

MAKING GOOD CONNECTIONS

By Karen Duane

After a decade of steady growth through acquisitions and the efforts of an exceptional internal sales force, ADS Security of Nashville, TN, is in a comfortable position in the industry. The company attributes some of its status to smart acquisitions. More so though, it comes from a core of people in the background who make this company thrive. They often go unnoticed, but as one company representative says, "Nothing goes forward or gets done without them."

ADS started as a small, local independent alarm company, offering central station monitoring to both residential and commercial clients, explains Larry Brooks, security consultant and spokesperson for the company. According to Brooks, the vision for ADS Security began to take shape in 1982, when the company sought out like-minded partners, such as First Alert Professional Security Systems, to aid in its growth throughout the Southeast. "ADS has over 12 branches in five states and is considered a top company in the industry," Brooks comments.



ADS Security, which is based in Nashville, TN, currently has more than 12 branches in five states.

"We are tuned in to what is going on in the industry. Our executives are also very active in industry associations," he says.

Currently, Mel Mahler, president of ADS, is serving as president of the Central Station Alarm Association. Paul Owen, vice president and general manager of the Tennessee/Kentucky operations, is president of the Tennessee Burglar and Fire Alarm Association.

Being active in local and national industry affairs, all parties agree, gives them a great perspective on trends in the marketplace

as well as where technology is leading dealers. There is always a great deal of new equipment coming out, says Brooks.

Security Relief Comes in the Form of Wireless

Wireless communication system installations are an area of recent increased business for the company. "We are installing numerous wireless communication systems in both new construction and in retrofit projects. We have seen this technology take off in the last year and a half," Brooks points out, referring to the amount of



The Franklin (TN) Special School District—one of ADS' customers—uses a wireless system to monitor its fire alarms.

long-range radio transmission systems the company is installing.

"By reducing the reliance on multiple phone lines, we can install and monitor the unit for less than it would cost if we were relying on phone lines alone. Basically, there is a huge savings for the customer that is realized right away," he explains.

In an age of heightened security, these systems are bringing relief to companies needing a security system quickly, and one that can perform many tasks in addition to fire and burg, at an affordable price.

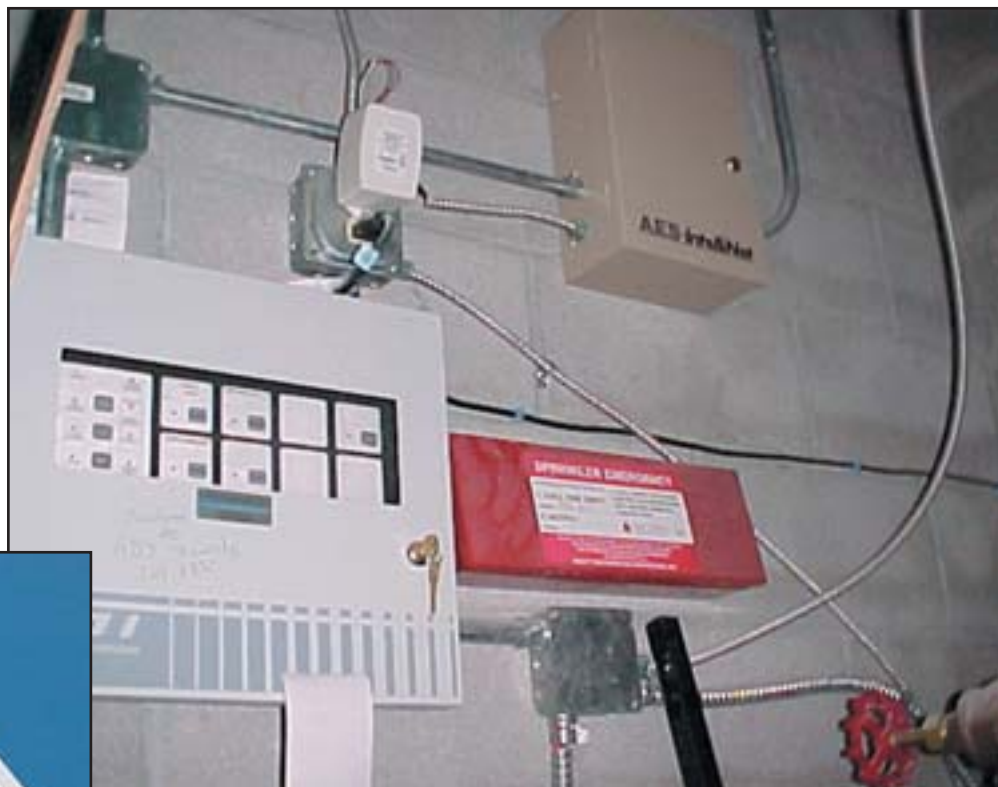
According to Brooks, because the system can monitor a variety of control panels, it has become a very popular system with schools. Currently, ADS is very busy retrofitting many of the public and private schools throughout the state of Tennessee.

"Schools want this because there is really no way to sever communications with the central station. Schools are looking to update their systems and wireless is perfect for them," says Brooks. The company has found the A.E.S. IntelliNet to be a system that has worked well on many projects, including schools.

"We utilized the A.E.S. system to monitor the existing fire alarms at an entire school district in Franklin, TN, and in large private school campuses throughout the state. These are just some exam-



Wireless transmission offers added security.



ples of utilizing a large transceiver network that creates multiple routes for alarm signals," he states.

One of the common challenges the company faced, when utilizing the fire alarm transceiver, is the verification of the proper signal strength, from the customer's location. "The standard trans-

The transceiver acts as an individual repeater. This saves money on installation costs and using phone lines.

ceiver frequency range is 450 to 470 MHz. Standard output power is two watts. The voltage is 12 VDC. This signal strength can determine whether or not the wireless unit can be utilized from the particular location for fire monitoring or burglary only monitoring," explains Brooks.

To utilize the system, each A.E.S. transceiver acts as an individual repeater, creating redundant paths of transmission without telephone lines. The web-like network structure provides multiple reporting routes for both the fire alarm and security system signals to be transmitted. "The wireless web network enables the customer to benefit from a higher level of security transmission signal. At the Franklin Special School District, monitoring of the fire systems for each school in the entire district saved them the installation-related costs of two telephone lines for each school's fire system and saved the monthly cost of each telephone line," Brooks says.

Beyond The Technology

Even though ADS relies on its reputation for high-tech service, according to Brooks, the company would not be a company without its

people behind the scenes. "Our people have not years, but decades of experience. They have grown up in the industry so who better to have designing and installing security systems than those who have witnessed every aspect of the industry. We do not install a system until our electronic system design department reviews the details of every project," he says.

The rules of success, Brooks indicates, are simple to follow:

"The idea is not to have any service trouble down the road, and this is why we anticipate every scenario in the electronic system design department prior to the system going out the door. If it passes the electronic system design department, chances are we have a satisfied customer with minimal service requests."

Karen Duane is a freelance writer and frequent contributor to *Security Dealer* magazine.

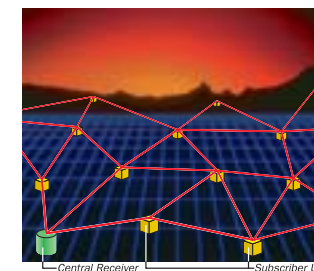


Primary Fire Alarm Transmission without Telephone Lines



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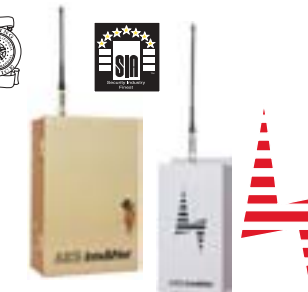


How it Works: Every AES transceiver is also a repeater, creating an adaptive web of multiple routes for alarm signals. AES-IntelliNet systems can grow to cover thousands of square miles!

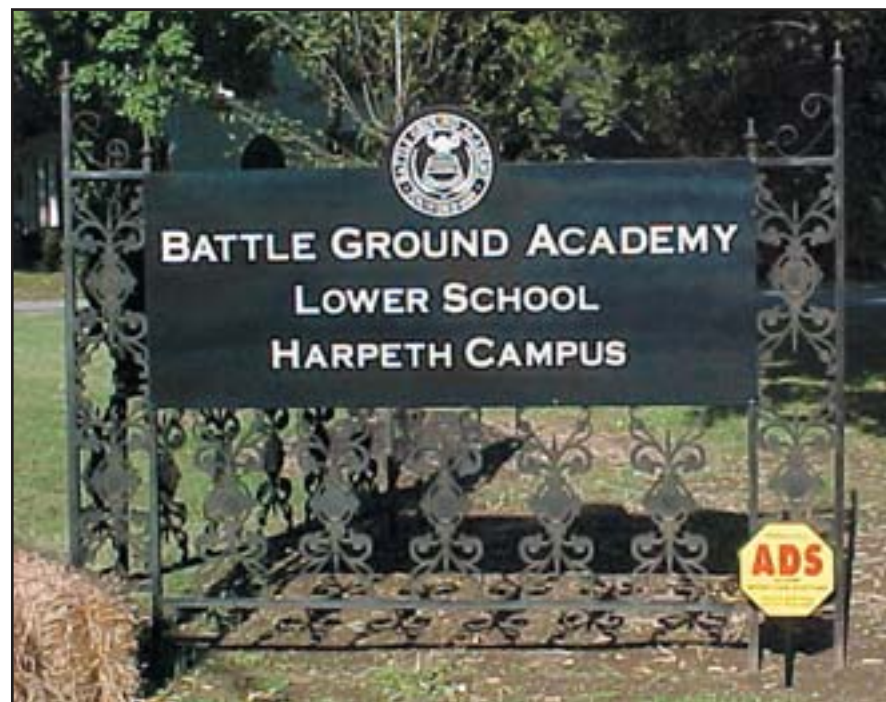


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More Info? On Service Card Circle Item 533



Private schools are also considered to be part of ADS' main client base.