

# *inside* SECURITY

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## CANADIAN ACCREDITED SECURITY CONTRACTOR (CASC) PROGRAM TO LAUNCH OCTOBER 2012

The Canadian Security Association (CANASA) is excited to announce the upcoming launch of the Canadian Accredited Security Contractor (CASC) program on October 24, 2012, at Security Canada Central in Toronto. The much-anticipated national program is the first industry-regulated program of its kind in Canada and aligns with CANASA's strategic objective of promoting self-regulation in the electronic security industry.

All are invited to attend a breakfast launch party for the program at Security Canada Central on October 24 from 9-10 a.m. in the Berton Room at the Toronto Congress Centre. Attendees will receive a VIP code that can be used towards significant CASC program savings and learn more about the many benefits of becoming a CASC Company, such as the promotional tools that accredited companies can use to promote their businesses. The CASC program was created to meet the needs of the growing electronic security industry in Canada and to enable like-minded security professionals to demonstrate their adherence to industry best practices in the absence of nationwide legislation.

The program will support and promote best practices, integrity, and ethics in the industry and help consumers source accredited security



Canadian Accredited Security Contractor

contractor companies (CASC Companies) across Canada. The program is open to all security contractor companies that meet eligibility criteria.

CANASA would like to thank the CASC committee and all the volunteers whose hard work and dedication over the years have brought the program to fruition. The Association is also looking forward to working together with the CASC Governing Body and CASC Council on the future development of the program.

For more information about the CASC program and the CASC breakfast launch party at Security Canada Central, visit [canasa.org](http://canasa.org) > Membership > Canadian Accredited Security Contractor program or contact Cathy Nave at [cnave@canasa.org](mailto:cnave@canasa.org) or 1 (800) 538-9919 ext. 244.

*Inside Security* belongs to you, our members. We welcome your input and feedback. If you have a story or idea you would like to share, please email [communications@canasa.org](mailto:communications@canasa.org).

## Do you know what your Canadian Security Association membership provides?

As a member you have exclusive access to a variety of promotional tools.



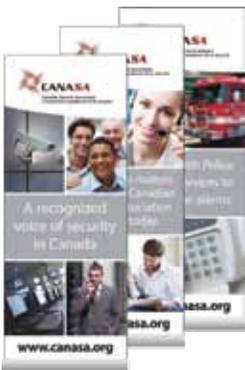
### Business Development Tools

To help you better connect and serve your customers, you have access to business development tools such as professionally designed informational brochures, model by-laws, and lawyer-approved commercial and residential contracts.



### Banner Ads and Buttons

To help you promote your company's philosophy of ethics, best practices and education, you can access professionally designed web banners and buttons.



### Roll-up Banner Displays

Need to exhibit in a trade show but don't have a display? CANASA members can use these beautifully designed roll-up banners that are lightweight and easy to use.

If you have not taken advantage of these new tools, visit [canasa.org](http://canasa.org) > Membership > Members Only to find out how you can implement them in your marketing plans.

## LETTER FROM LEADERSHIP

With the end of 2012 just around the corner, the Association is already looking at a solid start for 2013, with a new plan and a new budget for the upcoming year.

We worked hard over the last year to build a solid foundation from which to grow and we are well equipped to achieve the Association's aggressive strategic objectives as we move forward.

I am especially proud of the work we have done to communicate our message to the public. We have developed new key messages and brochures aimed at consumers to let them know the benefits of hiring a CANASA member. You may have also seen our new web banners that are specifically designed for members to put on their website homepages, which will help our members to build a stronger collective online presence. If you have not taken advantage of these new tools, visit [canasa.org](http://canasa.org) > Membership > Members Only to find out how you can implement them in your marketing plans. We also developed initiatives to attract new members from within the industry. We are currently reaching out to potential new members through distributor channels and have created promotional materials to help better explain what CANASA has to offer its membership. If you have visited a distributor recently, you may have seen one of our new brochures on display.

We will also be celebrating the launch of the Canadian Accredited Security Contractor

(CASC) program in October 2012, which is the result of many years of discussion and hard work by members, volunteers, and staff. We are confident this program will gain wide acceptance and raise the bar in the electronic security industry for the benefit of all.

Finally, I would like to acknowledge the work done by CANASA's Board of Directors. Elected last October, our Board volunteers have been busy supporting and monitoring the progress of our 2012 business plan, while adopting and revising our Association policies. Their efforts in 2012 have set the groundwork for another successful year in 2013.

CANASA's staff and Board of Directors will be at Security Canada Central in Toronto on October 24 and 25, and will be on hand to discuss the Association's objectives for the upcoming year. As always, we value your opinion and look forward to getting your feedback on how CANASA can best serve you. If you are attending Security Canada Central, come and visit us at the CANASA booth. We hope to see you there.



JF Champagne  
Executive Director

## CHAPTER GOLF TOURNAMENTS SUPPORT LOCAL CHARITIES

Over the summer, CANASA Chapters and Sub-Chapters hosted their annual golf tournaments. These events not only provided great networking opportunities for members but enabled Chapters to participate in fundraising efforts to support local charities. Thanks to the generosity of CANASA members, more than \$22,000 was raised to support local not-for-profit organizations and the important work they do in the communities.

A big thank you goes out to all of the sponsors, organizers, and participants of this year's tournaments. CANASA Chapters and Sub-Chapters are proud to support the following charities through their 2012 golf tournaments:

Association of Families of Persons Assassinated or Disappeared  
Bulldogs Foundation  
Calgary Crime Stoppers Association  
Charlene Reaveley Children's Charity Society  
Children's Wish Foundation  
D.I.F.D. (Do it for Daron)  
IWK Health Centre Foundation  
London Health Sciences Centre, Children's Hospital  
Siloam Mission  
The Salvation Army  
Youth Empowerment & Support Services (YESS)



Launching



# 2G sunset: are you prepared?

The rumour mill has 2018 as the projected sunset date in Canada.

On August 3, 2012, U.S.-based AT&T announced the sunset of their 2G network in its 10Q filing, stating December 31, 2016, as the network's last operating date. This shutdown will impact approximately three million cell phone and cellular communicator customers. AT&T has already begun farming 850 MHz and 1900 MHz 2G spectrum in certain U.S. cities, to reuse for their new 3G and 4G networks. It is expected that other carriers will follow suit and also sunset their 2G networks.



Cellular communicator chip manufacturers, such as Qualcomm, have stopped manufacturing 2G communication chips, but are committed to making their new chips backward compatible to the 2G network. AT&T has also stopped quality testing any new 2G devices for use on their networks.

If history is any indicator, I expect that our Canadian carriers (mostly Rogers) will

be looking at this announcement and start planning the sunset of their 2G networks. The rumour mill has 2018 as the projected sunset date in Canada.

## How will the 2G sunset affect you?

While many business models have been built to predict the costs of upgrading existing customers from the 2G hardware, the reality is that the internal resource capacity needed to service each customer will be two hours per 2G customer. This time includes project management, purchasing, scheduling, dispatching, truck roll, equipment replacement, billing system updates, contract updates, and the close out of each work order. Estimating a fully blended and burdened labour cost of \$45 per hour, an internal resource

costing will be approximately \$90 per 2G customer, plus a hardware cost of \$160 per 3G cellular communicator. The upgrade cost of \$250 will either be billed to each 2G customer and/or new monitoring contracts will need to be written to manage the cost.

The customer will be impacted in both of these cost recovery models. For the most part, the residential and small business customers will not be aware of the 2G sunset, as telecommunication companies will focus attention towards incentives on cell phone upgrades with new cell plan contracts. For alarm monitoring companies, it will not be as easy to redirect attention away from the 2G sunset, as customers will have to schedule a technician to enter their home or business to install the new hardware.

## Steps to take for customer retention

Managing the customer will be critical for retention, as this event will provide the customer an opportunity to seek other monitoring solutions. Communication will be a key component to keeping customers. Communicating with the customer early and often will bring awareness and, to some extent, acceptance of the new contracts or costs associated with the upgrade.

Each monitoring customer must see this upgrade as beneficial. Alarm monitoring companies must take the necessary time needed to build the right marketing strategy. Planning and building the strategy will not be easy, but will be required. If not done right, your recurring monthly revenue (RMR) will be at risk.

When to start this upgrade and when to start installing 3G-only communicators is for another article. Until then, it is time to start planning.

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Lead Consultant  
CL2G Consulting