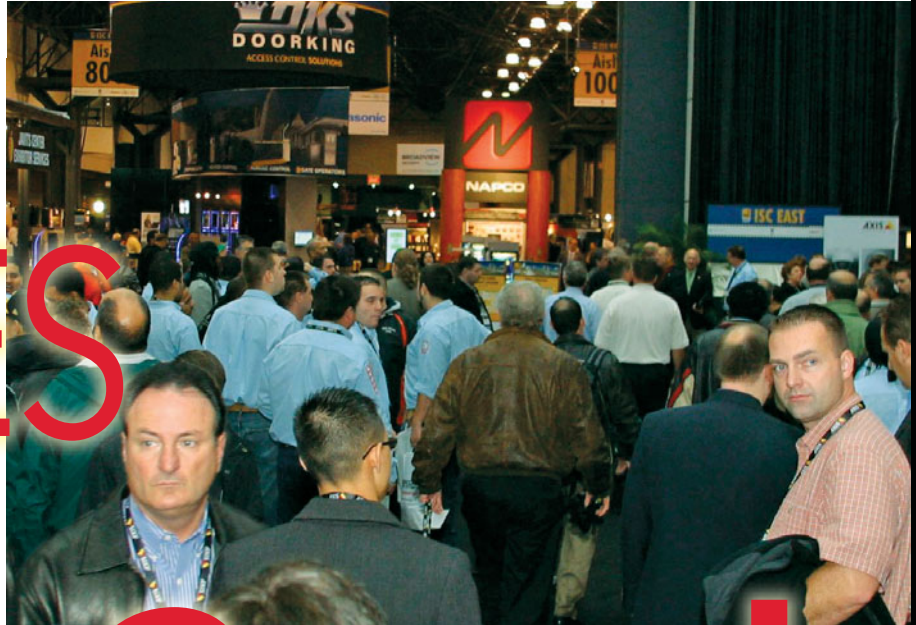


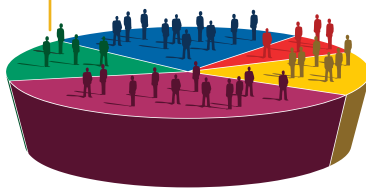


The FACES in Your Crowd



BY SCOTT GOLDFINE
Editor-in-Chief, Security Sales & Integration
scott.goldfine@securitysales.com

SSI's 2010 Demographic Census reveals the unique qualities that distinguish the dedicated security professionals who own, operate and manage North America's installing systems businesses.



Who are the managers and leaders of today's installing security companies? Don't you really want to know? Who are the people dedicat-

ed to promoting safety and protection, and who possess the business acumen and technical know-how that has elevated the industry and continues to drive electronic security forward? Where do they come from? What is their experience? What are their beliefs? How do they run their businesses? What are their commonalities, and differences? If this is your peer group, don't you really want to know more about your colleagues and competitors, and see how you stack up?

Wonder no more. To answer these and so many more riveting and relevant questions, SSI has released the results of its third, bi-annual Security Industry Demographic Census. The 2010 study polled nearly 300 managers from all levels of installing security dealer and systems integration organizations. Conducted by the research team at

Bobit Business Media, SSI's parent company, the project was further solidified by the participation of the Electronic Security Association (ESA), Central Station Alarm Association (CSAA) and (ISC organizer) Reed Exhibitions.

Taking the evolving industry, dynamic business climate and tempestuous economy into account, the Industry Census has been accordingly enhanced, modified, and expanded. While some of the findings are what one might expect, others are rather startling.

In general, managers at security installation firms are college-educated, Republican, 50-year-old Caucasian males who are married with three kids and have spent at least 20 years in the industry. Meanwhile, most say they are working long hours in the face of higher stress and flat or less financial compensation. From an operations standpoint, 84 percent of companies conduct background checks of prospective employees, retirement benefits are down but profit-sharing opportunities are up, vehicle fleets have been slashed, and "greenness" is *not* a high priority.

The full story unfolds in the colorfully presented data that follows.



Imagine remotely programming
your alarm panels via radio with
no monthly fees.

Jackpot!

Introducing IntelliPro™. At last, remote programmability without the phone lines and without the monthly fees. Easy to install, infinitely scalable with unsurpassed reliability, AES-IntelliNet with the new IntelliPro subscriber accessory is the professionals' choice for long-range mesh radio alarm communications systems.



285 Newbury Street | Peabody MA 01960 USA | T 978.535.7310 | info@aes-intellinet.com | www.aes-intellinet.com
www.securitysales.com/freeinfo/13199

Personal Information

What Is Your Title?



What Is Your Age?

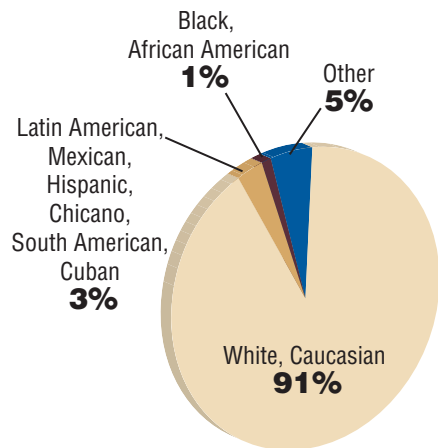
Average: **51**

What Is Your Sex?

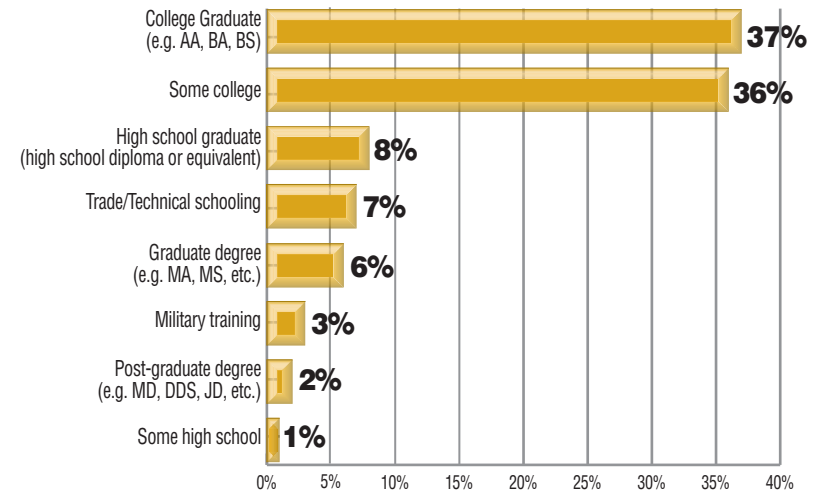
M 90%
Male

F 10%
Female

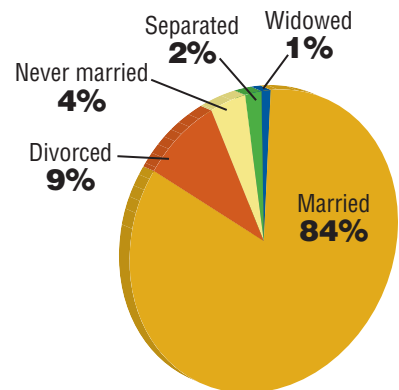
What Best Describes Your Ethnic Background?



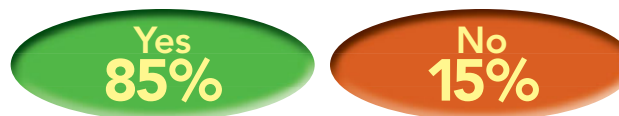
What Is the Highest Degree or Level of School Completed?



What Is Your Marital Status?



Do You Have Any Children?



If Yes, How Many?

Average: **2.7**

Are You Physically Disabled?





DC28105-N
Mini Dome Camera

Keep A Sharper Eye On Indoor Spaces

New Tamron Mini Dome CCTV surveillance camera delivers exceptional imaging in a compact, user-friendly package.

Optimized for a wide variety of indoor applications, the new, totally-integrated Tamron DC28105-N Mini Dome Camera combines Tamron's state-of-the-art imaging technology and an ultra-high-resolution, multi-coated Tamron 2.8-10.5mm f/1.2 Vari-Focal lens for maximum flexibility with viewing angles up to 100°. It's easy to install on walls and ceilings, and a snap to set up and adjust—your perfect security solution.

- Fast f/1.2 aspherical lens and cutting-edge capture provide critically sharp, bright, ghost-free imaging
- 1/3" CCD achieves 540 lines horizontal resolution
- Locking pan and tilt adjustments prevent drift
- Fully-integrated, compact (4.7" Diam. x 3.8" H) design

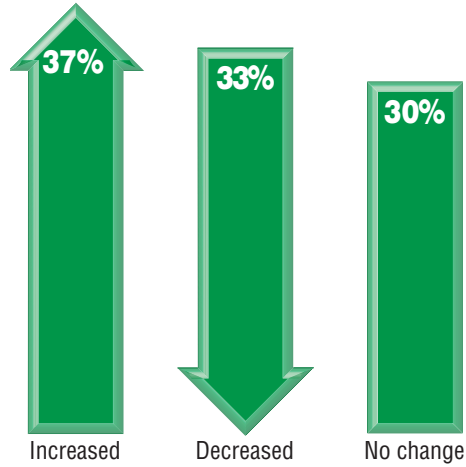
www.tamron.com

TAMRON
New eyes for industry

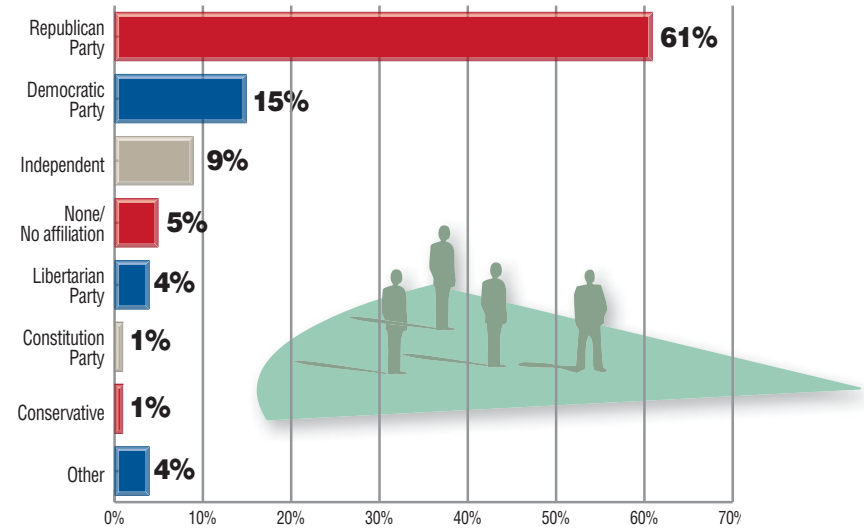
www.securitysales.com/freeinfo/13176

Personal Information

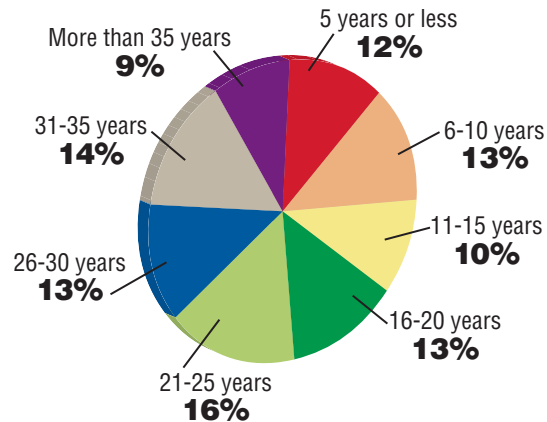
What Percentage Has Your **Income** Increased or Decreased the Past 2 Years?



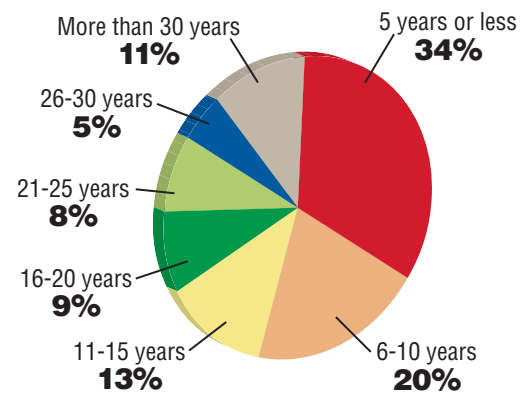
What Is Your **Political Affiliation**?



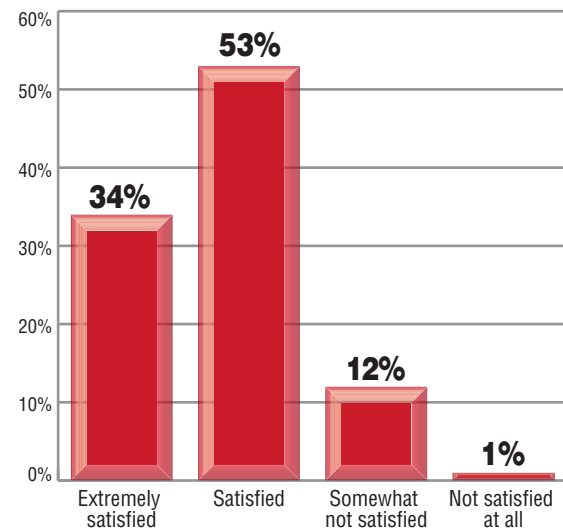
How Many **Years** Have You Worked in the **Electronic Security Industry**?



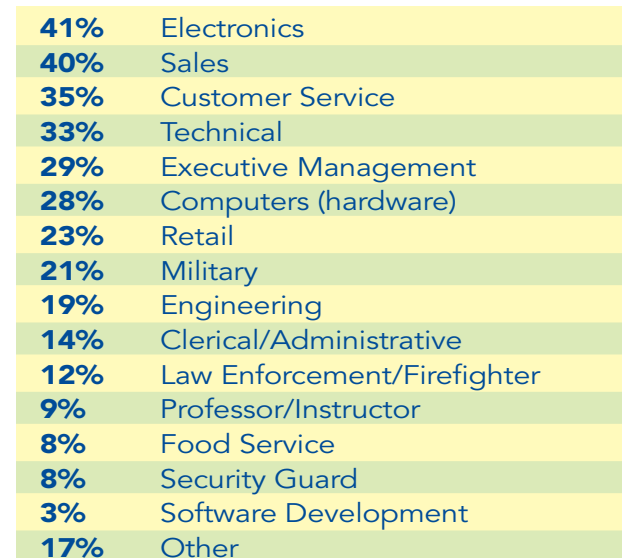
How Many **Years** Have You Worked in Your **Present Position**?



How **Satisfied** Are You With Your Current Job?



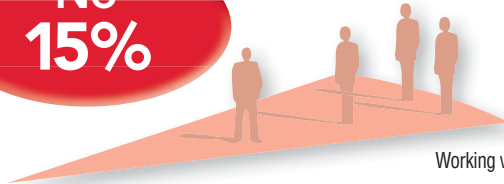
What **Other Experience** Do You Have Outside the Industry? (Respondents could select more than one)



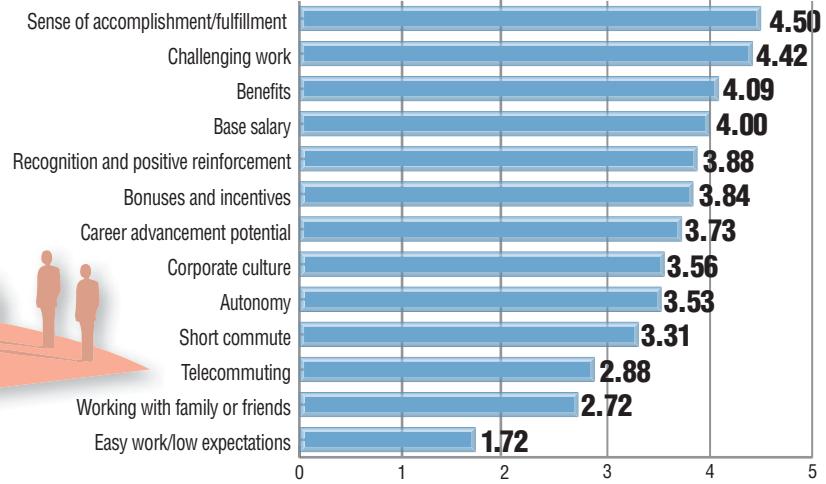
Do You Have a **Security System** in Your Own Home?

Yes
85%

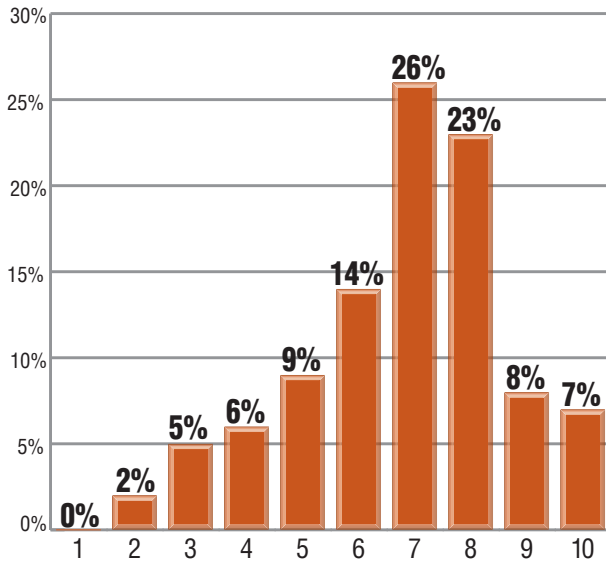
No
15%



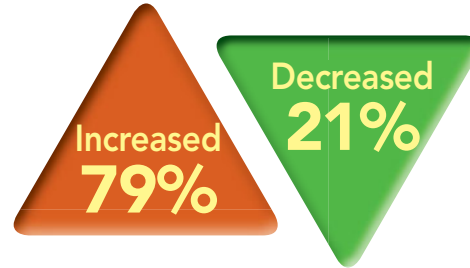
Please Rate the **Importance** of the Following to You in Your Job: (5 = highly important and 1 = not important at all)



On a Scale of 1-10, 10 Being Highest, How High Would You Rate Your **Present Work-Related Stress Level**?



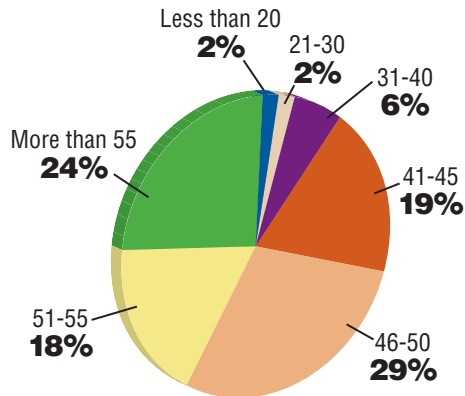
Has Your Work **Stress Level Increased or Decreased** During the Past Year?



How Many Times Per Year Do You **Travel on Business**?



On Average, How Many **Hours Per Week** Do You Work?

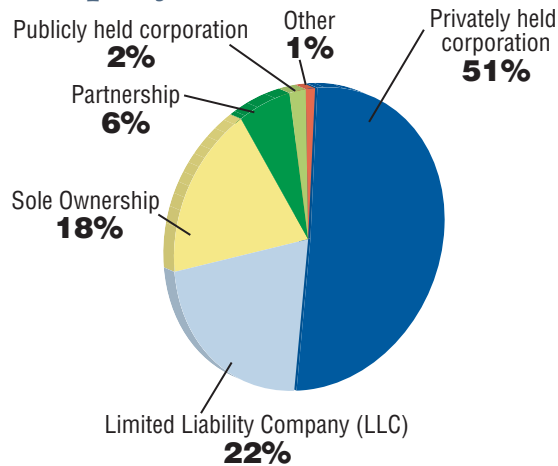


Do You Plan to Spend Your Entire **Career** in This Industry?



Business Information

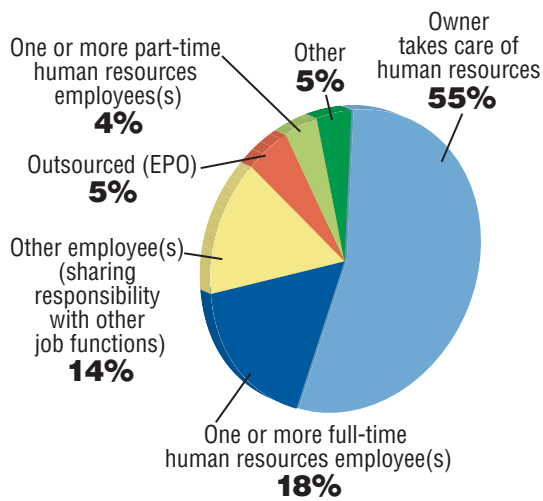
For Business Purposes, How Is Your Company Defined?



Which of the Following Are Handled Internally and Externally?

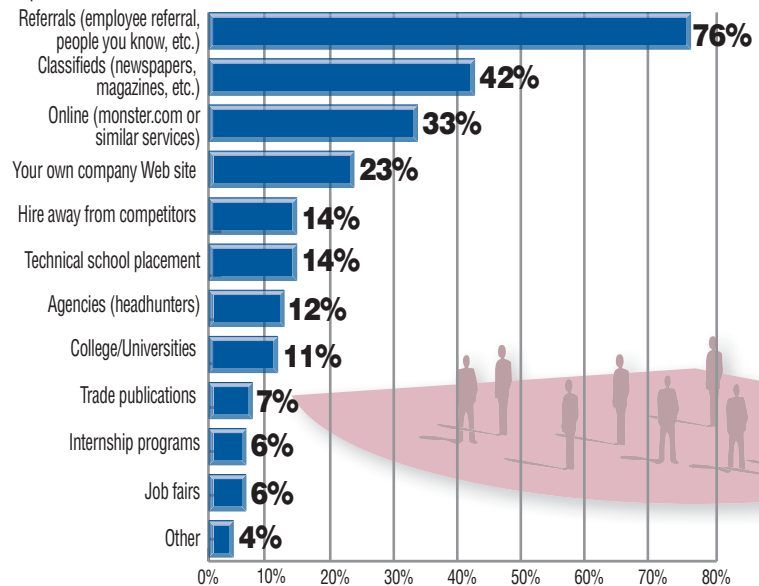
	Internally	Externally
Accounting (Billing)	96%	4%
Marketing	93%	7%
Recruitment	96%	4%
Accounting (Payroll)	74%	26%
Customer account monitoring	50%	50%
Web development	44%	56%
Guard patrol	31%	69%

How Do You Handle the Human Resources Function?



How Do You Recruit New Employees?

(Respondents could select more than one)



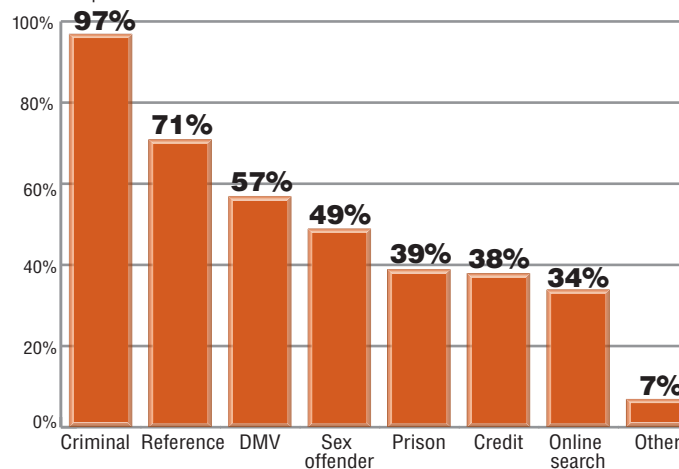
Does Your Company Conduct Background Checks of Prospective Employees?

YES
84%

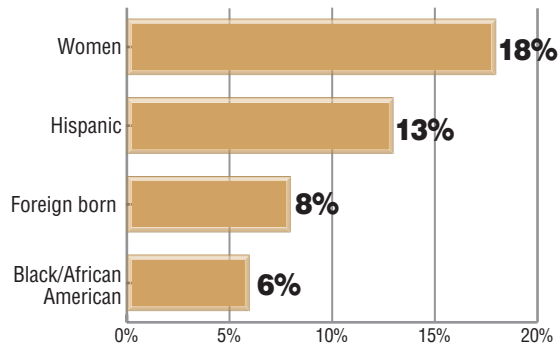
NO
16%

If Your Company Does Conduct Background Checks, Which Types Are Used?

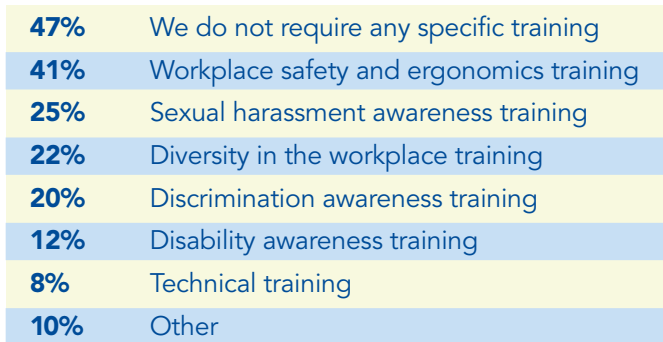
(Respondents could select more than one answer)



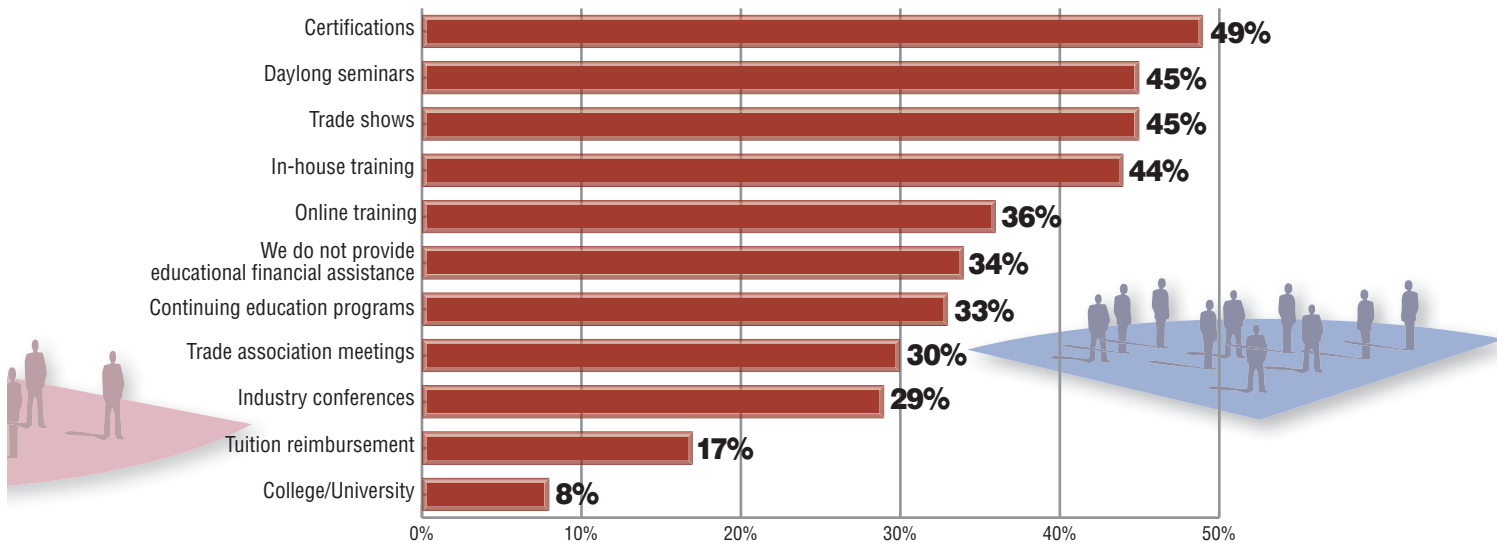
What Percentage of Your Company's Employees Are ... ?



What Type of Mandatory General Training Does Your Company Require of Employees? (Respondents could select more than one answer)



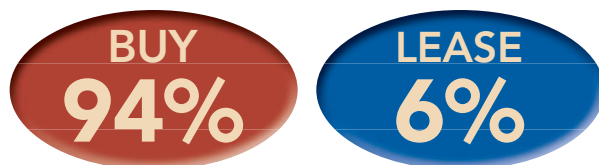
What Type of Educational Programs Does Your Company Provide for Financial Assistance? (Respondents could select more than one answer)



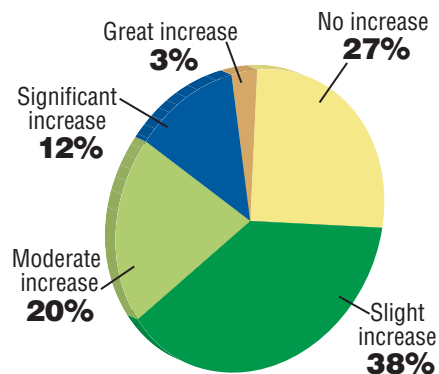
How Many Installing and Service Vehicles Do You Have in Your Fleet?



Does Your Company Buy or Lease Its Fleet Vehicles?



To What Extent Has Your Company Become 'Greener' During the Past 2 Years?



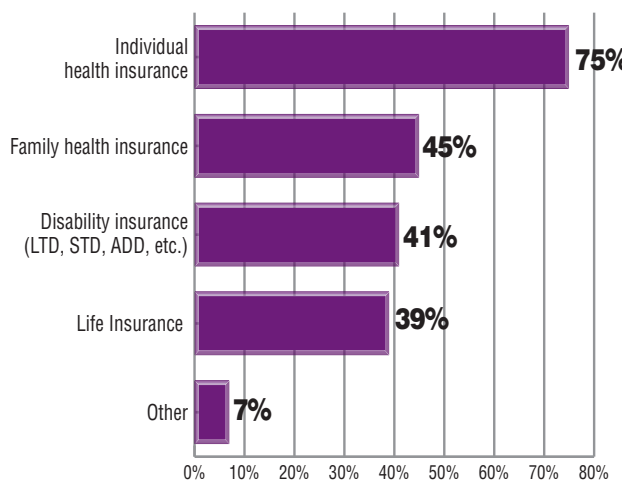
Is Your Company/Business Family Owned?



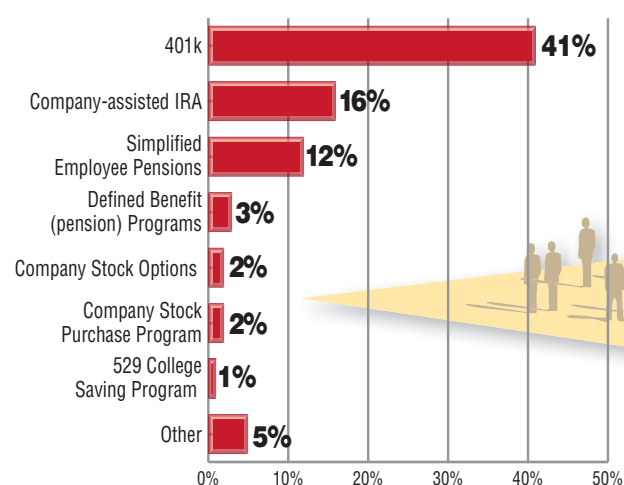
How Much **Vacation** Is Allotted to a Full-Time Employee With the Following Years of Service?

	Less than one week	One week	Two weeks	Three weeks	Four weeks	More than four weeks
1 year of service	16%	66%	16%	1%	1%	None
5 years of service	3%	15%	64%	16%	2%	None
10 years of service	3%	6%	26%	48%	15%	2%

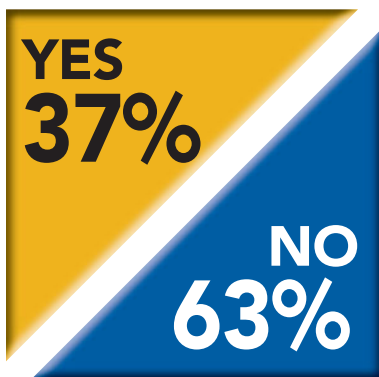
What Type(s) of **Insurance** Does Your Company Provide? (Respondents could check more than 1 answer)



What **Retirement Program(s)** Does Your Company Support?



Do You Offer **Profit-Sharing Bonuses** at the End of the Year for Regular Full-Time Employees?



For 2010 Industry Census analysis, see the "Under Surveillance" blog at: www.securitysales.com

What Are Your Company's **Top 10 Concerns**?

- 1 Keeping costs down/profits up
- 2 Maintaining current customers
- 3 Finding new job project leads
- 4 Health care
- 5 Government regulations
- 6 Finding and training employees
- 7 Insurance
- 8 Workers' comp
- 9 Sexual harassment
- 10 Minimum wage



SSI's ANNUAL HALL OF FAME & SAMMY AWARDS GALA!

Invitation to Attend

The staff of *SECURITY SALES & INTEGRATION MAGAZINE* invites all of our devoted readers to the Industry Hall of Fame & SAMMY (Sales & Marketing) Awards Presentation!

Since 2005, the Hall of Fame has honored outstanding lifetime achievements. For 15 years, the SAMMY's has recognized dealers/integrators for sales, marketing, installation & business excellence.

Tuesday, March 23, 2010 at 4:30pm

*Venetian Hotel, Las Vegas, Casanova Conference Room 602
(Evening before ISC Exhibits open)*

Official 2010 Hall of Fame & SAMMY Award Sponsors:



www.securitysales.com/halloffame
www.thesammyawards.com

**SECURITY SALES
& INTEGRATION**
INDUSTRY'S #1 TECHNOLOGY & BUSINESS AUTHORITY SINCE 1979