

CASE STUDY

CENTRAL STATION

“To Catch a Thief”

Friday night, February 2nd started off as just another ordinary night for little Mrs. Sengsouk who was working the front counter at J & A Liquors in Murfreesboro, Tennessee. It was a cold night and most customers were settling in for a cozy weekend and preparing for the Super Bowl events.

At the ADS Central Station, it was a typical Friday night as well. The second shift team worked the obligatory “late to close” signals and dispatched on alarms when necessary. As usual, the mood was light as the debate focused as to the point spread between the Colts and the Bears.

The mood changed at ADS when a hold up alarm was received. It always does, even though operator’s have handled many of these signals, mostly false, there is still an adrenaline rush whenever the word “panic” or “hold up” appears on the screen. This time, the signal was handled by Kenya Ladd, a skilled operator who contacted the police department without question and waited for authorities to arrive on the scene. What he did not know, was that a minute earlier, little Mrs. Sengsouk was being attacked by a deranged man who was waving a broken bottle in front of her.

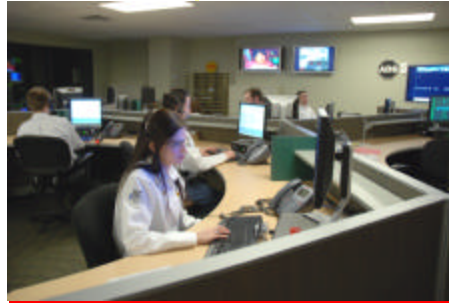
Terrified, Mrs. Sengsouk did what she had been trained to do; push the hold up button and let ADS Security handle the rest.

The police arrived quickly and the subject was apprehended. After breathing a huge sigh of relief, Mrs. Sengsouk went back into the store to finish her shift. In Central Station, Kenya finished his shift as well and he clocked out for the night. For both Kenya and Mrs. Sengsouk, what started out as an ordinary night turned out to be a reminder of the valuable service that ADS Security’s U.L.-listed and 5-Diamond Certified Central Station provides it’s customers.

The Heart of the Company

At ADS Security, our award-winning Central Station is the heartbeat that supports everything we do and every service we provide. With our certified, experienced and dedicated team of professionals operating 24 hours a day, 365 days a year; ADS has one of the highest ranking UL-listed Central Stations in the industry. Our Central Station achieved and maintains the prestigious 5-Diamond Certification recognized by CSAA. Our state-of-the-art facility has multiple backup systems that possess the latest in monitoring technology.

We work around the clock to make our Central Station the pride of the industry. We care about what we do, the people we help and the many lives we protect each and every day.



LIFE SAFETY



Case Study Summary

Branch Central Station Operations

Client J & A Liquors

Representative Anna Tate

Industry Retail

Phone 800.866.6486

Division Residential/Light Commercial

Email atate@adsalarms.com

Product Security System

Company Profile

Headquartered in Nashville, **ADS Security, L.P.** is ranked the 21st largest electronic security alarm firm in the nation according to the 16th annual Top 100 rankings compiled by "Security Distributing & Marketing" (SDM), a leading industry publication. ADS Security is the only Tennessee-based company to hold a position among SDM's prestigious top 25 slots. Last year, ADS Security was ranked 23rd among over 14,000 companies in the United States. ADS Security is ranked 22nd in the nation for its recurring monthly revenues, one of the most important industry indicators of a company's strength. In addition, ADS holds the 12th place slot for number of non-residential customers and ranks 17th in the nation for number of residential customers.

ADS Security was established in Nashville in 1989. Throughout the southeastern United States, the company serves nearly 60,000 businesses, industrial facilities and residences. ADS Security provides a full range of burglar and fire alarms, closed circuit TV (CCTV) systems, access control systems, process and environmental monitoring systems, audio and video intercoms, and music systems.

ADS Security operates the only UL-listed Central Station monitoring operation in Middle Tennessee. Each Central Station Operator at ADS has earned the Five Diamond Central Station Certificate recognized by CSAA, the highest training certification available in the industry.

Vision

Empowered People with Integrity, Unified to Provide Quality Service.

Mission

The mission of ADS Security is to provide the highest quality "Life Safety" electronic security services to commercial, government and residential customers in the southeastern United States with an appropriate mix of sales potential at relatively low level of price competition in metropolitan areas of 1,500,000 populations or less.

The targeted commercial, industrial and government markets are small to large size establishments with stable growth that place value on excellent service.

The targeted residential market is medium to high-priced homes that place value on excellent service where the systems are in the \$800 to \$10,000 range.

The Company will achieve its goals through a balanced approach employing internal growth and the acquisition of other companies in our business.

ADS Core Values

We value People and their diversity

We act with Integrity in everything we do

We are customer Service focused

We are Quality driven

