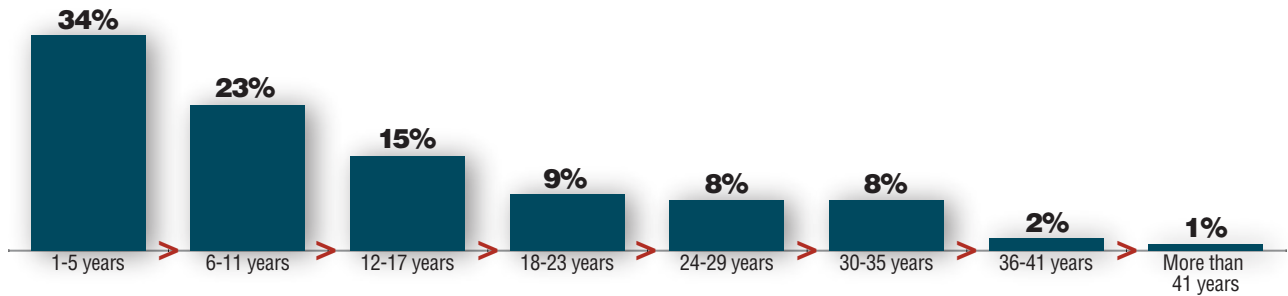
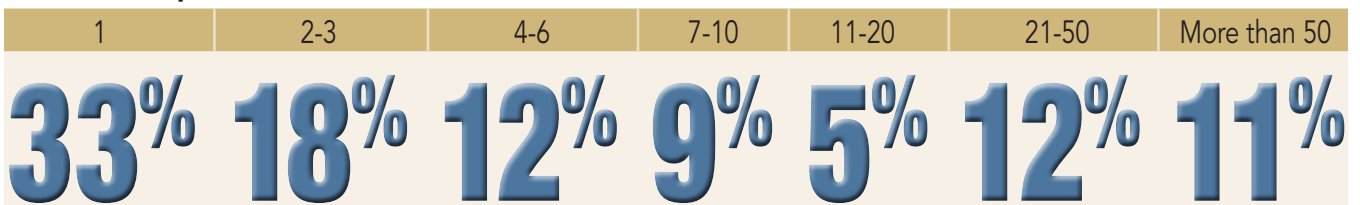


Time With Current Employer



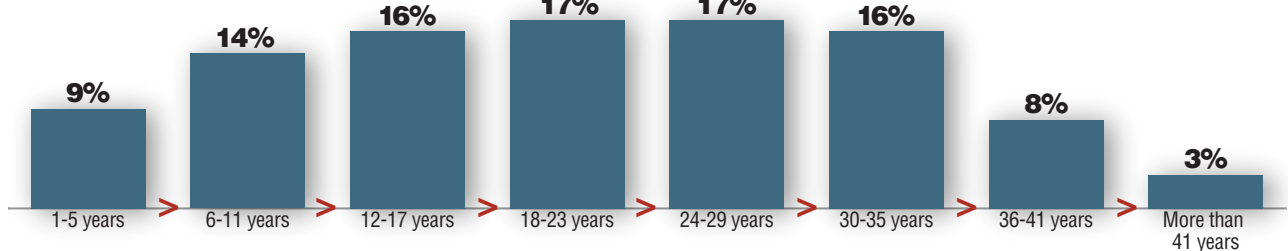
Nearly six in 10 of security directors/managers surveyed have been with their organizations 11 years or less. The average is 12.8 years; median 8.5.

Locations Responsible For



Reflecting recession-induced facility closures and consolidation, only 37 percent of respondents handle more than six locations compared to 54 percent in 2008. A third serve a single location.

Current Line of Work



More than nine in 10 respondents have been security directors/managers for longer than five years. The most popular range is 18-29 years, while the average is 21 years.

Top 10 Professional/Occupational Backgrounds

1t.	Executive management
1t.	Law enforcement
3.	Technical
4t.	Computers / Computer networking
4t.	Military / Government
6.	Electronics
7t.	Customer service
7t.	Sales and marketing
9t.	Construction / Carpentry / Contractor
9t.	Professor / Instructor
9t.	Security guard

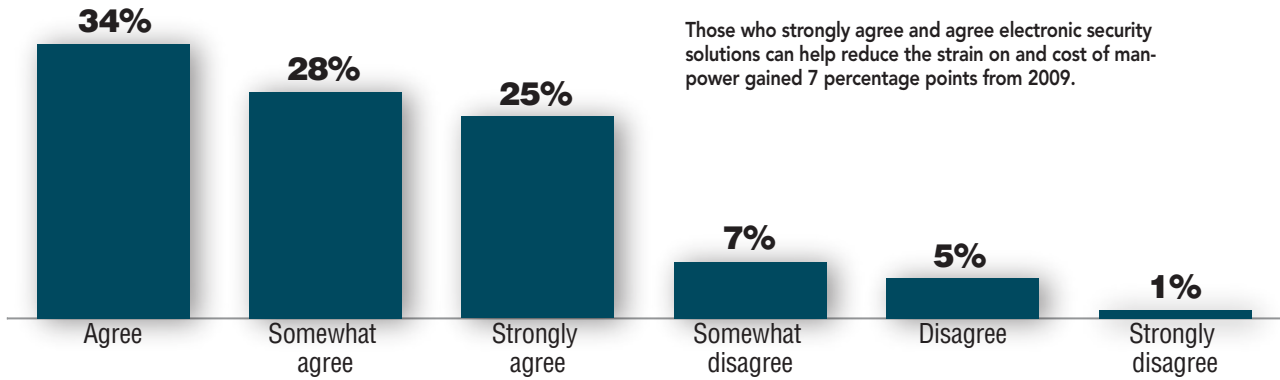
Those with a computer background moved from No. 8 to No. 4. Construction appears for the first time, presumably due to the slowdown in that industry. Security guards fell from sixth place. Note: respondents could select more than one answer.

Level of Education and Training

Undergraduate degree (B.A. or B.S.)	36%
Some college	22%
Graduate degree (Master's)	17%
Junior college degree (Associate degree)	10%
Trade school	5%
High school diploma	4%
Ph.D (Doctorate degree)	4%
Other	2%

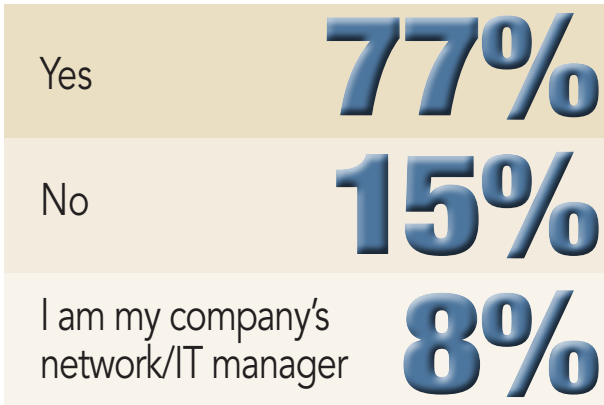
This is an academic group, with 89 percent having some level of college experience. Nearly seven in 10 of end users polled have earned a college degree on some level. Ph.D doubled from 2 percent in 2009.

Security Systems Can Reduce Manpower Needs



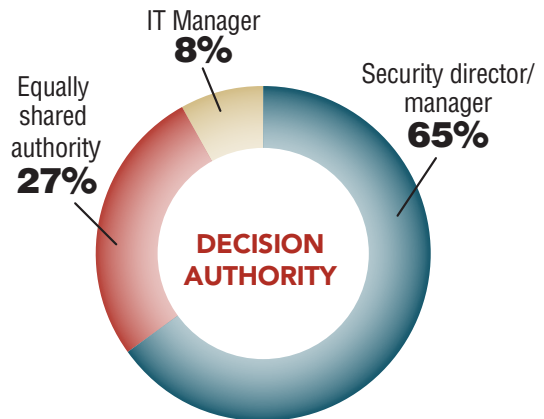
Those who strongly agree and agree electronic security solutions can help reduce the strain on and cost of manpower gained 7 percentage points from 2009.

Working With IT/Network Manager



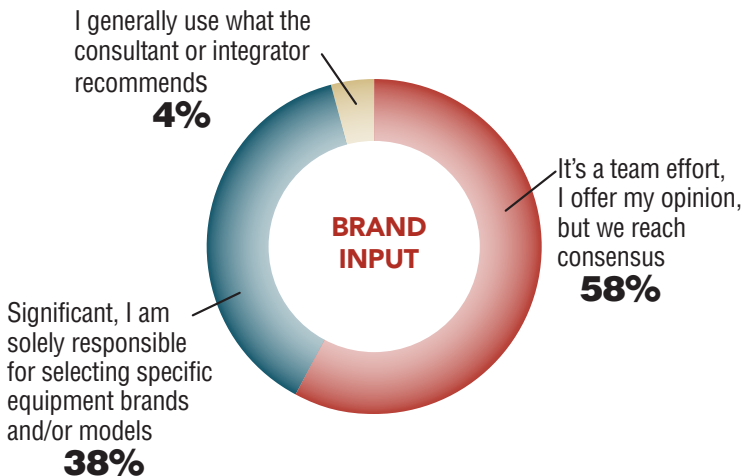
Bucking the physical-IT convergence trend, working with IT personnel dropped 7 percentage points. However, those who actually serve in an IT/security manager capacity has quadrupled from 2008.

Security Decision Authority Vs. IT Manager



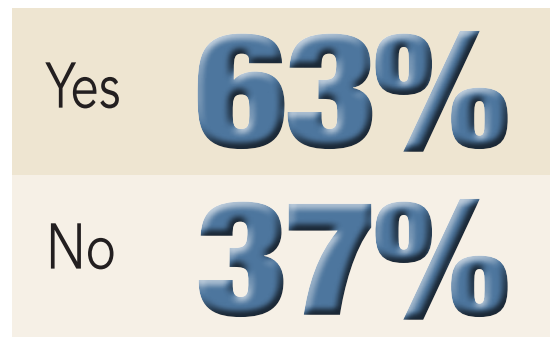
IT professionals are continuing to have a larger impact on buying practices, playing a shared or principal role in more than a third of the decisions pertaining to physical security.

Input on Specific Product Brands and Models



Security managers are having more say in specifying equipment brands and models, with 96 percent playing some role in the selection process.

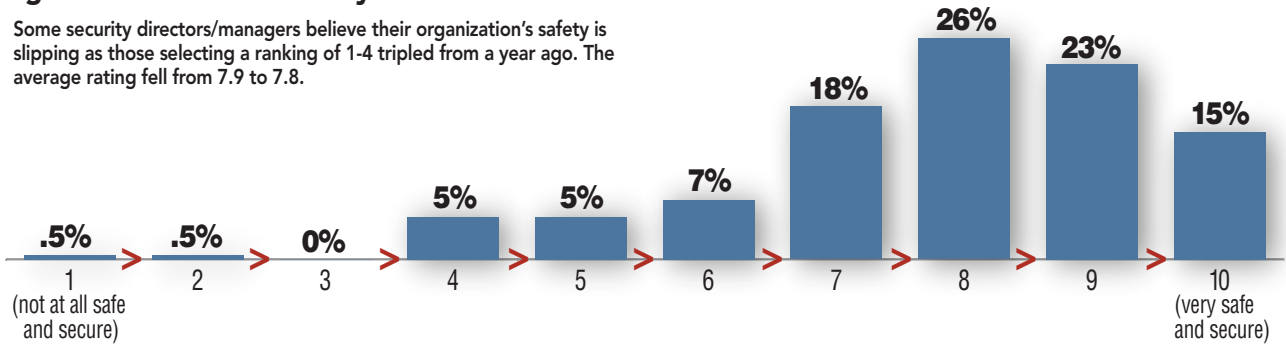
Purchased Products Direct From Suppliers



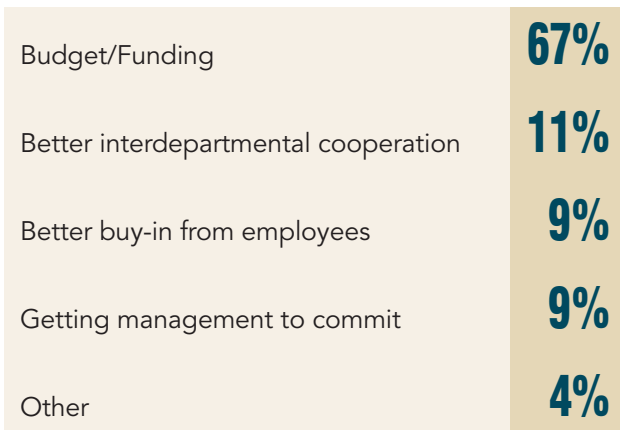
In an effort to cut out the middleman, more than six in 10 respondents have made purchases directly from suppliers. That's up 12 percentage points from 2008.

Organization's Level of Safety

Some security directors/managers believe their organization's safety is slipping as those selecting a ranking of 1-4 tripled from a year ago. The average rating fell from 7.9 to 7.8.

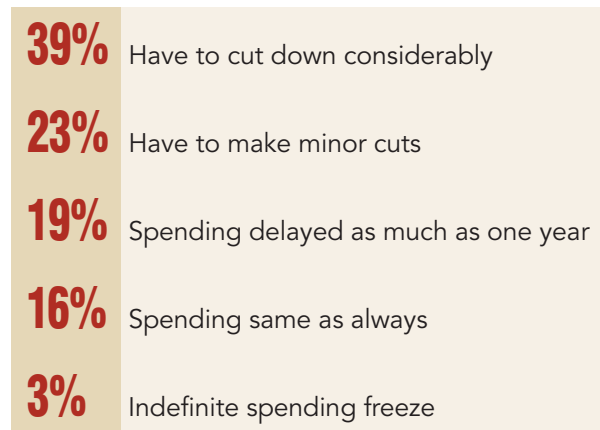


Top Obstacle for Secure Workplace



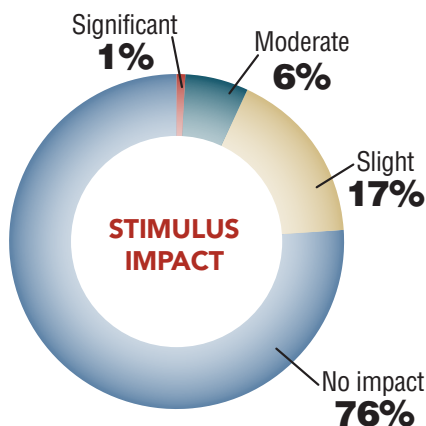
The bad economy continues to cause major issues with funding problems gaining 6 percentage points from 2009 and 20 compared to 2008. Interdepartmental cooperation rose from 7 percent.

Recession Impact on Security Purchases



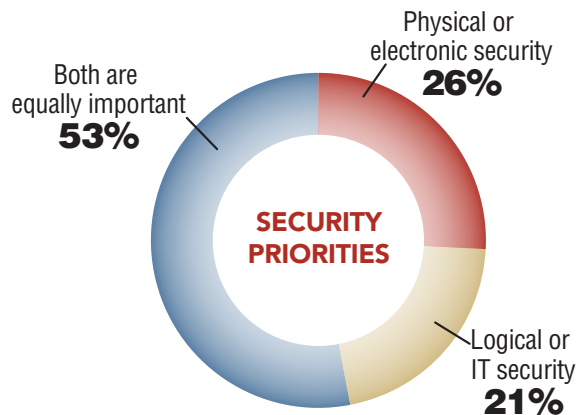
Although considerable cutbacks are up 3 percentage points, the good news is spending freezes lessened from 10 percent in 2009. However, delays of up to a year added a percentage point.

Economic Stimulus Impact on Security Funding



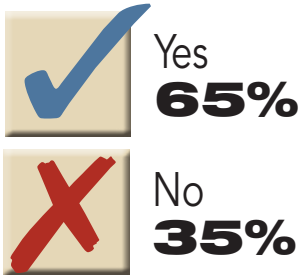
With enough time having presumably elapsed since the government enacted the economic stimulus package, more than three in four respondents have experienced no benefit.

Ranking Organization's Security Priorities



More than half of respondents believe physical and logical security are equally important to a commercial enterprise. Head-to-head, physical has a 5-point edge.

Plan More Security in Near Future



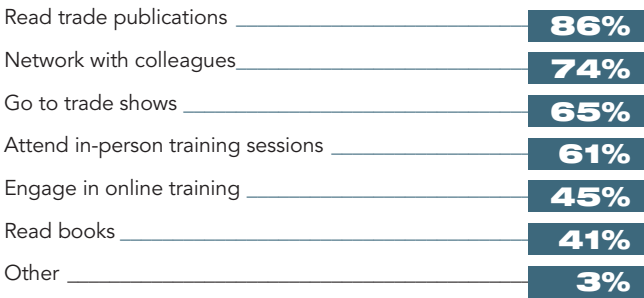
The effects of the recessionary environment are evident as increasing security fell by 6 percentage points from a year ago. Add that to 2008's 5-point decline.

Method of Soon Increasing Security



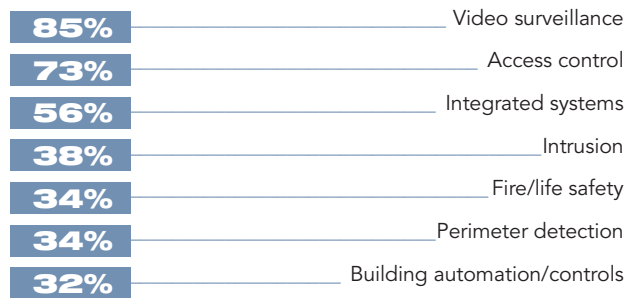
Good news for service providers, bad for guards and status quo for suppliers. Risk assessments more than doubled from a year ago with a 10-percentage-point gain. Increasing manpower lost 3 points.

Keeping Up With Security Solutions



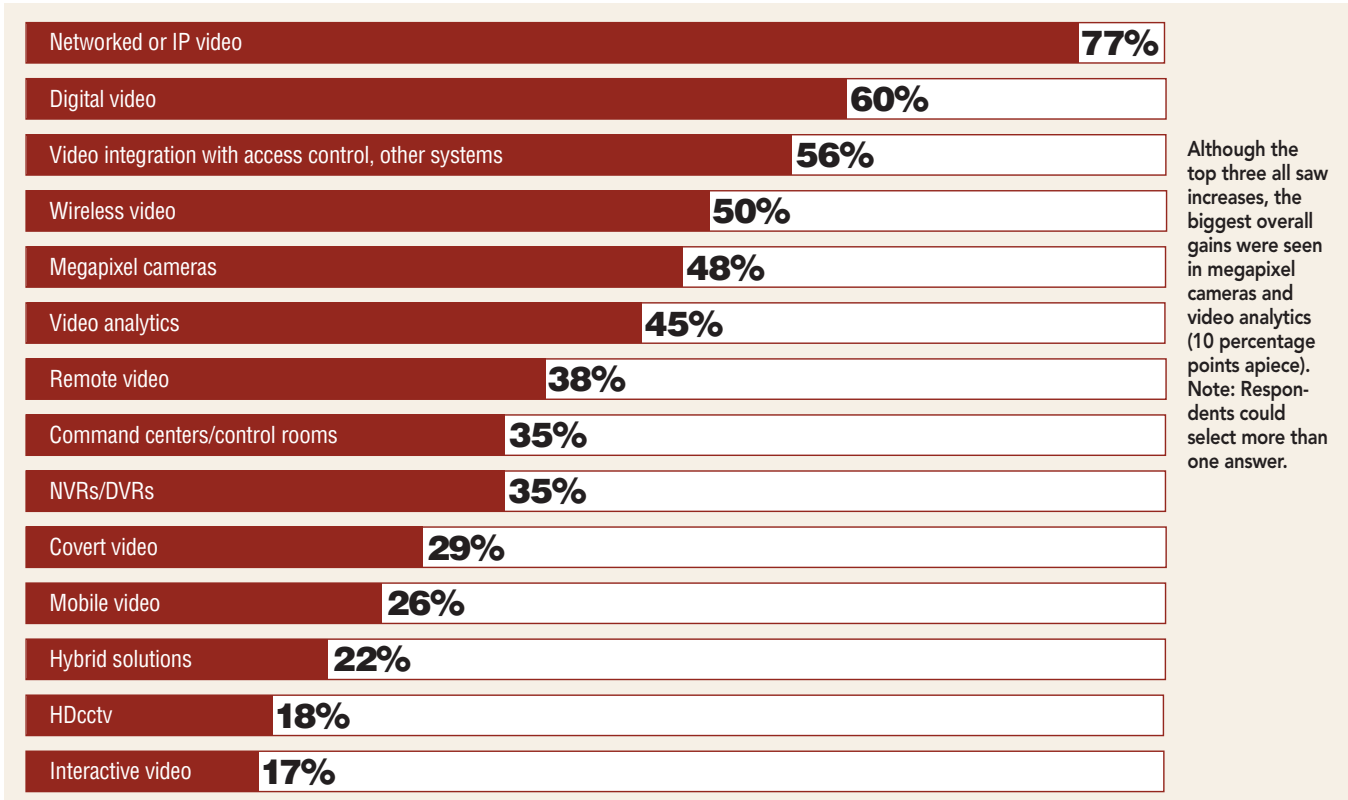
Trade publications increased their stronghold as the leading source of information and education with a 4-percentage-point rise. In-person training fell 9 points. Note: Respondents could select more than one answer.

Security System Types Most Interest In



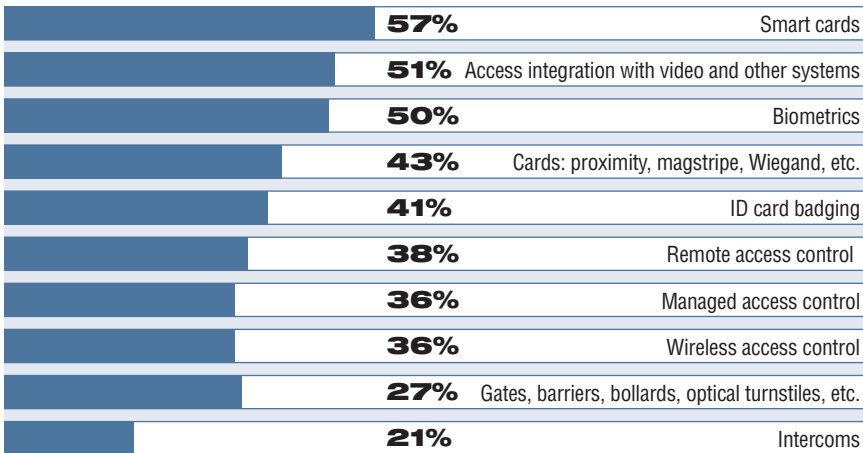
All but two categories, integrated systems and perimeter detection, reflect heightened interest. Video increased its dominance with a gain of 8 percentage points. Note: Respondents could select more than one answer.

Video Technologies of Highest Interest



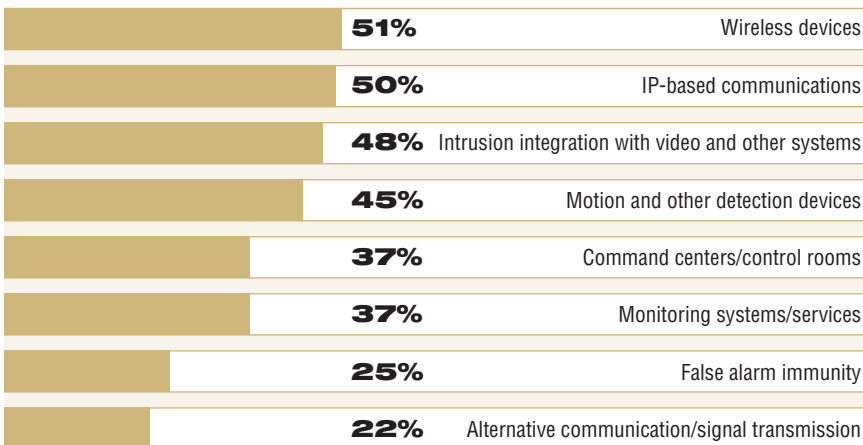
Although the top three all saw increases, the biggest overall gains were seen in megapixel cameras and video analytics (10 percentage points apiece). Note: Respondents could select more than one answer.

Access Technologies of Highest Interest



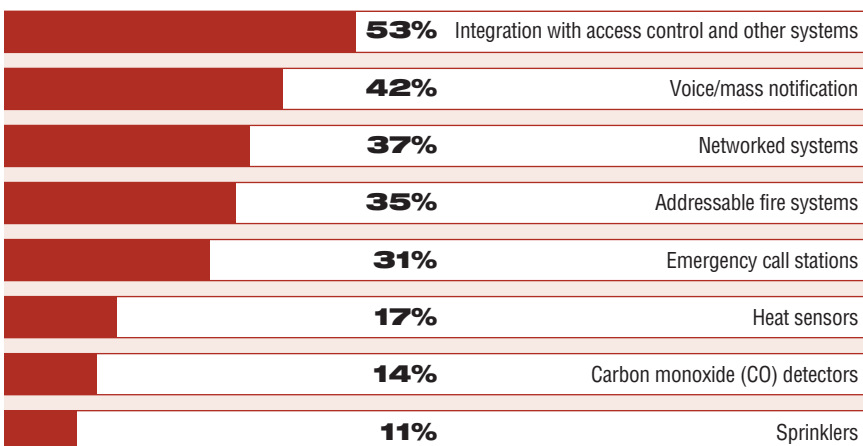
Smart cards overtook access integration atop the list, but biometrics registered the largest gain at 11 percentage points. Note: Respondents could select more than one answer.

Intrusion Technologies of Highest Interest



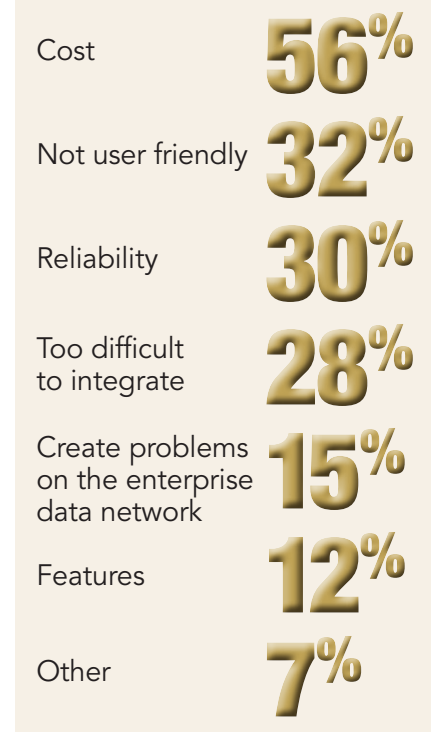
Motion/detection devices and monitoring systems/services both experienced 5-percentage-point gains. There is a significant level of interest in IP communications. Note: Respondents could select more than one answer.

Fire Technologies of Highest Interest



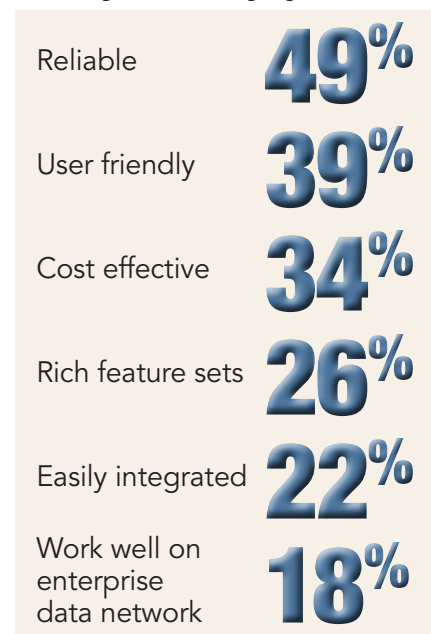
The only categories not gaining were CO detection and sprinklers, which stood pat. Integration added 8 percentage points to distance itself from the pack; networked systems rose 10 points. Note: Respondents could select more than one answer.

Top Gripes About Security/Life-Safety Systems



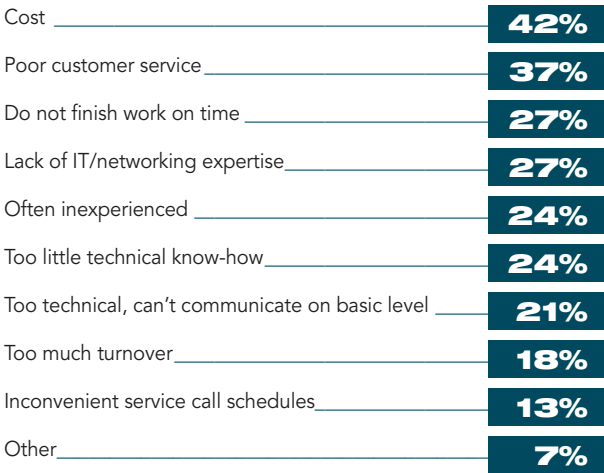
Not being user friendly gained 3 percentage points, and cost went up 2 points. Reliability declined 3 points. Common in the "other" category was proprietary platforms. Note: Respondents could select more than one answer.

Top Virtues of Security/Life-Safety Systems



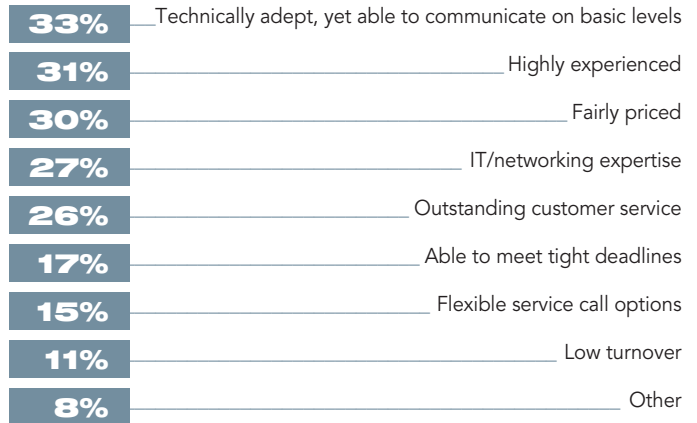
A good report here with universal gains across the board. Reliability ascended 5 percentage points. Note: Respondents could chose more than one answer.

Top Gripes About Security Contractors



Only two categories rose: being too technical (4 percentage points) and "other" (1 point). Cost saw a 4-point decline. Note: Respondents could select more than one answer.

Top Virtues of Security Contractors



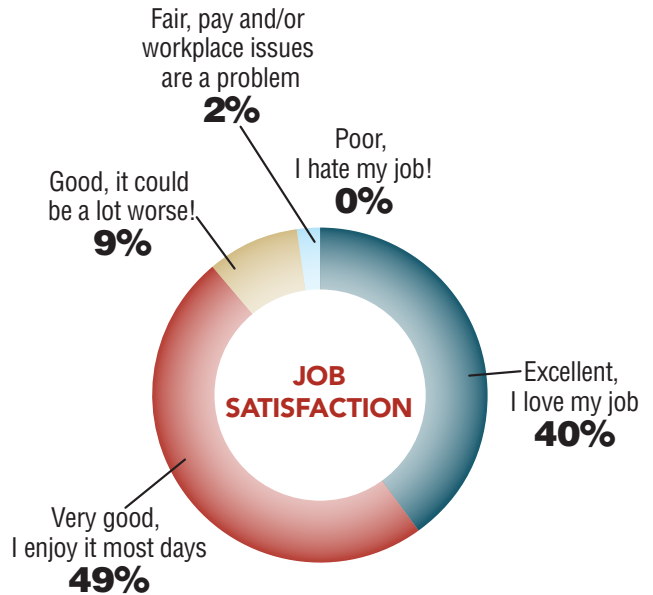
There are several red flags for security contractors here. Customer service, meeting deadlines and flexible service calls all receded 6 percentage points. Note: Respondents could select more than one answer.

Level of Satisfaction With Security Contractor



Those saying they are satisfied or completely satisfied with their contractors fell 2 percentage points. The average overall rating was 4.5 on a 1-6 scale where 6 was completely satisfied.

Job Satisfaction



For the most part, respondents thoroughly enjoy what they do. However, those saying they love their jobs has fallen off by 6 percentage points since 2008.

2010 Commercial End-User Study Methodology

To bridge the communications gap between commercial users of electronic security systems and the designers/installers of these systems, SSI reached out to end users to better understand their knowledge and needs as it pertains to security

solutions. This was the sixth year the survey has been conducted.

- Survey sent to 1,738 SSI end users and 1,672 *Campus Safety* (SSI's sister magazine) readers on July 8

- ISC/Reed also sent survey invitation to its list of security end users

- Reminder E-mails sent to those who did not reply to first invitation, as well as follow-up reminders

- Results based on the 243 respondents who qualified for the survey

- Margin of error approximately +6.1% (95% confidence level, 50% comfort level)

Editor-in-Chief Scott Goldfine has spent more than 11 years with SECURITY SALES & INTEGRATION. He can be reached at (704) 663-7125 or scott.goldfine@securitysales.com.