

White Paper – Is there anything new in monitoring?
Discussion of a central station service option

Background

The objective of this article is to create awareness that IP is changing the world. I doubt you are surprised to hear this! But, no doubt, you are tired of hearing about “convergence.” What does it really mean? After 30 years in the central station business, I haven’t seen much change, nor is there reason to expect the alarm industry to change. Everyone seems very satisfied.

Beware of complacency. What is changing are the needs of the market. The world of IP is here and it is changing the way everything (except alarm systems) work. More important, IP is combining with broadband access to expose a new world of information to anyone who wants to get it. Yes, there is still a basic need for burglary and fire alarm monitoring. But with changing technology, the world is asking for more. Non-traditional monitoring is poised to eclipse the central station world we know.

Curious what monitoring means to most people? Google “24x7 monitoring” and you will find that most answers don’t relate to traditional alarms. Think about the variety of environmental and non-security functions you have always monitored. Now, apply a 1000x multiplier to determine what can be monitored over IP.

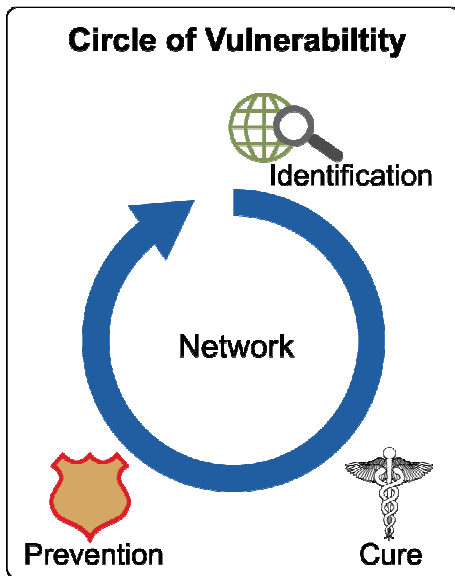
Today, every electronic piece of equipment is provided with an IP address. Manufacturers have recognized that using IP addressable devices allows them to update programs, access diagnostics, or simply start/stop a function. Did you know that thermostats can be addressed over IP? Every computer can also be addressed by IP address. Same for routers. Yep, it is also true for websites. Devices in the home from light switches to refrigerators are all addressable. Air conditioning, telephone handsets, and every machine in a factory can also be addressed.



The **backStage™** receiver allows central stations to monitor thousands of IP addressable devices located anywhere in the world without phone lines or on-site installation.

A New Service for Central Stations

SGS is pleased to introduce the next generation IP central station receiver – **backStage™ Monitoring**. Call it managed services. Call it industrial controls. Call it home automation. The technological foundation for modern monitoring is IP and **backStage™** monitors any IP address 24 hours a day. Modern monitoring is active – alarms exist for device problems, but we can report product anomalies for any operating parameter (i.e. high memory utilization on a computer more than 8 hours a day), and build product usage data for future analysis. There is continuous data collection and the value of information is highly prized by business owner, IT manager, or CFO.



BackStage™ Monitoring provides alarm outputs for failures and product anomalies for any IP device. More important, continuous data collection provides valuable information to the customer for better analysis to cure the problem and prevent recurrence.

In any business, you will find that there is a wide range of devices that can be monitored. Most critical devices are a computer and every computer allows IP addressable access to data on memory, CPU, disk storage, and software application performance. The **BackStage™** receiver polls thousands of devices and performance parameters. Alarm conditions are sent to any central station automation system using the contact ID protocol and operators can then proceed with standard notification by email or voice. To back up your operations, SGS has a 24x7 network operations center in Milwaukee, WI staffed by IT professionals. Generally, simple notifications are made by email and alert the customer IT staff to go to a website for further information. At the web site, each device has a three year history on every variable that can be viewed graphically. Problem understood usually means problem solved.

Watching...



ENVIRONMENTAL

- Temperature
- Humidity
- Light Levels
- Power Levels

SERVERS AND STORAGE

- Windows, Unix, AS400 etc...
- CPU & Board Temperature
- Fan(s) Status
- Controller and Array status
- Power Supplies
- CPU Utilization
- Memory
- Disk Space
- Log Events

DATA NETWORK DEVICES

- CPU Utilization
- Memory Utilization
- Bandwidth Utilization
- Configuration Backup

APPLICATIONS

- Citrix
- SQL, Oracle, Sybase, and other databases
- Microsoft Exchange
- Anti-Virus Systems
- Web Applications
- Application Logs

Revenue Generation

Information becomes valuable when it helps your business grow. When equipment or web sites fail, owners are always told "I don't know why, but I will restart." Reduced production, missed orders, and inefficient use of IT staff are the focus of managers everywhere. **BackStage™ Monitoring** creates a tool kit to allow management of the problems.

Companies can save thousands of dollars by knowing that a piece of hardware is not performing within tolerance. Scheduled maintenance is a great cure to down time.

The monitoring of a sophisticated database server is done in the computer world for thousands of dollars per month. Functionally, this service is not much different from the services provided by alarm central stations. You notify that a problem exists. No one expects you to diagnose or cure the problem. Customers respond and provide resolution.

SGS believes that alarm companies have access to a broad range of small and mid-size companies that need IP monitoring. Revenue per device monitored can be 10 times what you get for alarm monitoring and there are 5-10 devices to monitor at every business. For companies willing to take on the challenge, you can generate monthly recurring revenue of hundreds of dollars per site. Sell 100 locations and you can expect annual recurring revenue of over \$1 million.