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CASE STUDIES



Dedicated to the Customer - Customized to your business needs

A NEW BREED OF SYSTEMS INTEGRATOR

SSP focuses on national customers through partnerships and service centricity

Competition being what it is and new entrants coming into the security industry in quick-step fashion, it's not enough to simply install an integrated system and move onto the next customer. That just doesn't cut it anymore in an industry that has moved squarely from boxes to focusing on service and a positive customer experience.

Southeastern Security Professionals (SSP), Atlanta, 'gets it' and in fact, has for some time now. It's been building the company through a fine-tuned national accounts program – one which focuses on partnerships and creating an enterprise system template for their clients across the nation, utilizing the latest technology. SSP, headquartered in Norcross, Ga., near Atlanta, operates nationally but doesn't have brick and mortar in those locations. Instead, its systems integration business is a virtual outreach of the company's philosophy to serve its customers with "one partner, one voice."

The company effectively extends its business to customers with multiple locations by consulting and helping end users create a specification blueprint engineered specifically for the vertical market. It works with the client to design-build and duplicate scalable solutions with one central platform, providing final commissioning, system documentation and ongoing managed services and remote support. This blueprint brings users efficiency in maintaining and servicing systems, eliminates guesswork and provides a budget roadmap for technology migration paths.

"We understand the pain points inherent in designing one system at a time at each location, when the risk mitigation is often similar," said David English, Business Development, SSP. "We make sure our customers have a good partner to help them every step of the way and especially after the installation is complete."

For SSP, one of the important ingredients of a successful program is after-installation support and service, and the company maintains a staff of engineers and technicians with the highest credentials and certifications to provide remote managed services. SSP also offers professional central station monitoring services.

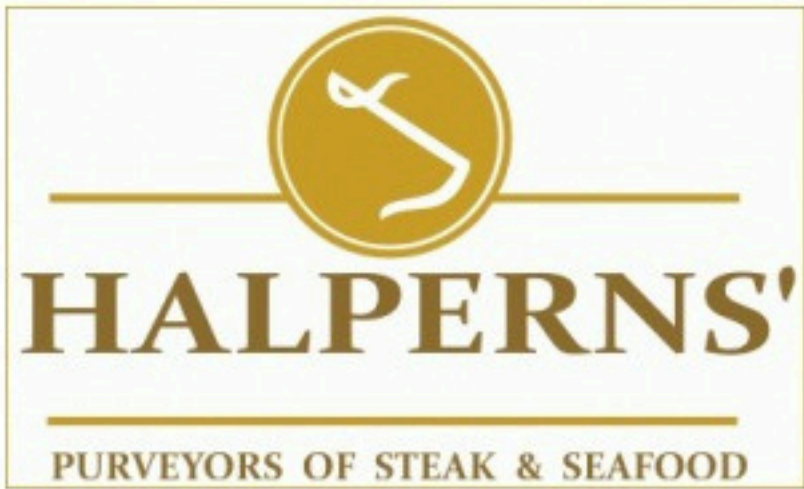


FOCUS ON COMPLETE SERVICE

“This is completely different than other programs,” English continued. “These are complex installations so we need technology that is easily transferred and product agnostic – focusing on solutions. We are able to address the unique challenges of the customer’s business and provide the support for every location where they operate.”

SSP, a PSA Security Network member, relies primarily on systems integrators from that organization to extend its solutions to locations where they might not have a physical presence. “These affiliates are a direct extension of our company. They are vetted for their knowledge of technology and security specifications and the vertical market. After SSP has selected this affiliate partner, they handle the work from the specifications SSP writes for the job and we test their knowledge along the way. When the project is complete, SSP institutes its Service Excellence Program and the account manager and other personnel assist with ongoing engineering and support.”

English said SSP does not represent that they have a national footprint, but makes certain customers have a good partner, someone who is an extension of their organization and goals. “With most national accounts providers once you cross a geographical line you are handed off to a different person or branch. We don’t do that. This is not handing-off the customer to other systems integrators. They remain our client, under our terms that have to be followed or the installer will be out. If the client becomes unhappy, we end the relationship.”



HALPERNS' STEAK AND SEAFOOD

Halperns' Steak and Seafood understands the importance of this national accounts partnership program and having an integrator with knowledge of the vertical market who can bring efficiency in systems installations to every location. They've experienced systems integrators who hawk proprietary systems, rather than focus on customer needs, which is especially critical in the highly regulated area of food distribution.

Brandon Ensley, Director of IT for Halperns' Steak and Seafood, has worked with other integrators in the past and was only partially satisfied. “We found they may be good in some areas such as installation, but not service. Or they were strong only in certain regions but not everywhere we operated. We were looking for better service response and documentation to provide us with transparency in our systems solutions,” Ensley said.



Halperns' perishable food distribution and logistics company has plants in Atlanta, Orlando, Baltimore, Fort Lauderdale, Dallas, Kalamazoo, Mich., and Walton, Ky. The company distributes a wide range of well-known brands and high-quality proteins, including beef, pork, lamb, veal, game, specialty meats and seafood. Like other food service companies, Halperns' is highly regulated by the Food and Drug Administration (FDA) and mandated to record and log the history and temperatures of refrigerators, freezers and other food storage areas, maintaining detailed records.

SSP initially assisted Halperns' at its corporate headquarters in Atlanta, consolidating multiple platforms and integrating CCTV, access control, intrusion, fire alarm and critical temperature monitoring. It also implemented cloud-hosted security where it made most sense for efficiency in management and performing system updates and changes. The existing security system was failing and the integrator who installed it could no longer support it. SSP was able to support and service the system until the budget allowed for replacement. The Atlanta facility was rolled out as a template for other Halperns' locations.

Some of the system components installed include: ExacqVision surveillance; Brivo access control; and Winland temperature and environmental monitoring controls. "SSP worked with us to understand the right technology for us and our environment. They helped us standardize on our solutions across our enterprise. Through the Service Excellence Program they have helped us maintain system functionality as it was originally designed within our security budget for all locations. This standardization also makes it easier to train staff at all our locations on how to use the systems as well as request service when needed."

SSP's Service Excellence Program starts with testing, assessing and documenting the system in a final commissioning report. It also includes Proactive Service Plans, which are managed services that ensure sensitive equipment maintains maximum uptime.

"When SSP was brought on board to standardize security across all our divisions, we had multiple platforms and had to log separately into disparate systems. Now we are seeing the efficiencies in the management and maintenance of the systems SSP provided. We were looking for a true partner to help us create consistency with security systems products and services – an integrator who understands the latest security technology and food manufacturing and logistics. We found that partner in SSP."