



Why DYNAMARK?

There are plenty of alarm monitoring services in the world, but they are not all created equal. When comparing alarm monitoring companies, there are three things to consider above all else: price, relationship, and fast response.

Price is the first thing most people look at when buying anything, and in alarm monitoring price is often made up of the base rate and any extra fees or penalties that might apply. Finding a monitoring company that will meet the needs of your company and your customers is a key to customer retention and forming a good relationship.

The relationship itself is almost equally important as price, as success depends on the ability of the alarm company and alarm monitoring company to act as a team, appearing to the customer as an extension of one another. A great alarm monitoring company will elevate the appearance of your alarm company and impress the customer with professionalism and top level customer service.

Fast response is the factor on which any alarm monitoring company is eventually graded, and an area where many fail. The importance of immediate response to an alarm cannot be overstated, regardless of where the alarm is from or what type of alarm it is. If a customer feels that alarm response is not fast enough, the alarm itself and the alarm monitoring company are perceived as being of poor value.

Dynamark addresses these three key areas and many others as part of our mission to be the best alarm monitoring company in the industry. When you look at what Dynamark can bring to your alarm company and the customer, the choice becomes clear—there is no other company that can match what we have to offer.

From basic alarm monitoring service to online account management to sales and marketing assistance and training, Dynamark is not just a hired hand, but a partner who will help to develop and grow your company while helping you to serve your customer. If you currently work with another alarm monitoring company and they can't or won't give you this level of service, it's time to give Dynamark a call!



COMPETITIVE MONITORING RATES

Every company has different needs when it comes to alarms and alarm monitoring, but one need is universal—saving money. The challenge is that alarm monitoring is not an area where one can afford to cut corners. Whether the alarms being monitored are fire alarms, intrusion alarms, temperature alarms or building control alarms, a failure to respond or even a delay in response to an alarm can result in lost revenue, injury or even death. With this in mind, a smart company is not looking for cheap alarm monitoring, they are looking for dependable, high quality alarm monitoring at competitive rates.

When comparing alarm monitoring services, you need to look at more than just the base rate. What some companies do to try to trick companies into paying more for alarm monitoring is to sneak in extra fees. Sometimes there can be fees for false alarms, fees for frequent alarm activity, convenience fees, paperwork fees and fees for a dozen other things that the company believes they can slip into the contract.

Dynamark Monitoring will save you money. From basic digital monitoring all the way to daily test signals, we offer a full range of options at competitive prices. We'll discuss what you need, and deliver the value that both you and subscribers expect, saving you money. When you are able to pass those savings on to your subscribers, the result is attracting more business, better retention rates and overall more sales and revenue. And with Dynamark, there are no hidden fees. The base rate you are quoted is the real rate, allowing you to accurately budget your true expenses and secure the profit margin you need. Our sales team can even help teach you to best market your services to take advantage of pricing and generate new customers.



STATE-OF-THE-ART TECHNOLOGY

Alarm technology and alarm monitoring center technology is constantly evolving. Much like network security and weapons technology, alarm technology is challenged with staying one step ahead of the “bad guys.” As a result, alarm monitoring is more accurate, less likely to be triggered by false alarms, and much, much faster than it was even a few years ago.

When you pay for services at a central monitoring station, the technology is almost implied. Just about every central station provider claims to have state-of-the-art technology, but these claims are often vague and general. A smart buyer will look more deeply into these claims, seeking specific brands and systems to prove the claims. Just having the latest system is not enough, either—it needs to be updated and kept current with software patches and hardware upgrades. And, of course, even the best and most advanced systems can fail, so it would be a good idea to check into the redundancy of the systems your alarm monitoring company employs.

Dynamark uses the very latest alarm receiving technology, and we’ve got the names to back our claims. Here are some of the cutting edge technologies we employ:

- Bold’s Manitou Software
- Sur-GardSystem IVVirtual Receiver
- Tadiran Telecommunications Gateway
- Support of all major cellular providers
- DMP Receivers
- Silent Knight IP Receivers
- AES Radio Mesh Network
- Check Video Video Monitoring Capabilities
- Videofied Video Verification
- Two-Way Voice

These systems are constantly updated and kept up to or beyond current standards. Every system is double or triple redundant to make sure we are ALWAYS ready to process your alarm signals, even in the case of the infamous “Perfect storm.” The three levels of redundancy employed in the electrical system alone are:

- **Level One:** Our UPS System (Uninterruptible Power Supply) ensures that momentary power blips and surges will not disrupt our operations. It also provides surge protection against lightning strikes.
- **Level Two:** Dynamark is serviced by Natural Gas Generac Generator with an continuous supply of municipal natural gas. This generator is tested weekly and it will run the entire facility for as long as ant local power outage may last.
- **Level Three:** A secondary natural gas generator which is tested weekly backs up the primary in the event that something causes it to cease to function, and will keep all critical operations functional.



BRAND YOUR COMPANY

When in the business of alarm response, there is no room for confusion. When the call comes in that an alarm has gone off, nobody wants to have to ask "Who is this again? I don't recognize the name. Are you working with XYZ Security?" Those questions cost precious seconds that could delay a response and eventually lead to loss of assets or even loss of life. The need to ask those questions can also lead to a loss in confidence in the security company being contracted to protect and monitor a facility.

Let's face it, every alarm interaction is also another opportunity to get your brand out there. When someone calls the central station, they should hear your company name. When a subscriber gets an alarm call, the caller ID should show your company name. This is exactly what you get with Dynamark.

Dynamark lets you use yard signs that put your logo front and center, making you the focal point of the sale. The toll free phone number printed on the sign forwards directly to your office making sure you never miss a lead. Dynamark is truly a partner with your company, an extension of your brand and image. Trained and certified response personnel will represent your company the way you want it to be represented.

Even better, if you become an official Dynamark dealer, the expert sales staff at Dynamark is willing to work with your own staff and train them or offer them self-training resources that will help you develop and expand your business through sales and professionalism. With over 50 years combined experience in sales training and marketing programs, we can help to create a situation where you almost never lose a rep because they will be making money at your company. With Dynamark, we look like you. We believe we are here to help you, and this gives you an edge.



LIGHTNING FAST RESPONSE

When an alarm goes off, there is no excuse your subscribers will accept for a slow response. After all, for a security company, very few duties are as important or urgent as responding to alarms. Depending on the system, an alarm could mean a fire, an intrusion, a drastic temperature change or a critical system failure. This means that when an alarm response is not fast enough, there can be grave consequences that range from damaged equipment to loss of life.

The central monitoring station is the linch pin for any alarm response, and as such it sets the tone of the response. Police and fire personnel cannot be dispatched, building engineers cannot be called and business owners cannot be notified until the central monitoring station gets the alarm and responds. Obviously, the CMS cannot control how fast the police arrive or whether or not the building engineer picks up the phone on the first few rings, but a quick process of receiving the alarm and passing it along gives the responder a better chance to arrive quickly. Poor response time is the number one reason why customers seek to change alarm monitoring companies.

So the question is: "How fast is fast for a central station?" Dynamark excels when it comes to response, and our response time really sets the standard. Our average response time is 16 seconds! The response is not only fast, but also reliable and courteous, just the way you want to be perceived by your customer.

CREDENTIALS

Every industry has standards and the alarm industry is no exception. There are a number of standards provided by different insurance companies, professional organizations and industry experts that alarm monitoring companies should strive to adhere to.

First of all, as with most critical equipment, a central monitoring station should be UL listed, meaning that it has been tested and certified by Underwriter's Laboratories. For monitoring stations, UL requirements cover building structure, receiving and monitoring equipment, and staffing issues in addition to installation and ongoing service.

FM Approvals' Central Station Placarding Program provides independent third-party verification of Code-Compliant Fire Alarm Signaling Systems for commercial and industrial applications.

IQ Certification is specific to the alarm industry and shows that the station meets specific standards for alarm stations. In order to earn IQ Certification, companies must undergo a rigorous evaluation by the IQ Certification Board, made up of security, law enforcement, fire, state regulatory and insurance industry representatives. Throughout the application process, companies must demonstrate that they adhere to the IQ Certification Program's strict Policies and Guidelines.

Dynamark meets all of these standard and more. Our list of credentials is long, and will continue to grow. Our current certifications are always posted on our web site, including the coveted CSAA Five Diamond Certification. Less than 5% of central stations reach the Five Diamond. This certification is the gold standard in technology that guarantees a lightning fast response, which in turn guarantees customer satisfaction and a long relationship.

The CSAA Five Diamond Certification is granted to central stations that:

- Have 100% of its central station operators certified by the CSAA Central Station Operator Level I Online course
- Further pledge to continue all future certifications through CSAA
- Are CSAA members in good standing
- Satisfy all of the requirements of the five points of excellence

Here are the five points of excellence signified by this qualification:

- Commitment to random inspections and quality criteria standards by a nationally recognized testing laboratory such as FM Global, Intertek/ETL and UL.
- Commitment to the highest levels of customer service.
- Commitment to on-going job-related education and testing by having 100% of its central station operators certified using the CSAA online training series.
- Commitment to raising the industry standards through CSAA membership and participation in its activities.
- Commitment to reducing false dispatches.



ABOUT US

Dynamark has been in the security business for over 40 years, with staff that has over 60 years of combined experience in the sales, installation and monitoring of commercial and residential security and fire systems. This experience, combined with our certifications and adherence to standards makes us unique among alarm monitoring companies.

Dynamark is truly a "one stop shop" for central station monitoring services. Some of the services offered include:

- Basic Digital
- IP
- Commercial Fire
- PERS
- GSM/GSM Interactive (Alarm.com, AlarmNet, Telular, Uplink, Connect 24, IP DATA TEL, Star Link)
- System Test (Daily, Weekly, and Monthly)
- Open/Close Reports (Supervised & Unsupervised)
- Elevator Monitoring
- Two Way Voice
- Billing & Collection
- Basic Answering Services

Beyond experience, certifications, and services, the factor that truly defines Dynamark is the people. At Dynamark our staff cares about our customers and partners. They are here to help 24/7, 365 days a year. If you need to reach our management team for any reason, that is never a problem because their cell phone number is on their business card. The Dynamark Team is here to give you the service and the attention that you expect and that you deserve.



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For Immediate Attention, Call:

855-875-7233

Dealer? Call Today, Toll Free, to Put Us to Work for You:

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