for CSA (Connectivity Standards Alliance).

CSA, founded in 2002, calls itself “the foundation and future of the internet of things (IoT).” Bundling a myriad

Continued on the next page



Continued from the previous page

of services, including data-protection plans, makes sense for consumers keeping track of all those devices. It makes sense for security providers dealing with privacy concerns emerging from a successful sale of enhanced security products.

The Assurant whitepaper reports that when it comes to home services, the larger the bundle of value-added services, the better the customer relationship. The report suggested that security industry should learn from the experiences of internet service providers (ISPs) and how they had to adapt to a dramatically transformed market, adding that ISPs had to pivot from the traditional internet-pay-TV bundle to value-added services, such as bun-



“Parks Associates data demonstrates that 25 percent of the market is hesitant to adopt technology because of data privacy concerns.”

dled streaming video services, smart-adaptive Wi-Fi services, parental controls, and premium technical support.

“Notably, the more services received, the higher the Net Promoter Score (NPS) the subscriber gives to their provider,” according to the Assurant report.

HEALTH MONITORING

The concerns about privacy invasion as a byproduct of high-tech property security are not the only reason why the home monitoring industry sectors need to create new solutions to new problems.

As our population gets older, virtual health becomes more popular – and the consumer needs more complex.

The CSA report by Parks Associates points out that:

- Most U.S. internet households owned at least one connected health or wellness device in 2022, and 55 percent used a virtual care service in

the prior 12 months.

the prior 12 months.

- Virtual care is here to stay. Nearly half of internet households say the ability to share data from an internet-connected health device with a healthcare professional is a “highly important” feature of telehealth services. Over a third of health care patients report they are more likely to choose a care provider that offers remote patient moni-

toring and data sharing.

- “A smart home is a healthy home.” Since the pandemic, more consumers are seeking homes that can monitor air quality, water quality and well-lit spaces conducive to work and mental health.

- Empowering seniors to live safely and live well at home can meet a critical market demand. Internet service and technology adoption by seniors are at an all-time high. Seniors have more ability than ever to live independently, and monitoring systems can provide a critical need here.

LOOKING AHEAD

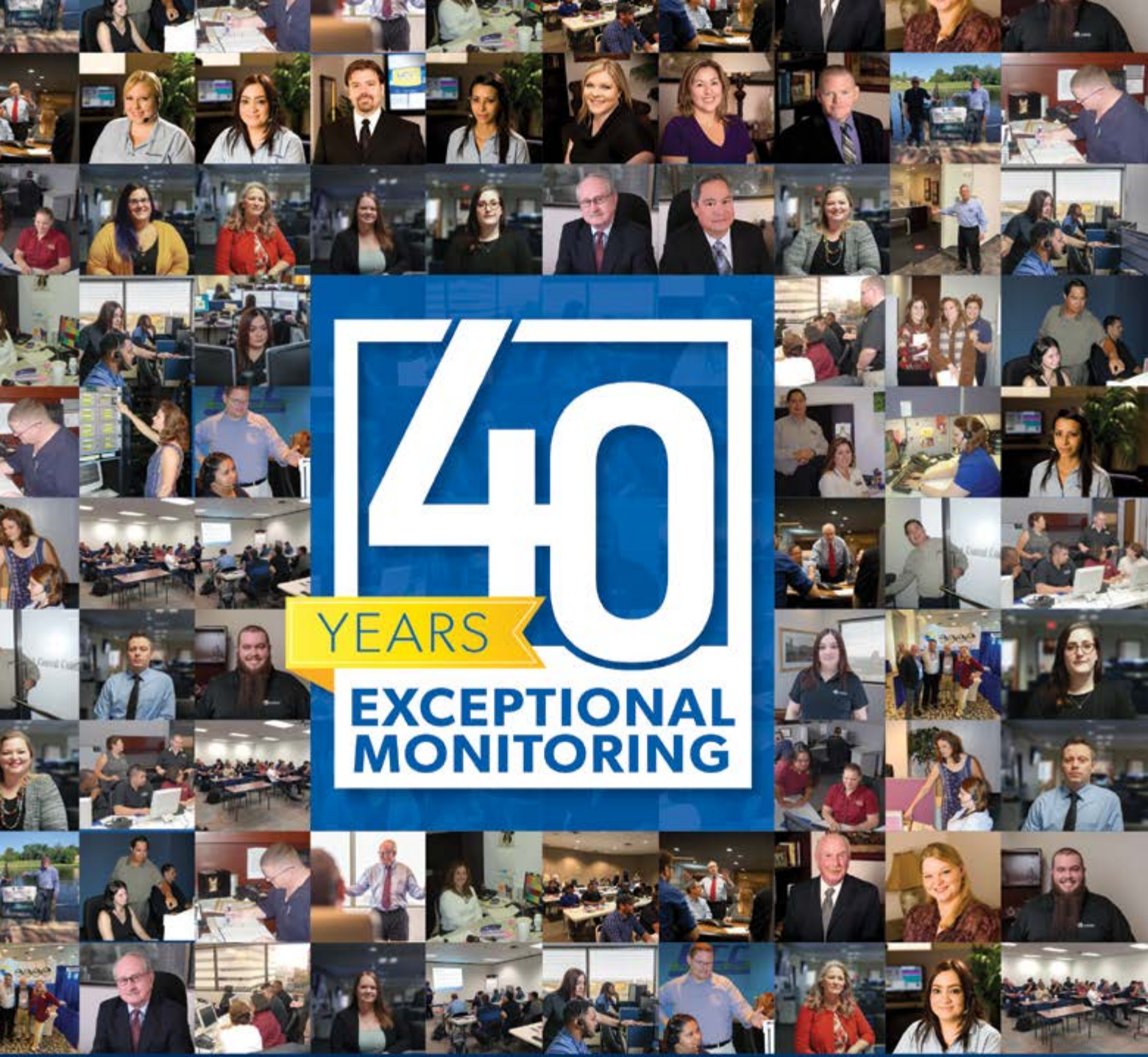
What do smart homeowners fear, and what’s the next move for monitoring systems providers? The Assurant paper by Parks Associates breaks it down:

Concerns about unauthorized access to smart products include hackers and others with “bad online intentions” (nearly 60 percent of respondents); unwanted overtures from technology companies (40 percent); burglars and others seeking to damage a home (39 percent); a spouse or partner (about 25 percent); police/law enforcement (about 18 percent); landlord/property manager (15 percent); and other family member or a friend (12-13 percent).

Survey respondents also noted why they think a security company (as opposed to a smart home device manufacturer) is best suited to provide a unified app for monitoring:

- 1) I trust them with my data.
- 2) I trust it would work with products and services I use.
- 3) I trust them to work with tis app long term.
- 4) Their app would be the easiest to use.
- 5) (Their app) would have the most advanced capabilities.

Knowing that smart homes are owned by smart consumers, monitoring providers are chasing the data and exploring solutions to new issues created by enhanced technology. **SSN**



40

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UCC's cutting edge "Stages" monitoring platform is widely considered the "best in class" monitoring and account management platform and it provides the tools dealers need to manage their alarm accounts, including multiple CRM integrations, a 2 way chat feature for end users to communicate with the central station (QuickChat), and more.

UCC provides a wide array of monitoring services including alarms of all types, elevator and emergency telephones, two-way voice, PERS/mPERS units, and video verification. UCC supports many industry cellular, and IP communication solutions. We also support several interactive home solutions, funding partnership options and we are continuously seeking out and evaluating the newest products and services that are beneficial to our dealers and their customers.

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2023 TMA/SSI Marvel Technology Award Winner

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STATE OF MONITORING:

Monitoring the Monitoring Market: Experts Weigh In

By Kenneth Z. Chutchian

In our annual roundtable discussion with insiders evaluating the state of monitoring systems in the security industry, the experts cover a lot of ground.

Steve Walker (Securitas Technology), Jim McMullen (COPS

Monitoring), Woodie Andrawos (NMC) and Morgan Hertel (Rapid Response) talk about the ongoing impact of COVID, their relationship with dealers, new technologies, and the challenge of assessing where the monitoring industry is now compared to yesterday and tomorrow.

SSN: What is your assessment of the role and value of monitoring within the security industry in 2023?

STEVE WALKER, vice president of monitoring operations, Securitas Technology: Customers have never had a greater need for professional monitoring than in 2023. The safety of people and assets remains the top concern for businesses and employees in a world of rapidly changing internal workforce practices and increasingly unpredictable external social norms. The security industry is introducing new ways to partner with customers to help them identify threats and respond to them more effectively, and perhaps more importantly, to help them reduce false alarms that consume their employees' time and energy.

JIM MCMULLEN, president, COPS Monitoring: If you asked me this question a few years ago, my answer might have been different. At the time, several companies getting into our space were building platforms to allow end-users to monitor their own systems with the intention of bypassing professional monitoring altogether. However, consumers continue to express an overwhelming preference for the peace of mind that only comes with professional monitoring. While there's certainly a place for "monitor-it-yourself" (MIY) platforms, when it comes to protecting lives and property, there's simply no substitute for having a live-trained person as a lifeline when you need them most.

WOODIE ANDRAWOS, president, National Monitoring Center: The central station and security monitoring play an essential role in the security industry, remaining indispensable even in the face of disruptive changes.

**Steve Walker****Jim McMullen****Woodie Andrawos****Morgan Hertel**

As the industry becomes increasingly competitive, dealers are exploring the benefits of partnering with third-party monitoring providers to expand their installation and service offerings.

To stay ahead in this evolving

landscape, dealers are embracing emerging technologies that attract more customers and generate more revenue ... By partnering with a monitoring center like NMC, security dealers can provide their customers with additional services and value-added features alongside their monitoring service, (such as) video solutions and customer-facing apps and tools, that enhance the overall end-user customer service experience.

By leveraging these opportunities, dealers can increase their recurring monthly revenue and reduce attrition rates.

MORGAN HERTEL, vice president of technology and innovation, Rapid Response Monitoring Services: Professional monitoring continues to be the cornerstone of the security industry. It's the monitoring centers' mission to employ qualified professionals who are trained to quickly respond to signals and alarms – without which, help would not arrive. I expect that we will continue to see more and more IoT devices pulled into monitoring centers' ecosystems for that reason.

SSN: With COVID-19 rates still declining, and if you look back over the past three years, how did the pandemic change the security industry and the way people view and pay for monitoring services?

MORGAN HERTEL: There are a number of things that have changed. First and foremost, it's significantly more challenging to hire staff. Some have referred to this time period as "the great resignation" and others have given it other names, but we are just starting to see the situation change now. Hopefully it continues to correct, but while it has been occurring, most businesses have had to step up their recruiting game, and everyone, almost universally, has had to increase wages for staff members by 30 to 40 percent, which has resulted in an increased cost to provide services.

WOODIE ANDRAWOS: The pandemic significantly

STATE OF MONITORING *con't. on page 12*



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STATE OF MONITORING

Continued from page 13

influenced the way we utilize technology to safeguard our dealers' revenue streams and ensure uninterrupted business operations. We realigned our virtual training and support efforts during this time to focus on helping dealers explore previously untapped sources of business.

In retrospect, it is evident that the pandemic and its aftermath directly impacted the demand for intelligent security systems.

Customers increasingly sought advanced solutions to address the rise in commercial property crime, particularly as many service and manufacturing industries faced closures. The need to protect and secure property and assets became paramount.

The demand for intelligent services, such as proactive video monitoring, has remained robust over the past three years. Now, more than ever, organizations require heightened security and surveillance measures to meet the evolving challenges of the modern landscape.

JIM MCMULLEN: From a professional monitoring standpoint, COVID-19 solidified the fact that we were an essential service backed by the "Essential Critical Infrastructure Workers" notice of the U.S. Department of Homeland Security's Cybersecurity & Infrastructure Security Agency (CISA). Quarantines and shutdowns separated people from people and property that required protection. Professional monitoring and its personnel were an essential critical infrastructure to ensure the continuity of monitored security, fire, and health services. As a result, the recurring monitoring revenue that a dealer relies on was relatively stable.

STEVE WALKER: The pandemic has changed and continues to change the way customers run their businesses and, in part, changes how the security industry runs monitoring operations. COVID made it difficult to recruit and hire additional resources, and so it helped our company to focus on optimizing workflows and leveraging the capability of our monitoring people and processes to become more efficient and more effective in delivering monitoring services. Our 10 monitoring centers now act as a single team to serve our customers, improve our

efficiencies and deliver world-class service.

SSN: If you provide monitoring services for dealers, how has the relationship changed over the years? What new opportunities are available for recurring monthly revenue (RMR) and other recurring revenue?

JIM MCMULLEN: Because professional monitoring is so essential to end-user safety and to the recurring income to alarm companies, our relationship with our dealers remains strong. During the pandemic, sales, installation, and service were affected greatly. To help dealers pivot,

we helped them with initiatives like our "do it together" program, which helped dealers sell through their website or over the phone and training on how to provide video chat support for installation and certain service situations.

As the pandemic rates declined, we started to see an increased demand for Mobile Personal

Emergency Response Systems (MPERS) devices and for professionally monitored video – both of which are new sources of RMR for our dealers.

WOODIE ANDRAWOS: Implementing the latest software-as-a service (SaaS) solutions for video and alarm monitoring presents a lucrative opportunity for dealers to boost their monthly revenue. By offering cutting-edge technologies and service options, dealers can enhance customer satisfaction and establish a reliable income stream, fostering greater predictability for their business.

However, it's crucial to prioritize education in this process. Many dealers express a desire to offer recurring video services but lack clarity on where to begin. As part of our value proposition, we aim to guide and educate dealers on the implementation process, standardizing deployment practices, and establishing pricing structures. This approach enables them to capitalize on significant incremental recurring monthly revenue and position themselves for sustainable growth.

STEVE WALKER: The relationship between our dealers has become stronger over the past few years due, in large part, to their desire to leverage new technologies such as video verification monitoring to allow them to offer new RMR service. We have also increased the focus of our dealer relations team to better support our dealers and

STATE OF MONITORING *con't. on page 14*



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Technology**



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I am Peggy Page, Strategic Account Manager. I am the voice of our dealers at Securitas Technology.

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Market researchers zoom in on home security

By Kenneth Z. Chutchian

Variables, trends, innovations, and complexities of the home security market are a bit much for providers, integrators and end users to process in-house.

We are here to help, having read reports from experts Mordor Intelligence, Acumen and MarketsandMarkets. Here's what they see in terms of current market assessments and market forecasts.

All three research/consulting firms project significant growth for the home security market for the next five to 10 years. Mordor expects a CAGR (compound annual growth rate) of 8.52 percent during its forecast period that began in 2018 and closes in 2028. MarketsandMarkets projects an 8.2 percent growth rate from 2021-2028. Acumen analysts have projected an 8.6 percent growth rate from 2022-2030. Market size estimation for 2027-2030 from these companies range from \$84 billion to \$106 billion.

AI AND IOT

Each company sized up the current and future influence of artificial intelligence (AI) and the internet of things (IoT) in the home security market.

"The introduction of IoT devices and effective wireless communication are expected to fuel the adoption of home security systems with multi-functional security options," MarketsandMarkets reported. "The AI has paved the way for automated health assessment and medical alert systems to be integrated with a complete home security system."

"Home security devices are experiencing substantial evolution driven by AI and IoT technology," Mordor Intelligence reported.

"Advancements in the internet of things (IoT) and artificial intelligence (AI) have further added to the diversity of

offerings in the market," according to Acumen.

GLOBAL MARKET

The three companies took their snapshots of the global market in a world consumed by security threats.

North America currently holds the largest market share of the home security global market, according to Acumen. The driving forces are increasing crime rates and the growing adoption of high technology. That region, reports MarketsandMarkets,

"is at the forefront of implementing access control systems to improve safety measures and security."

MarketsandMarkets also predicts North America will hold the largest global market share in 2027: "The companies operating in the U.S., Canada and Mexico are increasing their expertise in access control systems

to offer innovative technologies and services in this segment to gain a competitive advantage over competitors from other companies and increase their shares in the access control systems market."

However, Asia-Pacific is expected to be the fastest-growing region in this field through 2028, reports Mordor Intelligence.

"The development of China's security sector spans more than 40 years," Mordor reported. "The security system was initially only employed in a few specialized units and developments, but the application sectors have been substantially broadened in recent years. Surveillance cameras are everywhere, and the Chinese security sector has undergone seismic shifts."

MARKET TRENDS AND PREDICTIONS

Our experts had more market trends and predictions for the home security market. Here's a breakdown, company

MARKET RESEARCHERS *con't. on page 22*





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TMA/SSN DEI Leadership Award 2023 application period now open

Non-member companies may enter with sponsorship of TMA member

By Cory Harris, Editor

THE MONITORING Association (TMA) and *Security Systems News* have announced that the application period for the second annual TMA/SSN Diversity, Equity, and Inclusion (DEI) Leadership Award is now open.

The goal of the award, which was established in 2022, is to promote and foster a more inclusive workforce throughout the security industry. The award will be given to a company that demonstrates a commitment to DEI policies and programs across its organization.

Kimberlite Corp. won the inaugural DEI Leadership Award in 2022. The 2023 award will be presented in person at the TMA Annual Meeting set for Nov. 4-8 at the Ritz Carlton Maui, Kapalua in Hawaii.

Today's business world requires that businesses create, foster, and encourage diversity and inclusion in the workplace to be successful. Doing so stimulates innovation, drives better decisions, makes teams more agile, and results in better business outcomes for employees and customers. These improvements result in higher levels of employee engagement and better financial performance.

"We are pleased to see the dialogue around diversity, equity, and inclusion in the workplace becoming more predominant and mainstream across the security industry," said TMA CEO Celia T. Besore. "As companies look to reach and attract new employees, leaders are taking a more active interest in the benefits that an inclusive team brings to the overall company culture and, ultimately, its bottom line. It is an exciting time, and TMA is pleased to join with *Security Systems News* to recognize those companies that are leading the way."

"We are honored to partner with TMA again this year to present the second annual Diversity, Equity and Inclusion



(DE&I) Leadership Award," said Cory Harris, editor, *Security Systems News*. "The most important goal of the DEI Award is to advance and raise awareness of the importance and value of being a diverse and inclusive industry, and we want to recognize companies — TMA members and non-members — that have developed innovative initiatives to foster DEI efforts within their organization."

The efforts and achievements must have been demonstrated through specific work with other individuals or groups, or through a specific product, initiative, innovative programs, or activities that have a visible, tangible, or measurable impact on the perception of, attitude toward, and respect for a

truly inclusive environment, where individuals are valued for their talent and able to reach their full potential.

Each nominee will be asked to deploy the TMA/SSN DEI Employee Assessment Survey to their employees. The web-based assessment tool consists of approximately 40 questions covering eight facets of DEI practice within your organization. Companies will receive only a summary report without individual responses.

Nominees will also submit one to four "Shared Success Examples" of how their organization implements DEI-related activities in the following areas of

focus, such as:

- Workforce diversity
- Multicultural outreach
- Community involvement

TMA welcomes entries from both members and non-member companies. Non-member companies must have the sponsorship of a TMA member to enter. The entry deadline is Sept. 5, 2023. Complete details are available on the TMA website at <https://tma.us/tma-ssn-diversity-equity-and-inclusion-dei-leadership-award/>. **SSN**

"The most important goal of the DEI Award is to advance and raise awareness of the importance and value of being a diverse and inclusive industry, and we want to recognize companies — TMA members and non-members — that have developed innovative initiatives to foster DEI efforts within their organization."



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MARKET RESEARCHERS

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by company:

MARKETSANDMARKETS

The company's report was unambiguous in its framing of the impact that COVID-19 had on the global home security systems market three years ago. The U.S. and China impact was "significantly worse," with supply chain disruptions and a decrease in new construction projects in China impacting the U.S. market. "However, the market recovered in 2021, with the U.S. and China expected to remain the major countries in the home security market," MarketsandMarkets reported.

MarketsandMarkets also stressed the need for integrators and other players to get a handle on systems complexity. With home security systems using a wide range of sensors, actuators, and other wireless devices generating a lot of data, data traffic is a challenge to manage. Real-time monitoring, communication protocols, hardware and computation sources in wireless sensor networks can create bottlenecks. "Effectively designing systems with low-power components and efficient batteries is the key challenge to achieving energy harvesting," the firm said.

ACUMEN

Home security systems are becoming more integrated with smart home technology, allowing homeowners to control their security systems remotely through their smartphones or smart devices, according to Acumen. Many companies are offering do-it-yourself installation options, "making it easier and more affordable to install security options," Acumen reported.

Everyone is hyper-aware of cybersecurity due to the rise in cyber attacks. Home security companies are responding by pursuing solutions for protection of personal data and hacking prevention.

Increased usage of biometrics is an ongoing trend, Acumen

noted. Fingerprint and facial recognition are becoming more common in home security systems "to improve security and ease of use," the company noted.

Acumen also took a look at market dynamics shaping the home security market in 2023 and beyond. They include increasing crime rates, the growing number of cost-effective home security systems solutions, the increase in the number of working women, and the increase in the number of single-parent families and our elderly population.

On the flip side, there are market dynamics that could slow or hinder growth, Acumen stated. They include rising costs of security systems, complex installation, privacy concerns, false alarms, lack of awareness, and dependency on the internet, the company warned.

And then there's government regulation and policies, which "can have a significant impact on the growth of the home security system market," Acumen reported. "For example, certain regulations may require certain types of systems to be installed or restrict the use of certain technologies."

MORDOR INTELLIGENCE

The firm noted that access control technology "is progressing and evolving at the fastest pace ever in the home security industry" and that increased liability contributes to increased adoption of access control systems.

Most homeowners' access control systems consist of key-locking door handles and deadbolt locks at the front and rear doors of the house, Mordor reported. Sliding glass doors secured with a toggle lock are "not all that burglar proof," the company said. "Adding additional access control security to these parts can enhance the security of houses," as doing so "can boost the demand for access control systems for additional security in houses, according to the company.

Mordor's report elaborated on its assessment of Asia-Pacific as the fastest-growing market in the near future, pointing out that "crime rates drive the market, and developing countries like Indonesia, Vietnam, Malaysia and other South Asian countries are prone to theft and burglary. Further, the region is witnessing rapid business growth with increasing urbanization and investments in smart homes."

Mordor Intelligence is a market intelligence and advisory company whose stated mission is to map complex business ecosystems across the globe to better predict butterfly effects.

Acumen Research and Consulting is a global provider of market intelligence and consulting services. Its team has more than 100 analysts with a collective industry experience of more than 200 years.

MarketsandMarkets is a sector growth advisory and analytics firm that helps clients pursue revenue opportunities in new and existing markets. **SSN**



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