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The Binkley Monitor



Authorized Security Pro Dealer

Quality • Satisfaction • Trust

Mobile Resource Management

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Reminders:

- Users Guides are available at our web site
- Pay your bill online www.binkleystore.com
- Don't forget to test your alarm system
- If you have any questions regarding VoIP please call us before you have it installed.
- Send us your request for news articles

Thanks to all of you

Binkley Alarm has earned Diamond Certified for the third consecutive year

Binkley Alarm is now offering a new product to assist in the protection of your employees and equipment. This new product comes from GE and is called NavLogix™. The NavLogix™ mobile resource management system allows fleet managers to track their fleet vehicles quickly and conveniently. GPS technology determines where each vehicle is located, while wireless communication relays information back to a central server. Your web browser lets you view vehicle locations and routes, and you can receive real-time e-mail alerts about off-track or speeding vehicles.

NavLogix features a compact location monitoring unit with cellular and GPS antennas that are installed in every vehicle in your fleet. It connects to the vehicle's power supply, so it goes into active mode whenever the vehicle's ignition is turned on. On the road, GPS satellites communicate in real time with the onboard unit to determine the vehicle's location, speed, and direction. The onboard unit uses cellular communications to transmit the vehicle information to a hosted web server. All you need is a computer with a connection to the Internet.

Enhanced efficiency Keeping track of multiple vehicles at once can be challenging, but it's easy with NavLogix. At a glance, you can locate any or all vehicles in your fleet. This means you can quickly dispatch the nearest driver, give turn-by-turn driving directions or re-route a driver who's stuck in traffic. You can also use vehicle activity reports to verify payroll and customer billing, reducing errors and paperwork.

Reduced costs Fuel is the single largest ongoing expense in any fleet operation. NavLogix helps your drivers use less fuel by identifying the most efficient routes. E-mail alerts inform you of speeding and excessive idling, helping you reduce these fuel-wasting behaviors. Activity detail reports—with information on locations, speeds, distances driven and stop times—may also be used to document driving habits that save or waste fuel. Improved customer service Sometime between 1 and 5 p.m. isn't an appointment; it's an afternoon. With NavLogix, you don't have to keep your customers waiting. Instead, you can accurately schedule service calls, and with real-time location data, you

can make sure your drivers arrive on time. Plus, when there's an urgent call, simply enter the customer's address to find the nearest available driver.

Increased security System diagram With NavLogix, you always know where your vehicles are. When a vehicle is running, NavLogix sends a position report every five minutes, or at any other interval you specify. NavLogix will send an alert if the vehicle is moved without turning on the ignition or is moved after normal business hours. And speed alerts help you identify and correct driving behaviors that put your vehicles and your company at risk.

Ideal for commercial buses as well as school buses, cable television and public utility vehicles, private retail trade fleets such as armored cars and towing, and heavy equipment, NavLogix can help protect assets, track vehicle use, and improve driving and customer service. With its ease of use and thorough tracking tools, NavLogix is the answer for busy fleet managers.

For more information contact Ron Kent at 800-542-5276 ext 210

Product Seminar

Late this summer Binkley Alarm will be hosting a Video & Access Control seminar with GE Security featuring GE's new video products like the Digia II, SymSaf, SymDec and SymNav.

GE video and access control offers the ability to integrate with each

other as well as integration with other products like POS systems allowing the ability to search by products sold and much more.

If you are interested in attending please contact us online at www.binkleyalarm.com/

productinfo.htm, email us at email@binkleyalarm.com or call Ron Kent at 707-542-5276 ext 210 you can also simply make a note on your bill when you send it in.



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We are here for you 24 hours a day 7 days a week. 800-542-5276

We would like to introduce you to the newest member of the Binkley Alarm Management Team, Les Negley. Les is our new Central Station Manager. He has many years of experience in customer service and facilities management.



Les is here to help you in anyway possible.

Backup Communications

As you may realize an alarm system just as anything is only as strong as its weakest link. One of an alarm systems weak links can be its communication. We have all experienced phone line problems where we have lost service whether for a short time or for days. When this happens your alarm system can not communicate with the monitoring facility unless you have another means of communication. And that is what we are going to talk about here. Here is a list of a few more common alternate means of communication.

- Dedicated Lines
- Radio Communication
- Cellular Backup
- Internet Monitoring

Dedicated Lines—This is a higher security connection although it is an older form of communication that is rarely used due to other less expensive alternatives such as internet monitoring. The way this works is by leasing a dedicated copper cable run between the alarm and the monitoring facility providing a 24/7 connection between the site which is constantly monitored for its integrity. If the

connection is ever lost both sites are notified. The problem with this method is the cost that can exceed \$800 per month in cost for the line.

Radio Communication—This is a means of communication where an alarm company builds its own radio network by placing radio transceivers throughout an area to provide a path for communication back to the monitoring facility. The only problem here is the limited amount of information that can be transmitted although it is not dependent on any other service provided by outside companies such as phone or cable.



Cellular Backup—This is probably the most common backup communication method and in some cases it is the primary communication. Some units simply provide communication while others can provide communication as well as a user interface that allows the alarm user to operate the alarm system via the internet and receive special reports via email, text message and voice messaging. For example you can receive a message whenever your child comes home from school. This option

offers more than simply communication but cost the same and sometimes even less than other cellular backup options.

Internet Monitoring—This is the newest form of communication on the market and it has become even more popular since the startup of VOIP internet phone services. Alarm systems will operate intermittently if at all on internet phone service (including cable phone systems). Internet monitoring like Dedicated Lines provides a 24/7 high security connection and also has the fastest communication speeds available. Internet monitoring requires high speed internet connections such as DSL, T1, or Cable services. Internet monitoring has even been approved for use on commercial fire alarm systems by the California State Fire Marshall. This is a great alternative for both residential and commercial alarm systems.

For more information contract us at 800-542-5276

For more information on VOIP and your alarm system see our April 07 newsletter www.binkleyalarm.com/newsletter.htm

Make Your Home Safe

Start by looking at your home from the viewpoint of a burglar. Burglars need cover; they do not want to be caught. If you were a burglar driving down your street, would your home call out to him as an easy target?

- Are there easy ways into your home that are not noticeable to passers by?
- Do you have bushes that hide the view of a window or door? Are your windows locked? What about all the doors?

- Do you have ladders or other objects laying around unchained that would assist a burglar in reaching an upper window? How about your neighbor?



- Do they have ladders or such lying about? Can a window be

reached by standing on a table or on your air conditioning compressor? Do you have a privacy fence? If someone got into your yard, would the fence provide the cover for the burglar while he breaks in?

If your answer is yes to any of the questions, then you need to start working on eliminating those invitations. Work with your neighbors. Neighborhood watches only work when everyone realizes that the threat exists and truly works together.



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