



Fire & Security Association

A specialist group of the  
Electrical Contractors' Association



**Smart Business – An additional customer stream..?**

E: [steve.martin@eca.co.uk](mailto:steve.martin@eca.co.uk)

T: 020 7313 4807

M: 07866 487593



@ecastevemartin





Fire & Security Association


---

**More than  
just a badge...**

The UK's leading trade association for the Fire, emergency & Security Systems Industry. Plus alarm receiving centres (ARCs) Remote Video Response Centres (RVRC's).

A specialist group of the  
Electrical Contractors' Association

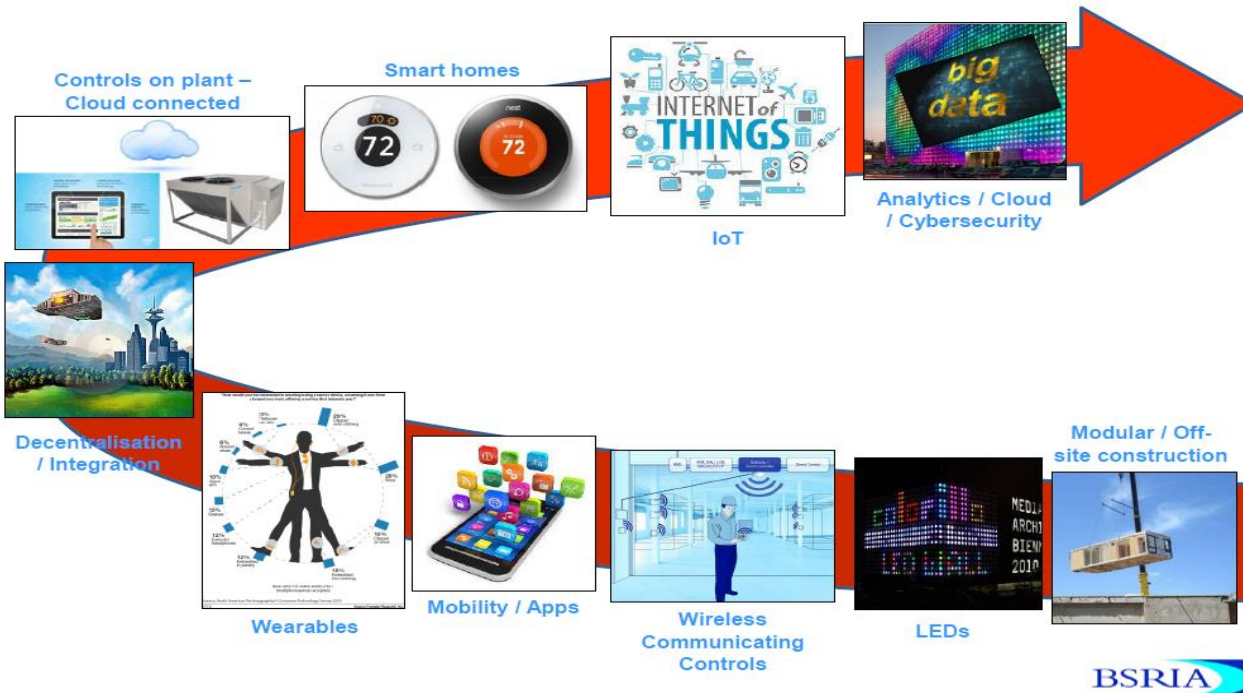


- 
- **The smart journey.**
  - **Not forgetting the fundamentals**
  - **Where it can all go wrong..**
  - **Getting the right support..**

**Security Installers have already experienced..**

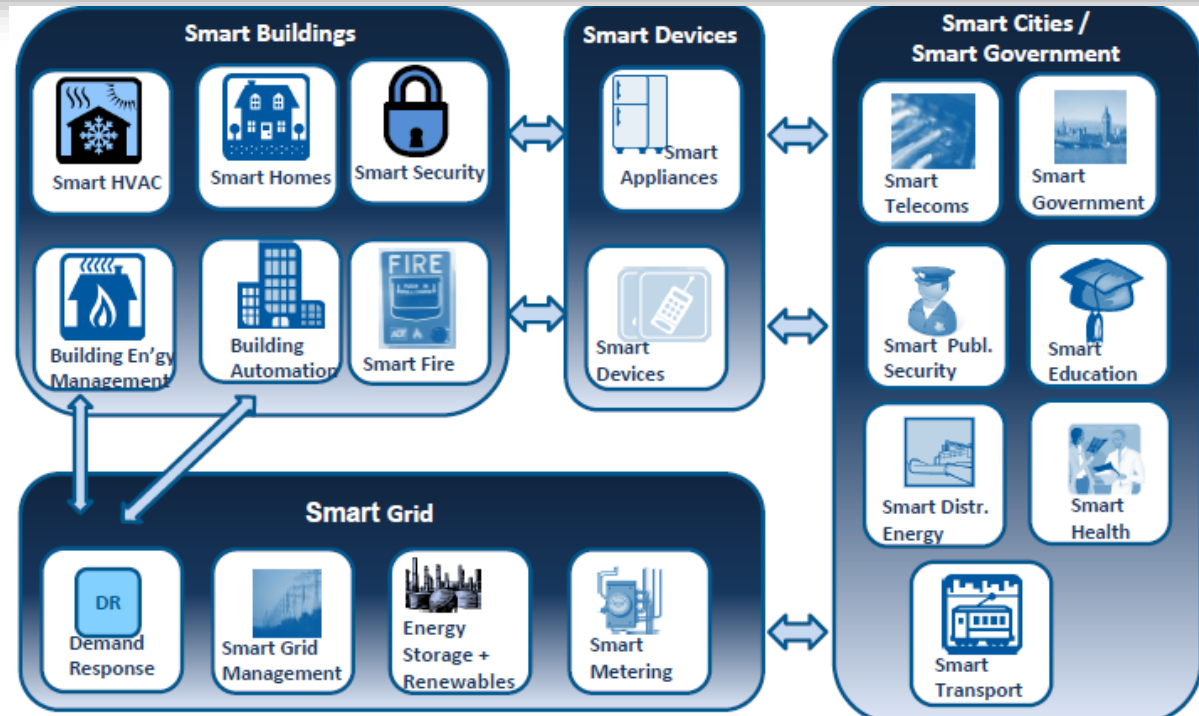
- **Greater involvement in IT software.**
- **Driving the uptake of Internet Protocol.**
- **Wireless Technology.**
- **Intelligent security 'things' connected together.**

# We are going through a journey..



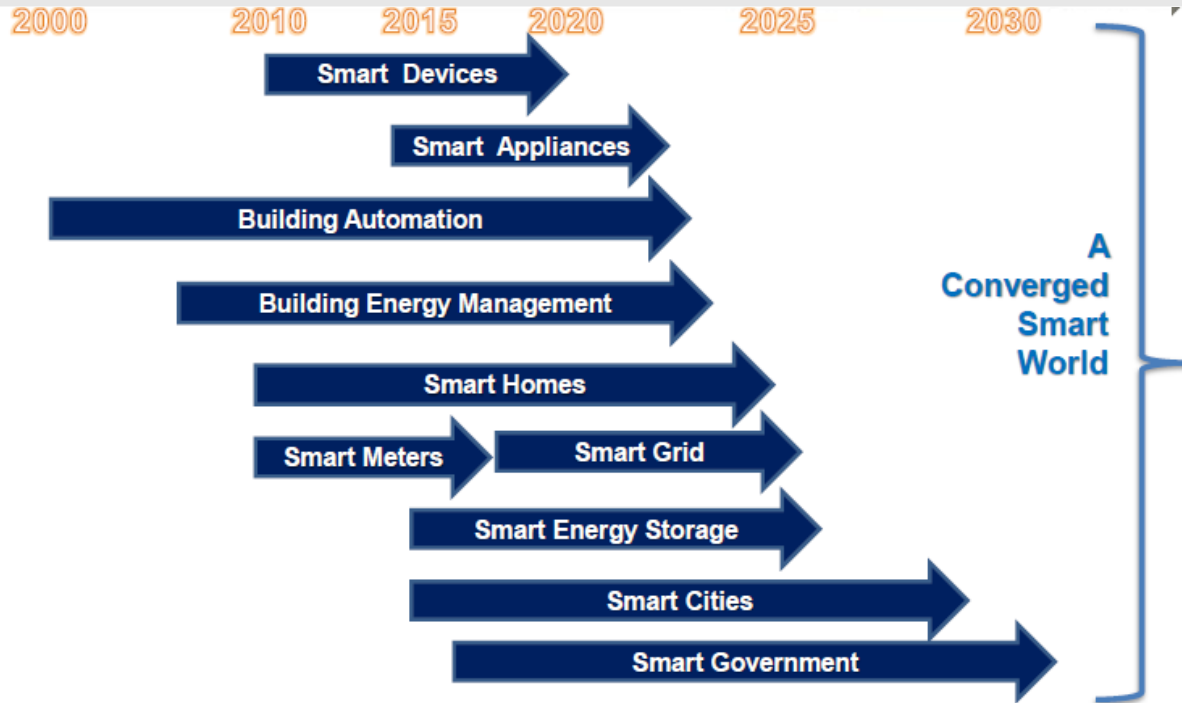
*Where is it taking us next...*

# We are going through a journey..



*The smart space..*

# We are going through a journey..



*A converged smart world...*

# We are going through a journey..

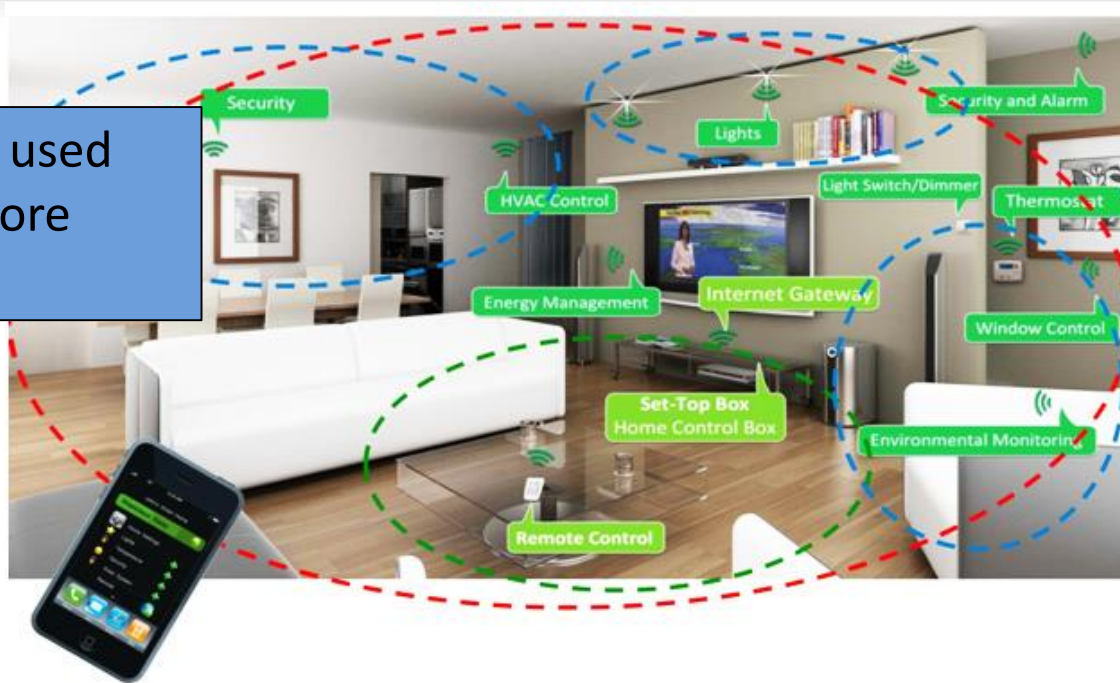


Smart Home Technology such as thermostats, smoke detectors and CCTV is expected to increase the convenience associated with these devices and hook consumers..

# We are going through a journey..

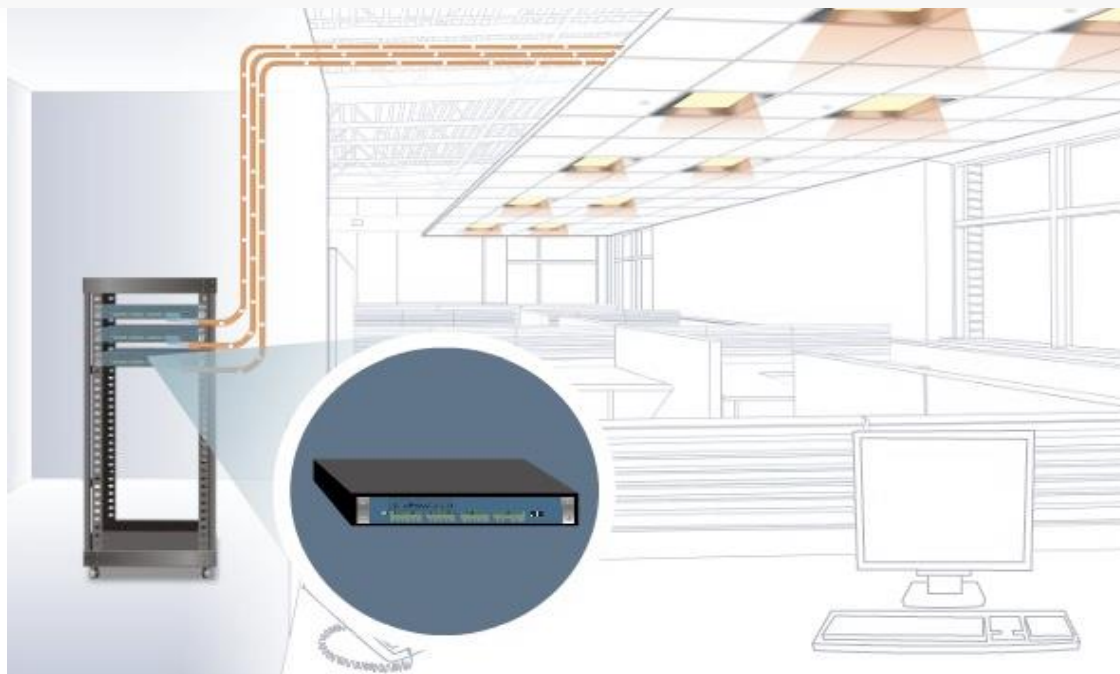
6.4 billion connected 'things' used worldwide this year – 30% more than last year

21 billion connected 'things' by 2020



***More and more connected devices...***

# But there is more...



***DC Distribution – 100w PoE***

# What are the opportunities...?

- Introducing Smart Technology into your portfolio.
- A cabled infrastructure to support connected devices and wireless technology .
- An installed solution – providing the solution to your client.
- Upgrade existing technologies – CCTV, access control.
- Further on going monitoring and maintenance.

Could Smart Technology really be another revenue stream?

- Security.. Essentially we are security experts!
- My customers are not wanting this – no appetite!
- Difficult to find the business case to up sell to my customers..
- Will the technology still be smart after a few years?

## Product Knowledge..

- Develop relationships / partnering with a number of vendors
- Understand the full spectrum of products.
- Get to know the array of solutions at different entry levels.
- Remember the infrastructure. Wireless v's Wired
- Train staff.

## Connect with your customers...

- Talk with your customers.
- Know what your customers need is – don't sell a box.
- Develop a solution that fits them – not a 'nice to have'
- Remain security experts – be clear on your priority.

## Understanding where it goes wrong..

- Smart Technology is not 'fit and forget'
- Over specifying – under delivering.
- Not meeting expectations.
- Security - Not providing secure solutions.

**Your work guaranteed \***

**Technical helpline**

**Employee Relations Support**

**Commercial & Contract Support**

**H&S support**

**Education & Skills**

**Preferential Industry Discounts**

**Regional Support**

**Compliance Updates**

**Representation & Lobbying**

**CPD Events**

**Networking**

**Certification**

**Certification**

*\*Terms and conditions apply and are subject to change.*

## What is the FSA?

The Fire and Security Association (FSA) - a specialist group of the Electrical Contractors' Association (ECA) - is the leading trade association dedicated to companies who design, install commission, maintain and monitor electronic fire, emergency and security systems.

By becoming a member of the FSA, businesses receive an unbeatable range of services and benefits designed to give them the commercial advantage, recognition and support they deserve.

**The FSA carries more weight than certification alone**

