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**NEWSWIRE**

**ESX enlisting recruits for Next Generation Monitoring Boot Camp**

By Daniel Gellinas - 05.21.2009 [email](#)

BALTIMORE—The Electronic Security Expo this year will feature a new, cutting-edge, half-day education program, entitled the ESX Next Generation Monitoring Boot Camp, on Monday, June 22, from 1 to 5 p.m. at the Baltimore Convention Center. Sponsored by SureView Systems, the boot camp aims to provide a comprehensive overview of the opportunities and requirements for launching next generation monitoring and remote management services.

According to SureView Systems executive vice president Matt Krebs, the timing was right, and ESX was the perfect venue for a boot camp designed to teach security professionals how to tap into this growing market. "There's a large movement underway toward more interactive video and audio, access control and monitored services," Krebs said. "The timing of this was just perfect. This is the audience we want to reach. We have a high concentration of central stations and the dealer network at ESX. They're the ones who are going to be selling these services. We'll use this as an initial springboard to launch it and then our plans are to have either follow up independent Web sessions or a road show."

Security Partners vice president Kerry Egan, one of the confirmed panelists for the session, believes ESX to be the perfect home for the boot camp. "Doing it at ESX is important because ESX was created to be more the educational segment to the trade show idea in the industry," Egan said. "ISC East and West are more of a product line intro." Why is a boot camp for next generation monitoring important? "The idea of remote managed services is going to give dealers the opportunity to, in fact, double the recurring revenue that they are used to getting per customer," Egan said. "Partnering with a central station that is aggressive and is allowing you to—Security Partners has branded it RMR2, or RMR Squared—partnering with a central station that's going to give you the ability to sell remote managed services will afford dealers incredible growth on the revenue side."

Waste Management Security Services director of physical security operations & systems Sarah Conley, another boot camp panelist, feels the opportunity to participate in, and help grow, the industry is invaluable. "We believe very strongly in both the CSAA and the NBFSA, and the fact that they're providing this forum for education and networking is very valuable," Conley said. "And specifically, with the panel, we're looking forward to hearing and learning from others about their experiences with new technologies, and the impact these technologies have on their operations."

Krebs assured boot camp recruits they could expect to walk away empowered. "If I'm a boot camp attendee, and I want to get into this interactive world, when I walk away, I'm going to have a pretty good idea of how I'm going to get there."

In addition to Egan and Conley, panelists at the boot camp will also include G4S' Jerry Cordasco. Topics the boot camp will cover include the scope of services one can provide (both security and non-security); key technical system design requirements (both at the premises and central station) for implementing specific services; central station staffing and training requirements; legal and contractual matters; how to package and sell the services and retain business; company/account valuation implications for next generation monitoring; and how to get started in developing a plan for next generation monitoring.

To register, visit [www.esxweb.com](http://www.esxweb.com) or contact Lauren Hill at 508-618-4225 or [lhill@ae-ventures.com](mailto:lhill@ae-ventures.com).

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