Customer Value Proposition:
SDS Indoor Gunshot Detection: C-Cure 9000 Integration

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Version 1.0

Johnson Controls

The power behind **your mission**

Customer Value Proposition: Shooter Detection Systems + C-Cure 9000 Integration

Segmentation

CSOs, VP/Director of Security, Facility Managers

Available in North America/Caribbean: Verticals: Corporations, Distribution Centers, Universities, Government, K-12, Manufacturing, Public Venues, Transportation/Airports & Houses of Worship

Value

Immediately identify the precise location of an active shooter event and alert your employees, customers or students. Reduce response times and give building occupants and first responders the information they need to save lives when seconds count.

Value Drivers

Enables

Immediate and Reliable Detection of Indoor Gun Violence Events	**Enhance Existing Security Assets with Easy to Configure Integrations**	**ResponderLink: Customer Gunshot Data Sent to 911 / PSAP**	**Free Grant Writing Service for Nonprofits**	**SDS Starter Kit**
99.9% Accuracy Rate Coupled with the Industry's Lowest False Alert Rate	*Over 50 Manufacturer Certified APIs Including C-Cure 9000*	*Your Client's Dedicated Communications Team During a Gun Violence Event*	*SDS' Free SecureGrants Program Finds Grant Funding for a Wide Range of Security Products*	*Low-cost Starter Kit Speeds Up Adoption*
• Automatically trigger your gun violence protocols – no human interaction needed.	• Easy to configure integration with video management systems means instant eyes on the assailant. Sensors can trigger lockdown or door releases via access control integrations.	• Client gunshot data immediately sent to 24/7 call center to notify and coordinate with the correct 911/PSAP center.	• Dedicated grant writing team has expertise in finding and drafting proposals for federal, state and private grants.	• Reduce budget objections - cost effective way for customers to evaluate the benefits of gun violence detection.
• Situational Awareness software pinpoints assailant location and tracks gunshots across multiple floors, buildings or campuses.	• Quickly communicate assailant appearance, direction and weapon type to security teams or first responders.	• Coordination of event data between the customer and 911: Gunshot data updated in real-time in a dashboard available to 911. 911/first responder updates are then made available to the customer as the event progresses.	• Specific to K-12, Houses of Worship and other Nonprofits	• Simple and efficient: SDS and JCI can rapidly assess and deploy the Starter Kit.
• Greatly reduce the potential impact of false alerts or "swatting."	• Easily integrate with other security assets like mass notification or signaling systems via APIs or a simple dry contact relay.	• No additional cost. Feature can be easily turned off for clients who want to utilize another service.	• Additional security products – such as VMS, access control, fencing, etc. – can be added to the grant proposal.	
• System can be used for internal active shooter drills or as a training tool for security teams / law enforcement.				
• Easily scalable: Manage multiple, independent systems with one to thousands of sensors across multiple locations.				

Features

Sensor detects in under ½ second	True dual factor verification: Acoustic & Infrared	D.H.S. SAFETY Act Certified	On premise solution	Privacy assured. No voice data captured	Simple to install. No calibration required	PoE or Wireless Sensors	Suppressed gunfire detection	

Proof Points

Only Gunshot Detection Product with DHS SAFETY Act Certification	**Selected as System of Choice for Port Authority of NY & NJ**	**Customer Case Studies**	**Tested and Approved by the U.K. National Protective Service Authority (NPSA)**
• "Red Seal" Certified – Highest level of certification awarded by DHS for tested, mature products	• SDS' product is specified for all Port Authority Facilities (airports, bus terminals, etc.)	• Visit https://shooterdetectionsystems.com/case-studies/	• Listed in the Catalogue of Security Equipment
• Places SDS on the list Approved Products for Homeland Security			• Approved for UK Government Use