



Partner Success Story: Warren Protective Services



Selling A Proactive Approach to Security

In the physical security industry, an ounce of prevention is definitely worth a pound of cure. No one knows that better than Laurie M. Morris, president of Warren Protective Services Limited, headquartered in Toronto, Canada.

The company has been in business in the Ontario Province for more than three decades, bringing forward-thinking security guard and private investigation solutions to its customers. In 2007, to complement its professional guard services, Warren Protective Services introduced to market the software-based S.T.R.O.M., a patented, Web-based tracking tool that brings more effective guarding to the industry through efficient reporting and analysis. Their most recent measure to foster proactive security was becoming an Authorized Dealer in Canada for the FutureSentry First Responder automated detection technology system.

Morris, who has served as President of Warren Protective Services since 2003, said the company's guiding mission is to educate users on how important it is to be proactive and preventative in physical security — to do everything possible to take measures to stop or deter incidents before they happen. For Morris, that education goes above and beyond normal business duties. To drive the message home to his team and

robust client base, he dedicates himself to client relations, security assessments, education, private investigation and advancements in service and general policy measures.

When Morris investigated the FutureSentry First Responder at ISC West 2011 in Las Vegas earlier this year, he was genuinely excited about the potential for the perimeter detection solution and could see how it would fit with the firm's philosophy to deter crime before incidents occur.

"The bottom line is that we all have to be more proactive in our security measures," Morris said. "In order to do that we have to use every available tool — including deploying the FutureSentry First Responder," he said.

Morris admitted that he and other security providers struggle keeping up with new technologies and even become complacent because of the wide range of systems and products introduced on a regular basis. "I'm not embarrassed to admit that we too fell into the same trap as to not recognize advancements in the world of technological security. Simply put, we became complacent and content, ignoring technology."

At the ISC West tradeshow, Morris met with the FutureSentry team and witnessed a demonstration of the

First Responder and its capabilities. “Finally, this was a solution that could address the needs of crime prevention and further complement the security guard solution,” Morris said.

Proactive Perimeter Detection

Warren Protective Services continued discussions with FutureSentry and its executives after the show, spending countless hours getting educated on the perimeter detection system, its capabilities, and how to position and sell it within their current business model.

“We had access to the entire FutureSentry team, including executives, and that was impressive. Several months later, we became an authorized FutureSentry dealer,” he said. Today, Warren Protective Services has a sales representative dedicated to marketing FutureSentry’s First Responder and continues to build its brand and strategies for deployment to existing and new customers. In fact, while it is currently positioned for the commercial side of the business, Morris said it can also be extremely effective in residential applications.

“Like in other aspects of our business, our approach is to educate our clients so they can assist in the deterrence efforts,” he said. “When we approach a prospective client, we first educate them in the area of security. We point out that even though they may use a security guard and cameras, their perimeters are still, in effect, unprotected. As such, preventing and deterring crime before it happens remains critical.”



Laurie Morris,
President, Warren
Protective Services

The FutureSentry First Responder is an automated detection solution that mimics the actions of a security guard to prevent crime before loss or damage occurs. By leveraging advanced motion detection technology, it automatically identifies potentially danger targets within 1,000 feet and tracks objects to deter criminal behavior. It can be integrated

with IP or analog surveillance that can be recorded for video evidence or forensics.

“Its capabilities further provide a sufficient reactionary response, allowing security professionals through various alerts and integration with other systems, including cameras, to take appropriate action as necessary,” Morris continued. “It is also proven to eliminate threats without any human response or required action. This alone not only achieves effective security control, but additionally protects the security professional from engaging in a potential life safety, at-risk situation. It provides them with a tool to react effectively and safely by dispatching the correct resources warranted.”



Morris said the First Responder is a fraction of the cost of what it would be to install numerous stationary or PTZ cameras, which need to be monitored 24/7 to be effective. “It only requires one camera and will cover more area with its 360-degree capabilities, providing the level of required reaction and eliminating the over abundance of camera installations. Therefore, it reduces cost while increasing protection.”

According to Morris, FutureSentry’s award-winning solutions allowed Warren Protective Services to enter into an arena that has “opened many doors and new opportunities. We meet clients that typically we would never have contact with for one reason or another. It provides us the continued opportunity to grow and expand, by means of offering a diverse range of solutions in today’s security industry.”

Morris said the company’s beliefs stand firm. “In order to accomplish effective security practices, perimeter detection is the first line of defense. FutureSentry’s First Responder is that defense and enhances the effectiveness of any security practices and security guard professionals. We are proud to be a part of the FutureSentry team.”

ABOUT FUTURESENTRY

FutureSentry was founded on the belief that innovative technologies can prevent and deter potentially criminal activity before loss or damage occurs. The FutureSentry technology is used to enhance security in the government, commercial, transportation, education and critical infrastructure markets, and is proven to reduce criminal activity by as much as 90 percent in high-risk areas. FutureSentry is a Communicated Enforcement LLC brand. For more information, visit www.futuresentry.com or call 1-888-723-7277.