



## Video Alarm Verification

**Decrease Likelihood of Business Losses**  
with the power of video technology that may help:



Improve Police  
Response Time



Reduce False  
Alarms



Increase  
Apprehensions



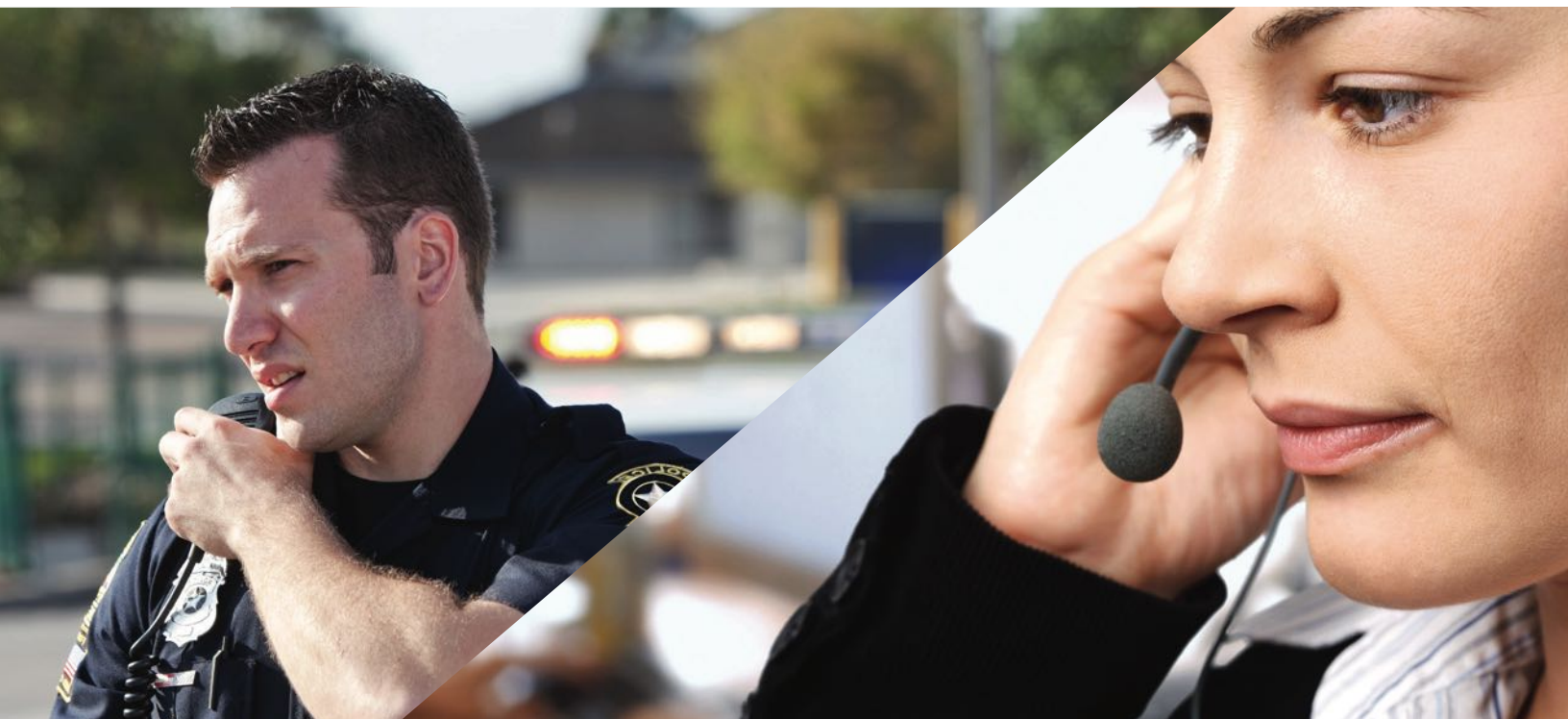
Reduce False  
Alarm Fees

**OVER 98% OF ALARMS ARE FALSE.**<sup>1</sup> Responding to these “non-events” puts a tremendous financial and man-power burden on law enforcement...while distracting from more important public safety needs. With the trend towards fewer police resources, tighter budgets and more calls per shift, law enforcement often simply cannot give high-priority response to traditional alarms.

The need to use limited law enforcement resources in the most effective manner possible often forces police to respond to traditional alarms only after other higher-priority calls have been cleared, leading to **THE RESPONSE TIME CHALLENGE**.

***Burglar alarms are typically given low priority by responding officers when up to 98% of them are not real crimes.***

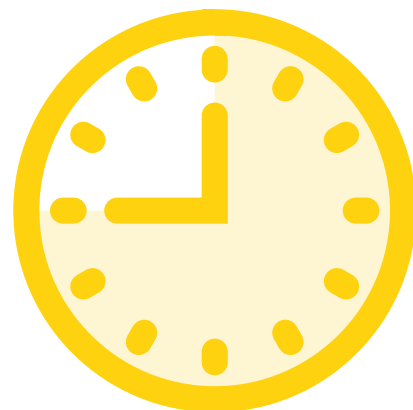
*Past President, National Sheriff's Association*



## THE RESPONSE TIME CHALLENGE

- ▼ **Police arrive on scene of a traditional alarm within an average of 45 minutes**<sup>2</sup>
- ▼ **Often the intruder has already caused significant damage and left the scene with your valuables**
- ▼ **Apprehension rates for traditional alarms are so low (less than 1%)<sup>3</sup> that there is typically a low probability of you recovering your business losses**

**A growing trend** is for jurisdictions around the country to require verification of an actual intruder prior to police dispatch. There are currently 6 states and over 150 cities and counties that require alarm verification...numbers that will likely continue to grow as budgets tighten. Many jurisdictions are also increasing **false alarms fees** in an attempt to push business owners towards alarm verification.



<sup>1</sup> U.S. Department of Justice – Office of Community Oriented Policing Services

<sup>2</sup> Salt Lake City Police Department

<sup>3</sup> National Academy Associate Magazine of the FBI

# STANLEY Video Alarm Verification

STANLEY Video Alarm Verification combines the power of traditional security with the latest video technology which may increase the likelihood of:

- ▼ Priority Police Response
- ▼ Decreased Business Losses and Increased Apprehension Rates
- ▼ Reduced Disruption to Your Business
- ▼ Improved Usage of Limited Local Police Resources

## How It Works



### WHEN YOUR ALARM IS ACTIVATED

An alarm signal with video clip is transmitted to our monitoring center



### YOU

Can use the secure mobile app to view both live and recorded video of the incident to confirm the need for police dispatch



### OUR SECURITY PROFESSIONALS

Review alarm information and video to verify an intrusion and may contact law enforcement for police dispatch and you to give a situation update



### THE RESULT

Police may respond with higher priority and arrive on-scene quicker – potentially enhancing the probability of apprehension and reducing business losses from theft and damage

*Instead of 'investigating after the fact', video gives us the means to catch criminals in the act and actually prevent crime and reduce cost.*

*Past Chair, Texas Police Chief's Association*

Learn more about how STANLEY can help meet your alarm verification needs [stanleycss.com/AlarmVerification](http://stanleycss.com/AlarmVerification)



## ABOUT US

STANLEY Security, a division of STANLEY Black & Decker (NYSE: SWK), is a provider of integrated security solutions for commercial and industrial organizations globally. We deliver a comprehensive suite of security products, software and integrated systems with a strong emphasis on service.

**Learn more about how STANLEY Security can help meet your security needs.**

**855-5-STANLEY | [www.stanleycss.com](http://www.stanleycss.com)**

