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Company of the Month: Briscoe Protective Systems: A full-service engineered system security and fire alarm company

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Shown (from left) are Briscoe Protective's NYC Marathon team members: Alexander Schuil, Jan Willem Giesberts, Jennifer Sabatino, Ray Williams & Jennifer Roertgen.

Centereach, NY "Hitting the ground running and not looking back" is both symbolic and literal for Alexander Schuil and his staff. This CEO, as well as four other members of his organization (Briscoe Protective Systems), recently ran the NYC Marathon, with the entire team crossing the finish line with personal best times. They participated in the marathon to raise money for "NYRR Team For

Kids.” Setting goals, having vision, and moving forward are Schuil’s formula for success.

Schuil has brought together three security/fire service companies with 115 employees in total, making it one of the largest privately held security organizations in the New York City-metro area, and one of the 35 largest public and private security organizations in the United States. Briscoe Protective spearheads the Commercial Fire & Security Services divisions, while Worldwide Security and SCAN Security are responsible for the Residential Security division. Collectively, the three divisions perform service in Westchester, the five boroughs and on Long Island, offering a robust array of products and services that makes this company enticing to building owners, property managers, facilities, institutions and developers. Schuil’s management team consists of David Miranda, Steve Schlansky and Joseph Cestra, who bring years of industry experience to the organization, and have been instrumental in their continued growth and forward momentum.

The heart of their organization centers on relationships with both staff and customers. The company culture exemplifies an atmosphere of unity, honesty and integrity, and boasts a large group of capable people who are respected and valued for their ideas and work ethic. Staff has the opportunity to move across the three companies allowing themselves to be utilized to their fullest competencies. Positions held within the organization are not merely considered jobs, as long-term career opportunities are fostered.

The bar has been set high for staff, where accountability and respect are expected not only for each other but also towards their customers. Taking the time to really listen to the customer’s needs and offering the options and flexibility in meeting those needs is what truly sets this organization apart from other industry service providers. The customer is not just a “sale” to them, but, in fact, a new relationship is formed. The two become “partners,” and Schuil’s team is honored to have the responsibility to be an integral part of the customer’s life-safety and property-safety protection strategy.

The three divisions, while focusing on their own areas of specialty, come together in their ability to provide a variety of services to keep a building protected. The most vital life-safety and property-safety services for commercial, industrial and institutional businesses are building security and fire protection.

Shown (from left) at the NYC Marathon are: Jan Willem Giesberts;
Ray Williams, Alexander Schuil and Lesley van Cappellen.

Briscoe Protective is no stranger to life-safety and property-safety services, having operated within the industry for 41 years. It has relationships with various types of customers, many having unique and sometimes intricate requirements, as determined by their industry sector. Briscoe is proud to provide services for Grand Central Terminal, RY Management, Jones Lang Management, Hofstra University, Ramaz School, Brookdale Hospital Medical Center, Northwell Health – Huntington Hospital, Mandarin Oriental Hotel, and Trump International, to name a few. The non-profit

community have highly specialized needs and Briscoe is there to service hundreds of their locations, including sites for AHRC and HeartShare. Understanding how to work with both FDNY and state requirements affords this sector the peace of mind of knowing they're in good hands with Briscoe. Briscoe provides free educational seminars and looks forward to offering "lunch-and-learns" on a variety of topics, along with co-sponsoring a mini-industry conference this year for customers.

Briscoe can handle new installs and servicing existing fire alarm systems. It is a factory-authorized dealer for EDWARDS Systems Technology, an industry leader in fire alarm systems. As an EDWARDS Strategic Partner, Briscoe is an integral part of the EDWARDS support organization, and has exclusive access to products, custom design innovations, specialized training and pricing privileges. In addition to Edwards, Briscoe can provide service and maintenance on a host of other fire alarm manufacturer's systems.

Long-term and valued relationships with additional fire protection providers allows Briscoe to offer a wheel of services under a "Bundled Services Program" which is unique to the industry. Fire systems, central station monitoring, extinguishers, sprinklers, suppression, and security system services can be easily arranged through a convenient, all-in-one shopping experience for the customer. Working with Briscoe, building owners and property managers can count on saving time, receiving experienced service, cost effectiveness, and consolidated billing all under one umbrella.

Briscoe's continued success in the security sector comes from its ability to provide the latest technologies in integration, burglary systems, cameras, DVR's/NVR's, central station monitoring, access control, analytics, remote viewing, managed services, and wireless options. Its security experts are available to assess customer needs and to help create security protection strategies based on the usage and layout of the building being considered.

The goal for Schuil was to provide a full spectrum of life-safety and property-safety services for commercial entities as well as for residences. The non-commercial segment is being satisfied through their Residential Security division, Worldwide Security, experts since 1979. Worldwide covers the essentials for a full protection plan, providing burglary, fire protection, video surveillance, access control, and interactive services for both residences and light commercial buildings alike. Worldwide's reach extends from Westchester to western Suffolk County.

SCAN Security rounds out the organization's full-circle of security service offerings, covering Riverhead to Montauk. SCAN has been providing comprehensive security, automation, wireless monitoring, guard response, and tour services to thousands of East End families since 1981.

There's a sense of pride having 115 years combined industry experience between company divisions. Providing life-safety and property-safety protection is a big responsibility; one the team takes very serious. Maintaining a high standard of customer satisfaction and valuing the relationship are everything, and are what continues to make this organization a dynamic force in the industry.

Schuil is planning on running the NYC Marathon again, and hopes even more staff will join him this time around. With eyes on the finish line, they're keeping their eyes on the prize: "Customer

satisfaction.”

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