

Alarm Communications



Implementation Guide

Honeywell

The Need for Alternative Communications

Ten years ago, most homes relied on dial-up connections to access the Internet. iPods®, flat-screen TVs and the Nintendo Wii did not exist.

The traditional phone line is **going away**.



It will probably take a while, but home landlines could become as archaic as the rotary phone within the next 10 years.

According to a Center for Disease Control and Prevention study, more than one in five U.S. homes (22.7%) had cell phones — and no landlines — during the first half of 2009, up from 10.5% during the same period in 2006.

We need to face the facts...standard Telco lines are disappearing. Today, 40% of our future security customers, aged 25-29, rely solely on cell phones. This is our future market! As this change continues to accelerate, there will be 20 million security systems that are either going to cell phone only or VoIP.



All of these customers will need to be upgraded to GSM radio or Internet communicators.

The choice is clear: the security industry MUST make the leap to modern technology now!

Security customers need to be notified of this situation.



Since Internet-based phone service (VoIP) is not designed for alarms, dealers need to take action to notify their customers, via special mailing as suggested by the NBFAA. Security customers need to know that in the event of a power or phone service failure, that their alarm will not transmit a signal. Or, if a signal is transmitted, it will be sporadic at best.

They need to be informed that alternative alarm transmission methods, such as cell phone or radio, should be used, along with an installed battery backup.

Important to stress is the fact that it is the customer's responsibility to notify their alarm company if they are interested in switching to Internet phone service.

Most important new industry trend: Emergence of the Smartphone



In the past few years, several smartphones have hit the market; most popular of which are the iPhone® and the Blackberry.

Today, the BlackBerry dominates the smartphone market with 40% market share, followed by the iPhone with 25%, according to data released by ComScore in 2009.

And for good reason...today, most people text instead of call, send and receive photos, surf the Internet or watch TV on their phones.

Customers have become accustomed to receiving immediate notification and they are willing to pay for the service. This is evidenced by the transition of the cell phone companies from single to multiple services. It is imperative that we take advantage of the smartphone explosion immediately.



Total Connect, in conjunction with home sensor technology and environmental and indoor and outdoor security awareness represent only some of the avenues of opportunity available now from Honeywell.

It is important to note that more avenues of awareness lead to more services, which in turn lead to more RMR.

There is **risk**.



These dramatic trends in technology and consumer behavior are creating new opportunities for the security industry.

However, there is a risk. Some security dealers will be proactive and act upon these industry trends by recommending and selling GSM radios and Total Connect services to their customers.

However, some dealers will be stuck in denial, afraid to sell the new technology, preferring to stick with the familiar digital dialers.

Which dealer are YOU?

Including GSM on Every Job

The purpose of these questions is to help a dealer be aware of business issues that may be impacted by including GSM on every job.

Questions to consider.

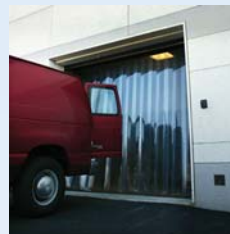
1. Company Benefits?

Determine the benefits your company would realize by including GSM on every job.



2. Customer Benefits?

Determine how new and existing customers would benefit from utilizing GSM at their premise.



3. Target Market?

What is the profile of the homes and business that would benefit from utilizing GSM at their premise?

4. What is Your Sales Plan?

- (a) Will all your sales people sell a GSM on every job; or
- (b) Will you set up a separate sales force to meet your objectives?

5. Collateral?

What types of sales collateral will be needed to support selling GSM on every job?

6. Training?

- (a) What type of sales training program will be required?
- (b) How will training be evaluated in terms of making sure that the representative is adequately trained to present and sell GSM on every job?





7. Demo Presentation?

- (a) When including Total Connect, how will the sales representative be equipped to perform the presentation?
- (b) If a demonstration is required, how will the sales representative be trained?

8. Pricing and Commission Plan?

How will including GSM on every job be priced and what will be the commission plan?

9. Time Line?

What is the time line for the development of including GSM on every job?

10. Sales Goals?

What are the sales projections on including GSM on every job, and how will sales goals be developed?



11. Progress Reporting System?

- (a) How will the progress of including GSM on every job be reported, judged and adjusted?
- (b) How will monthly/quarterly reports be generated?
- (c) Who will take responsibility for this?

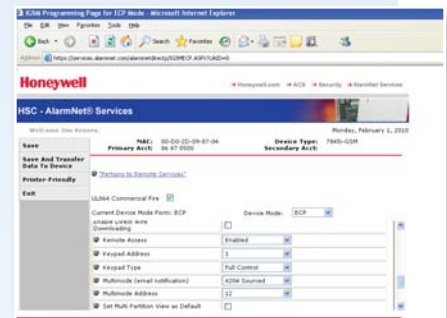
12. Follow Up?

How will follow up occur? These include evaluating the individual sales representatives' progress with including GSM on every job, reinforcing training, measuring which markets are successful and which are not.

Total Connect Steps

Total Connect Operation Steps

1. **Choose compatible Honeywell panel and communicator**
 - Configure and register communications device with AlarmNet
2. **Use Alarmnet Direct for communicator programming**
 - Access via www.alarmpnet.com
3. **Enable account for Remote Services**
 - Show **Programmed Devices**
 - Enable remote service and select service plan
 - Unlimited service plan
4. **Create login information**
 - Select **End-user Add** from actions tab
 - Create login with internal data to complete configuration and test
5. **Communication device programming**
 - Select **Edit** from actions tab
 - Set virtual keypad address and mode for remote access
 - Choose **Keypad Address**
 - Select **Keypad Type**
 - Select multi-mode and address for e-mail notification
 - Four or eight e-mail events
 - Select **Send Data** function from actions tab to transfer
6. **Program panel using Compass downloading software**
 - Enable communicator in control panel
 - Set addresses for virtual keypad and relays
 - Program relays corresponding to e-mail events
7. **End-user preferences and testing**
 - **Login** to www.totalconnect.net
 - **Edit Profile** – Enter information of end-user
 - **Configure E-mail** – Add text and e-mail addresses
 - **Configure Mobile** – SMS and mobile device information
 - **Remote Access** – Test connection to control panel
8. **Turnover to end-user**
 - Use AlarmNet Direct – **End-user Edit**
 - Complete customer profile with new user name and password
 - End-user will receive welcome e-mail with instructions



Total Connect Video Steps

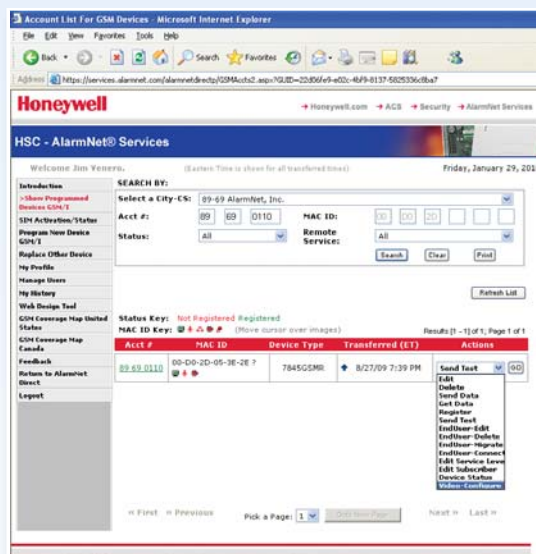


1. Specify and configure hardware

- Select type and number of iPCAMs
 - Up to six per account
 - Determine wired or wireless
- Wireless Setup
 - Determine WPS availability on premises router
 - Add wireless access point (WAP) as required
 - Learn devices using WPS

2. Total Connect account setup

- Access AlarmNet Direct via www.alarmnet.com
- An active remote services account is required
 - Choose from **Show Programmed Devices**
- Select **Video Configure** from actions tab
 - Enter MAC addresses and names of iPCAMs
 - Click add video device



3. Turnover to end-user

- Automatic e-mail generated upon adding video

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