



## **Santamorena of SecureWatch24 helps minimize "insanity" in the security technologies industry**

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Frank Santamorena, vice president of business development at SecureWatch24, recently introduced a refreshingly new outlook on traditionally-based access control concepts to New York City's residential "security technologies industry." As a certified physical security professional (PSP) with more than 20 years of experience working in all phases of physical building security, Santamorena's philosophy focuses on the credo that "access and video management technologies constitute perhaps the most critical components of any building's physical security profile." His expertise involves working collaboratively with clients to identify critical security issues impacting the architecture and design of safe and secure environments by integrating security/access control, IP video surveillance systems, visitor management systems, intercom systems and elevator destination dispatch systems within existing environmental infrastructures. Serving as security expert and advisor on the hit Discovery Channel program "It Takes a Thief," Santamorena developed and coordinated security makeovers throughout the show's 80 episodes.

When discussing common access control systems within today's security industry, Santamorena emphasizes the importance of technology and the realization that "traditional access-control systems, whether as basic as a turnstile or as sophisticated as a biometric reader, invariably demonstrate a host of identifiable "vulnerabilities." Integrating access control systems with state-of-the-art software and surveillance technology dramatically enhances the face of physical building security as we know it today. New technology offering ultra high-quality video accessible anywhere, at any time, through Wi-Fi connectivity secured by audit trails and digital archiving provides an additional element of protection to any access control system, and ensures the most secure facility possible.

Serving as president and founder of Security Experts Consulting & Design LLC., Santamorena brought his expertise and futuristic approach regarding access controls concepts to the forefront by joining the SecureWatch24 executive team in the spring of 2009. SecureWatch24 designs, implements, and maintains comprehensive and customized access control systems corner-stoned by convergent security technologies. According to Santamorena, there is a misconception that access control comprises little more than some sort of entry mechanism, such as a keycard and card reader. Unfortunately, this misconception is perpetuated by the fact that so few security firms have the ability to implement and maintain access, visitor, and video management systems on a truly enterprise class level. Santamorena insists that, "Security services clients often find that typical security providers offer only surveillance technology, or only uniformed personnel, but only a few high-end security firms have 'morphed' during the past few years to offer a full range of services, including the essential technology necessary for a complete access control system...very few firms, indeed, to the extent afforded clients at SecureWatch24."

While every client demonstrates unique security requirements, varying from one business to the next, one principle remains constant: effective access management protocol demands tactical convergence. When it comes to the basics, Santamorenna suggests that, "If the ideal access control system exceeds your company's needs, remember, if nothing else, that a secure entry mechanism combined with a high-quality surveillance system is always a safe bet."

Santamorenna, who fancies himself a relatively traditional businessman, commonly references principles extolled by the likes of Albert Einstein when faced with challenging business decisions by alluding to Einstein's definition of "insanity" - "doing the same thing over and over again and expecting different results." Santamorenna's business development model featured at SecureWatch24 challenges clients to incorporate this intriguing and cost-effective philosophy into their property management paradigms.

Property owners and management companies sometimes adopt the "if it ain't broke, then don't fix it" mentality, often resulting in their "losing sight" of the bigger picture as they hesitate to update existing security systems within their portfolios. SecureWatch24 delivers its products and services to clients in such a way that they feel comfortable adapting to new security technologies. Our clients realize that, "Without accepting new technology, they greatly limit their profit potential," Santamorenna said. SW24's one-of-a-kind Comprehensive Maintenance Program appeals to the long-term financial goals of its clients. Property owners pay an affordable fixed maintenance fee each month, realizing long term value in their investment, as they never pay capital replacement costs again.

This business model makes a lot of sense as the life of any standard DVR is over when the cost to repair the unit exceeds an acceptable level. Maintaining a functional security system, in its entirety, can be extremely costly for property owners and involve a great deal of billable man hours..."not when it comes to SecureWatch24" Santamorenna insists. The inevitable cost associated with replacing a DVR or Hybrid Video Recorder (HVR) is already incorporated into SecureWatch24's customer-oriented maintenance program.

SecureWatch24's Comprehensive Maintenance Program includes lifetime warranties on all hardware and global (system-side) software upgrades at no charge to the client...it symbolizes SW24's commitment to customer service and satisfaction. Maintenance and technical support field teams are available for service functions on a 24 hour basis, 7 days a week in case of emergency. Santamorenna confidently asserts, "There is no service beyond the reach of our maintenance program as our installation and repair technicians are equipped and trained to service our client base in virtually any situation."

Beginning his career as an entrepreneur through his establishment of Security Experts, Consulting and Design LLC, Santamorenna is now bringing his expertise of access control systems to the forefront of the industry. Joining SecureWatch24's executive team and contributing to the growth of the company's private camera network in excess of 17,000 overt surveillance cameras, Santamorenna firmly contests "SecureWatch24 is, without a doubt, minimizing the amount of 'insanity' in the world of property owners and managers."

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