

Educational Session

**BUILDING LONG-TERM VALUE
Through Recurring Monthly
Revenue**

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1

What is Recurring Monthly Revenue?


The predictable total recurring revenue generated by your business from all the active subscriptions in a particular month.

Central Station Monitoring	Signaling Services	UL Certifications	Smoke Detector Cleaning/Sensitivity
Cloud-Based Services	Security Server Monitoring & Management	Confirming Standby Power Capabilities	Functional & Visual Inspections
Security Server Monitoring & Management	Confirming Standby Power Capabilities	Functional & Visual Inspections	

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2

Central Station Monitoring



- A service that ensures the appropriate authorities and responsible parties are notified, given your fire protection, security, or life safety system is activated.
- 24/7 center staffed with highly trained operators who respond immediately to any incoming alarm events.
- Modern fire protection and life safety systems use cellular or IP connections to pass the signals to the central station in seconds.
- When the central station receives the signals, they assess the cause and immediately contact the appropriate emergency response personnel as well as the responsible party.

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3

Signaling Services


- Producing cellular radio and Internet communication paths for redundant communication means that these services and the hardware communication device required are in many cases mutually exclusive to a manufacturer control panel or service type requirement.
- The importance of alternate/redundant signaling should be emphasized and proposed to every commercial customer.

Primary Service

- Cellular radio and Internet communication paths for use as primary or sole signaling path, referred to as primary (any network related equipment must meet the code standby power requirement).

Redundant Service

- Redundant communications, known as redundant service, provides an alternate signal path in the event the customer's primary communication is interrupted or is compromised.



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4

UL Certifications


Fire

- Issues UL Certificates to customers and provide copies to local AHJs.
- When an alarm service company issues a UL Certificate on a central station fire alarm system, it is their declaration that the system is in AHJ compliance with the NFPA 72, as stated on the UL Certificate.
- Copies of the UL Certificate can be provided to the local jurisdiction.
- NFPA 72 requires this document to be posted within three feet of the control unit.
- These systems are automatically covered by the UL audit program.
- UL technical staff also audit alarm records to verify that required maintenance, testing and response is provided for the UL Certified systems.
- A selected number of UL Certified systems are also audited to verify compliance with NFPA 72, as shown on the certificate.

Intrusion

- Issues four UL modular certificates covering four AHJ categories of commercial burglar alarm service: central station, mercantile, bank, and proprietary.
- Certificates issued under these categories will detail the services provided.
- For example, a central station certificate will detail the runner (alarm investigator) response time to the nearest 5-minute increment, how many runners will arrive, whether they have keys, and whether line security is used.





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5



Smoke Detector Cleaning/Sensitivity


Smoke Detector Cleaning Service

- Dirty Smoke Detectors cause false alarms, especially in areas where there is a high percentage of airborne dust particles that can settle and collect on equipment.
- Each detector should be cleaned and tested for operation per the manufacturer's recommended test method.
- Our professional team of inspectors will clean each smoke detector during the functional testing of the device to ensure proper function.

NFPA Sensitivity Requirements

- Testing Schedule: Initial test within one year of installation then biennial testing. Testing may extend to every five years after two successful biennial tests if devices remain within range.
- Testing Method: Sensitivity must be verified using a calibrated method or the manufacturer's approved calibrated test instrument (ohm meter or IR tool).
- Corrective Action: Detectors found outside the acceptable range must be cleaned, recalibrated and/or replaced.




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6

Confirming Battery Calculations

- Battery calculations' purpose is to determine the minimum battery capacity needed to meet the NFPA 72 secondary power requirements of 24 hours of standby followed by 5 minutes (general alarm) or 15 minutes (voice systems for partial initial notification).
- While this is a good starting point, it does not ensure the system will always last that long. That is why NFPA 72 requires annual battery testing.
- NFPA states:

"Replace batteries in accordance with the recommendations of the alarm equipment manufacturer or when the recharged battery voltage or current falls below the manufacturer's recommendations."




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7

Functional & Visual Inspections

Annual Functional Fire Alarm Inspections	Annual Visual Fire Alarm Inspections	Sprinkler Supervisory Inspections
<ul style="list-style-type: none"> NFPA 72 code requires an annual functional inspection of fire alarms to ensure the system is functioning properly. Our professional team of inspectors will test all fire alarm devices such as smoke detectors, heat detectors, pull stations, relays, notification appliances and duct detectors. The inspector will also test batteries, control panel functions, and ensure that your system is properly communicating with our monitoring center. 	<ul style="list-style-type: none"> NFPA 72 code requires an annual visual inspection of fire alarms six months after a functional test to visually check the system for defect or code infringements. Our professional team of inspectors will verify that all fire alarm devices are properly mounted, have not been covered or removed, and are not negatively affecting the system's operation. 	<ul style="list-style-type: none"> NFPA 72 code requires regular inspections of fire sprinkler supervisory devices to make sure your system is working properly. A member of our professional team of inspectors will test all water flow and valve tamper switches, pump and tank supervision, and low temperature sensors. The inspector will also ensure that your system is properly communicating with our monitoring center.




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8

NFPA 25

- [Standard for the Inspection, Testing, and Maintenance of Water-Based Fire Protection Systems](#) provides the criteria for the routine activities that must be conducted to ensure that water-based fire protection systems, such as automatic sprinklers systems, can be relied upon in the event of a fire.
 - These activities range from simple visual confirmation of some things such as valve position or room or water tank temperature on a more frequent basis to much more complex activities such as full flow tests and internal assessments at longer intervals.
- Not only does NFPA 25 specify the activities that must be performed, but it also specifies the frequency at which they need to happen.
 - The frequency can describe both the minimum and maximum time between events.
 - These are given in terms of daily, weekly, monthly, quarterly, semiannual, annual, three years, and five years.




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9

NFPA 25 – Types of Sprinkler Systems

Wet Pipe	Dry Pipe	Pre-Action	Deluge	Special Hazard
<ul style="list-style-type: none"> The most common type of sprinkler. The sprinkler heads connect to steel or CPVC pipes filled with pressurized water, which activates once a fire has been detected (temperature activation). Wet Pipe systems are only installed in buildings that are kept above 40°F. 	<ul style="list-style-type: none"> The second most common type of sprinkler is the dry pipe. These systems are installed in unheated facilities such as parking garages and atria. These systems are filled with pressurized air or nitrogen which holds back the water from flowing until a fire has been detected (temperature activation). 	<ul style="list-style-type: none"> Similar to a dry pipe system, however this system's water is withheld via electrically operated valves. This system adds a second level of protection against inadvertent discharge. Pre-action is often installed in water sensitive facilities such as museums, MRI rooms, data storage facilities and cell phone switching stations. Both heat and smoke are needed to activate the system. 	<ul style="list-style-type: none"> This system is installed in high hazard areas that need to control fire fast. Pipes are connected to a centralized water source that opens and sends water across the whole system upon heat and smoke detection. Spark Detection: Also used in high hazard applications, this sprinkler system releases a combination of suppressants. It activates once infrared cameras or other devices detect a spark. 	<ul style="list-style-type: none"> These waterless systems deploy FM-200, Novec 1230 and/or foam based solutions to remove oxygen from the fire.




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50

10

NFPA 25 – Types of Sprinkler Inspections

Wet System Inspection	Dry System Inspection	Electric Fire Pump	Diesel Fire Pump	Pump Run Weekly
Pre-Action Deluge Inspection	Fire Pump Preventer	Fire Hydrant Flow Test	Backflow Inspection – Domestic	Backflow Inspection – Fire
Antifreeze Inspection	5-Year Internal Sprinkler Inspection	Stand Pipe Inspection		




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51

11

Inspection Testing

- Although you probably already monitor the condition of your system, it is still a good idea to maintain scheduled inspections.
- Equipment inspections are not just about making sure your system is compliant but can provide savings in money and time in the long run.
- It typically costs a lot less to have equipment repaired than replaced. A trained technician can identify ways to ensure your equipment is running efficiently by suggesting small repairs or going over details you may have overlooked.
- By having your equipment inspected regularly you can get the most out of the investment you've made with your system.



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52

12


Service Contracts Examples

Standard Repair Service

- All systems come with our standard 90-day warranty of all parts and labor provided during the installation, except when damage results from fire, vandalism, negligence, accidents, misuse, flooding, acts of God, or repairs resulting from the modification or alterations to your premises.
- With our Standard Repair service, we will provide all labor and materials necessary to service your system due to material defects and ordinary wear and tear at no cost to you, during our normal business hours.

Premium Repair Service


- All systems come with our standard 90-day warranty of all parts and labor provided during the installation, except when damage results from fire, vandalism, negligence, accidents, misuse, flooding, acts of God, or repairs resulting from the modification or alterations to your premises.
- With our Premier Repair service, we will provide all labor and materials necessary to service your system due to material defects and ordinary wear and tear at no cost to you 24-hours a day, when deemed necessary.




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13

How to Sell Long Term Inspection & Service Contracts



- ✓ Time and Material vs Contracted Inspection Testing
- ✓ Time and Material Service vs Service Contracts




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14

Time and Material vs Contracted Inspection Testing

Preventative Service

- Although you probably already monitor the condition of your system, it is still a good idea to maintain scheduled inspections.
- Equipment inspections are not just about making sure your system is compliant but can provide savings in money and time in the long run.
- It typically costs a lot less to have equipment repaired than replaced.
- A trained technician can identify ways to ensure your equipment is running efficiently by suggesting small repairs or going over details you may have overlooked.
- By having your equipment inspected regularly you can get the most out of the investment you've made with your system.



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15

Time and Material Service vs Service Contracts

Time and Material (T&M)

- No monthly RMR fees
- Increases in Material Costs can be transferred to the customer.
- Increases in Labor Rates can be transferred to the customer.

Service Contracts

- Budget Control: Service Contracts provide the end user with a fixed monthly amount for budgeting purposes.
- No need for Capital Expenditures (funds used by a company to acquire, upgrade, and maintain assets).
- Repairs can be addressed immediately vs allocating funds.
- Product upgrades due to a product failure are not dependent on budgetary constraints.

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56

16

Recurring vs Reoccurring Revenue

	Recurring	Reoccurring
Definition	Revenue that is predictable, repeatable, and expected to continue based on a contract, regulation, or established service cadence.	Revenue that happens again, but without a guaranteed or scheduled cadence.
Key Characteristics	<ul style="list-style-type: none"> Occurs on a defined schedule (monthly, quarterly, or similarly) Typically governed by a contract or compliance requirement High visibility and forecast ability Low customer churn Valued favorably by buyers 	<ul style="list-style-type: none"> Not contractually assured Timing and frequency are variable Less predictable than recurring revenue More dependent on customer behavior or need
Common Examples	<ul style="list-style-type: none"> Revenue from monitoring or managed services NFPA inspection and testing contracts Annual service and maintenance agreements Managed access control and hosted platforms 	<ul style="list-style-type: none"> One-off repairs following inspections System upgrades or retrofits Emergency service calls Replacement work outside a service agreement
How Buyers Treat it	<ul style="list-style-type: none"> Modeled as dependable cash-flow Often normalized to monthly equivalents Commands higher valuation multiples 	<ul style="list-style-type: none"> Viewed as opportunistic or supplemental Not capitalized at premium multiples Excluded from recurring revenue calculations

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57

17

Recurring vs Reoccurring Revenue

Recurring Revenue vs Reoccurring Revenue

Understanding the Key Differences

	Recurring Revenue	Reoccurring Revenue
Predictable:	✓ Yes	✗ No
Scheduled:	✓ Yes	✗ No
Contractual / Mandated:	✓ Yes	✗ No
Buyer Valuation Impact:	High ↑	Limited ↓
Considered EBIT:	✓ Yes	✗ No

Steady & Reliable

Uncertain & Sporadic

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58

18

Pricing Methodology for System Testing

Create a formula for pricing that will work within your company

- ✓ Labor
- ✓ Vehicle Costs
- ✓ G&A
- ✓ Travel
- ✓ Tolls & Parking
- ✓ Materials Used in Testing





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59

19

Salesperson Compensation



- ✓ Salary v Straight Commission
- ✓ Commission on RMR
- ✓ Incentive Bonus Plan
- ✓ Bonus Programs



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20

20

Salesperson Compensation Examples

Commission Only vs Base Salary Plus Commission

Commission Only

- High Earning Potential
- Higher Motivation
- Research's Performance
- Uncomplicated Comp Plan to Manage
- Could Result in Higher Turnover


Base Salary + Commission

- Plan Must Benefit Both the Employer and the Employee.
- Keep it Simple: Complex Comp Plans can lead to a Discouraged Sales Force and Costly Accounting Errors.
- Must be Tied to Company Objectives and Not Prompt Rewards that Benefits only the Sales Rep.
- Base Salary Must be High Enough to Attract Talent, but Low Enough to Drive Company Goals.

Commission on RMR

RMR Calculation

- 1 Year Contract = 1 x RMR
- 2 Year Contract = 2 x RMR
- 3 Year Contract = 3 x RMR
- 4 Year Contract = 4 x RMR
- 5 Year Contract = 5 x RMR




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21

21

G&A Costs Associated with Installation & Service

- Portion of G&A should be attributed to the Installation & Service which would be calculated based the amount that each one of those categories carries
- Example:
 - Company has \$50,000 in install, \$10,000 in time & material billable services and \$20,000 in RMR = \$80,000
 - G&A is \$10,000 a month
 - $\$50,000 / \$80,000 = 62.5\%$
 - 62.5% of G&A or \$6250 should be applied to installation revenue**




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25

G&A Costs Associated with Time & Material Services

- Portion of G&A should be attributed to the Installation & Service which would be calculated based the amount that each one of those categories carries
- Example:
 - Company has \$50,000 in install, \$10,000 in time & material billable services and \$20,000 in RMR = \$80,000
 - G&A is \$10,000 a month
 - $\$10,000 / \$80,000 = 12.5\%$
 - 12.5% of G&A or \$1250 should be applied to time & material revenue**




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26

How to Calculate what Portion of G&A Should be Applied to RMR Contracts

- Portion of G&A should be attributed to the Installation & Service which would be calculated based the amount that each one of those categories carries
- Example:
 - Company has \$50,000 in install, \$10,000 in time & material billable services and \$20,000 in RMR = \$80,000
 - G&A is \$10,000 a month
 - $\$20,000 / \$80,000 = 25\%$
 - 25% of G&A or \$2500 should be applied to RMR**




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27

Not All RMR is Created Equal

- When it comes time to sell their company, many owners are often dismayed to learn that the price buyers are willing to pay is determined partially through a formula that applies a multiple to their qualified RMR.
- Well contracted RMR continues to be an important financial component in any EBITDA sale.
- Many owners think this valuation formula gives them credit only for their accounts and ignores other valuable company assets that they've worked hard to create, including intangibles like longevity, reputation and good will, sales leads and ongoing referral sources, as well as tangibles such as trucks, equipment and inventory.
- But that's not really true. Here's what is true (generally):
 - There is no question that RMR is a gold standard financial component for valuation in the industry. It's what buyers are looking for when they acquire a company.
 - The price buyers are willing to pay as a multiple of EBITDA will be determined in part by the quality and amount of RMR.




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28

Not All RMR is Created Equal

At any time, there is a generally accepted range of multiples that buyers in the industry are willing to pay for accounts and it's based on several factors including:

- Supply & Demand
- Available Financing or Capital Sources
- Current Health of the Industry
 - Predictions for the future
 - Health of the economy



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29

Not All RMR is Created Equal

The exact multiple that a buyer is willing to offer a seller is also determined by the **buyer's own specific criteria** for acquiring accounts.

There are several standard criteria that most buyers look for – without them, a seller's accounts are worth little or nothing. They include:

Proper Contracts for Every Account	Attrition Rates at or Below Industry Standards	Properly Documented & Maintained Customer Account Records
Properly Documented & Maintained Business Records	Use of Communication Paths	Use of Standard or Widely Accepted Products & Technology




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30

Not All RMR is Created Equal


In addition, most buyers have their own criteria for determining the multiple they are willing to pay. These may include:

Geographic Location	Size of Business	Customer Vertical Mix	Transferability of Monitoring Services
Quality of Subscriber Contracts	Financial Health & Profitability of the Seller	Seller's Use of Good Business Practices & Standard Operating Procedures	Seller's Good Will & Reputation <small>*especially if the seller intends to remain in business and service the accounts</small>


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31

Not All RMR is Created Equal



- In other words, based on its own criteria, a buyer may offer a higher purchase price for the business of a profitable company with
 - a long-standing and excellent reputation for customer service
 - a track record of customer referrals
 - a well-established sales program with ongoing leads.
- Depending on the buyer, the purchase price may also take into consideration any tangible assets that are part of the deal, such as
 - Inventory
 - Equipment
 - Fixed Assets i.e. vehicles etc.


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32

Building Long-Term Value

Why Recurring Monthly Revenue is Important


- Example: A Million Dollar annual company, of that \$640k is install, \$360k is T&M, Service and Inspections
- Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA): 12% or \$120,000/year
 - Will sell for 3-5x EBITDA or \$360,000-\$600,000
- Same company, \$640k is install, \$360k is Recurring Revenue (\$30,000 RMR)
 - Will sell for 36x RMR or \$1,080,000

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33


Building Long-Term Value

Annual RMR Rate Increases



Annual COGS Rate Increases





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34

34

Other RMR Services

Managed Access Control

- Monthly software licensing (per door or per user)
- Hosted / Access Control as a Service fees
- Adds, moves, and deletes for users, credentials, and access levels
- Remote user and credential management
- Ongoing system administration and scheduling
- Access Control-related alerts and event notifications
- Compliance reporting and audit support

Preventative Services – Camera Cleaning & Adjustment

- Over time, dirt and debris can accumulate in and over the lens of a camera which can cause blurry or faded images.
- With a Cleaning and Adjustment procedure, a technician will clean off any debris that has collected and calibrate the camera(s) to eliminate any issues.
- Normal maintenance to cameras will ensure a recording that is sharp and accurate as you'd expect.






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35

35


Other RMR Services: NFPA Codes and Standards

Commercial Kitchen Hood Systems (NFPA 96)

- Inspections and testing performed in accordance with **NFPA 96**
- Semi-annual or quarterly inspection cadence based on AHJ requirements
- Code-mandated for all commercial cooking operations
- High renewal rates driven by AHJ enforcement and compliance risk
- Pull-through opportunities for system repairs, upgrades, and replacements

Fire Extinguisher Services (NFPA 10)

- Inspections, maintenance, and testing performed in accordance with **NFPA 10**
- Monthly visual checks and annual inspection requirements
- Required for virtually all commercial occupancies
- Non-discretionary, compliance-driven service revenue
- Additional revenue from recharge, replacement, and hydrostatic testing



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36

36


Other RMR Services: NFPA Codes and Standards

Emergency Lighting & Egress (NFPA 101)

- Inspection and testing of emergency lighting and exit signage per **NFPA 101**
- Monthly functional tests and annual 90-minute testing requirements
- Required in most commercial, industrial, and multi-tenant facilities
- Documented test logs required for compliance
- Ongoing service, battery replacement, and fixture upgrade opportunities

Standby Generators (NFPA 110)

- Inspection, testing, and maintenance performed in accordance with **NFPA 110**
- Monthly and annual testing cycles, including load bank testing
- Required for facilities with life-safety and critical power needs
- Compliance-driven services with documented testing and reporting
- Additional revenue from repairs, fuel systems, and controller upgrades




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37

Other RMR Services:

- Clean Agent / Special Hazard Systems**
 - IA-200, Novec 1230, CO₂, Foam systems
 - Semi-annual and annual inspection cycles
 - Common in data centers, healthcare, and industrial environments
 - Higher AMPU per account
- Smoke Control & Fire Dampers (NFPA 80 / 105)**
 - Fire and smoke damper inspections (typically every 4 years)
 - Fire door inspections
 - Increasingly enforced by AHJ's
 - Growing compliance-driven revenue stream
- Mass Notification & Emergency Communication Systems**
 - Annual testing and inspection requirements
 - Often tied to campus, healthcare, and municipalities
 - Can generate both inspection and software-based RMR
- Emergency Responder Communication Enhancement Systems (ERCES)**
 - Required in many jurisdictions for large or complex buildings
 - Annual testing and inspection requirements
 - High barriers to entry and attractive margins



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38

Other RMR Services: Critical Systems Monitoring



Industrial Process/Critical Condition


- **Critical Condition Monitoring:** Environmental sensors send real-time alerts to the monitoring center, including temperature, refrigeration, oxygen, water level, sump pump, and moisture detection.
- **Fire & Suppression System Supervision:** Supervisory alerts for abnormal conditions such as pressure loss, valve status (gate/PV), air pressure, and compressor issues.

Environmental Monitoring

Continuous monitoring of temperature, humidity, and air pressure by the Operations Center for critical environments, including:

- Pharmaceutical refrigerators and freezers
- Clean room pressure control
- Manufacturing areas



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39


Other RMR Services: Cloud-Based Services


Video

- AI-Powered Cloud Video Platform**
Transforms video surveillance into a smarter, more powerful security tool.
- Real-Time Visibility & Alerts**
Motion alerts, custom detection zones, and notifications for offline or tampered cameras.

Access Control

- Cloud-Based Access Control:** Secure, real-time visibility into your environment from any device, anywhere.
- Enhanced Security Visibility:** Advanced activity analysis and a unified view of your facility.
- Faster Incident Response:** Centralized security insights improve response times and protection.
- Streamlined Security Operations:** Improved workflows with greater control over access, events, and facility health.





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40

40


Security Server Monitoring & Management

Managed NVR & IP Video

- NVR & IP Video Management:** Health monitoring for recorders and cameras, including OS, VMS patching, and subnet management.
- Comprehensive System Monitoring:** Alerts for system outages, camera downtime, disk health, antivirus, and firmware updates.
- 24/7 NOC Oversight:** Automatic alerts enable monitoring of cameras, storage, and network connectivity.
- Proactive System Updates:** Camera systems maintained within one version of the latest software/firmware.
- Prevent Recording Gaps:** Issues are detected before failed recordings go unnoticed.
- Managed Response & Resolution:** Early alerts, remote fixes, or authorized service dispatch as needed.

Security Server Workstation Monitoring & Management

- On-Prem Secure Workstation:** Customer workstation connected to a dedicated security-only network with Bitdefender protection.
- Security Server Management:** Remote management of on-site security servers from the NOC.
- Cloud Device Monitoring & Alerts:** Real-time cloud device health monitoring with automated notifications.
- Proactive Issue Alerts:** Alerts for camera outages, unresponsive devices, disk failures, and system malfunctions.



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41

41

Managed Video

- Remote video services allow central station operators to remotely view customer site cameras and look for unauthorized activity, either in response to an alarm event or on a schedule provided by the customer.
- The following video services can be performed by Central Monitoring Stations:

Video Alarm Verification (indoor)	Video is sent to central station when an on-site event takes place, and operators will send the same video to the customer to help them make informed decisions about dispatch. Upon receipt of the burglar alarm, a Commercial operator will view customer site video and look for human activity.
Video Alarm Verification (outdoor)	Outdoor video alarm verification provides the same benefits as indoor video alarm verification. Video is sent to our central station when an on-site event takes place, and our operators will send the same video to the customer to help them make informed decisions about dispatch.
Video Alarm Verification (with talkdown audio)	How it works: The BA panel will be configured to send signals to the central station. The operator will then be able to open the audio channel to the IP device and make an announcement over the speaker at the location.
Video Escort	This service is designed to help lone workers enter and leave their place of business safely. The operator will observe the employee from their car to the building or from the building to their car, and only notify if something not expected happens during the escort.
Video Guard Tours	Operators perform scheduled tours of a property by remotely viewing each camera based on a predetermined schedule. These are co-reflective services to replace a typical nighttime patrol service with 24/7 protection and after-hours audio/video surveillance.



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42

42

Managed Access Control & Credentialing

Hosted/Non-Hosted Access Control & Credentialing	Managed Badging Service
<ul style="list-style-type: none"> • Fully Outsourced Access Control: No added system burden – fully managed for you. • Simple Provisioning: New Locations, Badging, and access changes handled via email. • Expert NOC Management: Hosted or on-prem systems managed daily by experienced NOC professionals 	<ul style="list-style-type: none"> • Many companies have better things to do than create badges and manage access for the access control system. • Create and print badges and manage permissions for all users.

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43

43

Questions?

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44

44
