

SAMMYs

HATTON INDUSTRIES SECURITY SERVICES

Vehicle Design sponsored by



Hatton Security's fleet of vehicles won for best vehicle design. The total security solutions company follows its motto daily, "Big enough to serve you, small enough to care."

Greg Hatton founded his company in 1993 after discharging from the military. After spending nearly eight years as a guard company, Hatton Industries Security Services transformed into a multimillion-dollar total security solutions company offering security and alarm systems to nearly 200 accounts. The Greeley, Colo.-based company's motto, "Big enough to serve you, small enough to care," is more than just a slogan; it's a philosophy Hatton expects all 150 employees to follow.

As this year's Vehicle Design SAMMY winner, Hatton Security, allocated \$30,000 for its 2007 marketing budget — an increase from previous years. And while the company was successful in using that money toward its 12 winning vehicles, Hatton says the best approach to marketing is simply word of mouth.

"We actually grew to over a million dollars a year by word of mouth alone," he says. "We treat every client as if they were our most important client. If we don't do it someone else will."

Hatton says his biggest networking tool is integrity. If a client is quoted a price for a system, the client will receive the same quote after installation. While one of the greatest challenges has been maintaining customers' top-of-mind awareness over larger security companies, Hatton's professionalism and community activism has kept the company a strong competitor.

"With security, you have to relay professionalism because the customer doesn't know what they are getting right away. You have to build their faith in you," Hatton says.

The company prides itself in its superb customer service, and Hatton continues that personable approach within the organization as well.

"When you start to get bigger, you start to delegate too much and the organizational culture starts to take on someone else's personality. You have to stay active on all levels and make sure the culture you want is enforced."

SAMMYs

SECURTEK MONITORING SOLUTIONS

Company Newsletter sponsored by



SecurTek's corporate headquarters in Yorkton, Saskatchewan, services more than 65,000 accounts across Canada. The company was able to drop production cost by 25 percent in 2007 through the use of recycled paper and electronic correspondence with its customers.

SecurTek Monitoring Solutions of Yorkton, Saskatchewan, Canada, seized the trophy for best company newsletter at this year's annual SAMMY Awards. The company provides commercial and residential security monitoring services to more than 65,000 accounts across Canada. With its limited marketing budget and large geographical coverage, SecurTek works closely with its local authorized dealers to promote brand awareness in its local markets. The company has a unique voice among its customers through its highly successful and recently redesigned company newsletter.

"We determined from past experience that a four-panel newsletter was lengthy and overpowering, and our customers were not reading all the information that we included in it," says Product Research Analyst Kristy Cmoc. "Therefore, we narrowed down the letter to a one-page, double-sided document allowing us to do more customer-focused articles."

SecurTek immediately saw an increased response rate from its customers. By utilizing recycled paper and sending the newsletter both electronically and as a standalone piece, production costs dropped by 25 percent.

"The [marketing] potential is endless and only a portion of the potential has been tapped by most companies," says Cmoc. "A company on a limited budget has multiple options because of the emerging trends in technology for marketing. The main thing is to understand your customer base and what they are interested in. Knowing who your customer base is means that you can more effectively target those limited dollars."

SecurTek's flexible marketing budget fluctuates with revenue growth, and the company plans to continue its marketing successes through strategies that reduce production cost but maintain customer interest. "We'll be doing more electronic advertising in the future." Cmoc says.

PROVIDENT SECURITY CORP.

Web Site Design
sponsored by



Provident Security is dedicated to leaving a footprint within its local community, and there is no better way to do it than by having an interactive Web site and a gigantic inflatable slide. Visit Provident's award-winning Web site at www.providentsecurity.ca.

When Mike Jagger founded his company 12 years ago, he knew he wanted to think of the customer first. Education and commitment were key, so he focused his business model around a quick response time for his customers. "What we did was guarantee a 5-minute response time if an alarm goes off. We guarantee we will be at the door within 5 minutes, 24-hours a day," Jagger says.

A lot of Provident Security's marketing revolves around educating the customer, and winning a SAMMY for best Web site design proved just that. The Web site, which went through a complete redesign in 2007, features a video library full of high-definition videos, and a live chat tool for customers to reach a Provident representative 24/7. However, the section that receives the most traffic is the company's blog, which has been active for more than 2½ years.

"What customers have commented on is that we sell a lot of technology, but rather than speaking directly about our technology, we have clients talk about how our services work and how our services have impacted them," says Jagger.

The company has never used an outside PR agency, according to Jagger. However, because of its activity within the community and its strong customer relations, Provident's message travels mostly by word of mouth.

The company's three-story inflatable slide has also been instrumental in marketing its name in the local community. The slide, which is donated for use at nonprofit events in Vancouver, British Columbia, not only provides entertainment, but it also is impossible to miss. Jagger's team knows how to work hard and play hard, but at the end of the day, it's the customer service that counts.

BENSON SYSTEMS

Integrated Installation of the Year
sponsored by



Benson Systems received the Integrated Installation of the Year award for its design and installation of a multiphase enterprise security solution for the Westgate Center in Glendale, Ariz. The 56-acre project includes a security solution for the Jobing.com Arena, home of the Phoenix Coyotes Hockey Club.

After receiving a hearty nomination in five categories for the 2008 SAMMY Awards, Benson Systems of Gilbert, Ariz., clinched the trophy for integrated installation of the year. Benson, which specializes in complex installations of card access, security cameras, commercial security systems and IP-based systems, focuses its business on Arizona, Southern California and the Albuquerque, N.M., area.

With more than 12,000 customers and annual revenues in excess of \$12 million, it was no wonder The Ellman Companies, developer of the Westgate Center in Glendale, Ariz., chose Benson to design and install a multiphase enterprise security solution. The 56-acre area includes the Jobing.com Arena, home of the Phoenix Coyotes Hockey club.

The first phase of the projected 10-year project included the design and installation of IP video surveillance network backbone to support the entire development, an IP CCTV solution, security command center, router installation, IP card access and monitoring.

"The Westgate project gave us the opportunity to demonstrate our abilities to install a state-of-the-art IP-based CCTV system, incorporating the equipment from several manufacturers," says Peter Hudson, strategic accounts and marketing manager for Benson.

While Benson ran into several challenges in creating the infrastructure and using new, cutting-edge technology, it was able to successfully complete the first portion of the project.

"It is very rewarding to encounter problems with an installation, to overcome the challenges and come to the conclusion of the project with an extremely happy client," Hudson says.

With the first phase of the project completed, Benson will no longer have to worry about the competition entering the hockey arena. "Our company logo is on every metal detector fans walk through on their way to see a game or concert at the Jobing.com Arena."

Coming up in the July issue, *SECURITY SALES & INTEGRATION* will take an in-depth look at this winning installation.