

Asset and Security Protection Solutions for Commercial Clients



Steven Paley
President & CEO

CEOCFO: *Mr. Paley, your tagline is “Peace of mind, delivered.” What do you do at Rapid Security Solutions?*

Mr. Paley: We are a security systems integrator and provide all types of asset and security protection solutions to our primarily commercial clients. Those solutions include video surveillance, access control, gate systems, pneumatic tube systems, intrusion detection, fire detection, and other custom designed security and asset protection solutions. We deliver a total protection solution to our clients, including service and support, and holistically, we are in the business of delivering security peace of mind to our clients.

CEOCFO: *Do you find that most of your clients understand the need or are they coming to you for help in evaluating?*

Mr. Paley: I think it is a combination of both. We have clients who view what we do as purely technology – such as finding cameras, fire systems and alarm systems. The majority of our clients whom we have developed relationships with are looking at our solutions from a business proposition standpoint. They are looking for security and asset protections solutions to reduce their business risk. That is really the type of client we like working with because we become business partners with them and are proactively helping them be more successful in their business, while taking risk off the table at the same time.

CEOCFO: *Are people paying enough attention to physical security today?*

Mr. Paley: I think people certainly know that certain physical security solutions are necessary. They do not think twice about fire detection or intrusion detection, but they are not thinking about their business in ways that could mitigate risk further. I think many times clients look at wanting a video surveillance system where they want to catch people if there is a problem. Our approach would be to ask what kinds of problems they are envisioning so we could develop a strategy and a solution to attack that challenge. For example, a client may be in the metal recycling business with a yard that might have materials throughout a big piece of property. The client needs to protect that material and the best way to do that would be to stop penetration at the yard perimeter. A video surveillance system attached to your building may catch somebody coming into your yard after the fact, and depending on the light level and a number of factors, you may or may not be able to get actionable intelligence from that video surveillance stream. While video surveillance is an important part of an integrated system, you have to think about what we are trying to prevent. We are trying to prevent people from coming onto the property in the first place, so what kind of barriers to entry do we have at the perimeter? We take our clients through this process when they are just reaching out for some piece of product or equipment. We really need to get them focused on the solution. In some cases, that solution may be very pedestrian and may be boring, but it is the most effective solution.

CEOCFO: *Are people coming to you because they understand the depth of what you do?*

Mr. Paley: More and more business comes from word of mouth. We are extremely busy with a large work backlog, and I think that in the markets we operate in, are well represented. Potential clients are generally aware of our capabilities and the high profile projects that we work on, but we do get leads from a variety of sources. For example, our technicians drive company vehicles that are wrapped and branded with our name, logo, and areas of expertise, telephone number and website. We do get inquiries from people who may not be aware of our approach, but they are pleasantly surprised. If you were a prospective client and called me up to call me up asking for video surveillance, I would say to you that I am not quite sure what you mean. I think clients are typically taken aback by that. You may call up and ask how much for eight cameras and an NVR, and I would say I am not sure. I do not understand what you are asking for. We always try to turn it

to the solution first in understanding what the challenge is before I just tell you that an eight-camera system with an NVR or a DVR is going to be X thousands of dollars.

CEOCFO: *What do you look for in your people to ensure they have that mindset and they understand the basic concept at Rapid Security?*

Mr. Paley: We have a well thought out vision and culture strategy, and our whole onboarding and recruiting process revolves around instilling that vision in our culture. We are a solutions-based company and the management of our clients' challenges and goals with the highest levels of service is our complete focus. We express this vision and culture consistently to all of our team members and we actively seek out people who understand these values. The RSS team is solely made up of people who understand and live our culture and our client first mindset and who are able to execute our strategy.

CEOCFO: *How do you stay on top of the technology?*

Mr. Paley: In our industry especially, we spend a lot of time on technology R&D. Although we are not a manufacturer, we are constantly spending time and dollars evaluating and understanding new technologies and how we can use those technologies to support our clients' needs and goals. We have an IT mindset at RSS. Because our equipment typically resides on a network, we have to have IT and technology expertise. That is why we hire people who love technology, like to play with technology, and who understand technology. We are a technology-driven business and technology leadership is one of the three pillars, in addition to high levels of client service and recruiting, and maintaining top "A" talent, that underpin our whole vision and culture at RSS. The technology part is critical and enables us to deploy security technology that our competitors either will not or cannot do.

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CEOCFO: *For example?*

Mr. Paley: Wireless video transmission. A good example of this technology integration would be with gated community clients, of which we have many in Florida. A typical gated community might have five or six entrances, and some entrances might be a few miles apart. It is not efficient, nor does it make financial sense, to run wires to all of these entrances. The cost and time to trench and run infrastructure over lengths of three to five miles is just not feasible. RSS is a pioneer in understanding wireless video transmission and wireless transmission of all types of security data and how to integrate systems like this onto a client security network. In this example, we are able to install a video surveillance system at each gate, wirelessly transmit the video data and be able to have all cameras from all the perimeter locations networked together. Our competitors, who do not understand this type of technology, are offering sub-optimal solutions because the price level to trench and run conduit and wire is just prohibitively expensive. That is just an example of how we do things that other people either cannot or will not do

CEOCFO: *Tell us about the monitoring side.*

Mr. Paley: We happen to use a third party partner for monitoring. We do not perform our own monitoring, as we believe that the monitoring part is a specialized and distinct business, best left to monitoring specialists, who are actively developing and investing in this aspect of the business. I think many security integrators try to do monitoring in-house, but are not effective or efficient at it, because it really is a different business than the selling and supporting of security technologies. We happen to use of the best partners in the industry, and we get consistent and high levels of client service because of it.

CEOCFO: *What is your geographic range today?*

Mr. Paley: We work primarily in Florida, from Jacksonville through Ocala and to the Gulf of Mexico on down, so it is the central and southern half of the state, but we do a bit of work out of state also. We have clients in Ohio, Mississippi, and Tennessee.

CEOCFO: *What is ahead? What might be different a year from now at RSS?*

Mr. Paley: We are growing at a very strong clip, and we will have new solution center markets opened next year and certainly over the next few years. Our goal is to continue to work with clients who have security and asset protection

needs and to continue to deliver those needs with the best possible technology and service. We know we are on a good path, we know we have a good system and a good model going, and we want to expand that aggressively.

CEOCFO: *Are there industries where you would like to have a greater presence?*

Mr. Paley: I could see that we could be moving more into the traditional world of IT integration and network support. We are doing a little of that already, and I think we could also easily move into helping our clients manage their security needs almost like a loss prevention department. Not only providing the solutions, but also then managing the solutions for the client. For example, if I sell you a video surveillance system, you are going to be responsible for managing that system to some degree, and that has been the traditional model. You want a video surveillance system, we sit down, we think about a security solution that maybe has some other components, we do the installation, we are certainly there to service it, but you are primarily on your own for using the system. However, does that really help a client run their business better? Is the client really the expert at managing that system? Is that the best use of the client's time? We believe that we can help our clients be more successful in their business if we take that technology and manage all aspects of it for the client on a managed service basis. Since we are the experts, we can monitor the system and analyze the data to provide the client much more information than they could develop on their own, such as business intelligence in addition to security and asset protection. Within this video surveillance framework, maybe you have a chain of restaurants. Maybe we are managing that system for you and we are providing you reporting on cleanliness, accident reporting, and client issues in your locations and all kinds of other operational data that you otherwise might not get out of the system. I can see us easily moving into that kind of a role in the future.

CEOCFO: *There is a lot of opportunity ahead!*

Mr. Paley: Yes, it is huge opportunity. With security and asset protection solutions, every single person and every single business on this planet is a consumer, whether they think they need it or not. It is a big opportunity, and it is really about being focused, understanding your client base, understanding your capabilities and managing that process and that rollout.

CEOCFO: *What are some things that people may not realize go into security?*

Mr. Paley: I think one big issue is thinking about how a combination of different technologies can provide a better security solution. For example, you may want access control at your front door. We can provide you with that system that offers premise access based on swiping a card or key fob against a reader. What people do not realize is that a combination of access control AND video surveillance—two different technologies—provides a better solution at entry than offered by access control alone and here is why. You can verify that someone swiped an access card or fob, but is that really them. With video surveillance tied into the access system, you not only know that a fob or card was swiped, but you can see who it is. Another big issue that people are just learning about is that all this technology is sitting on a network and people have access to it from their mobile phones, tablets and PCs. They are able to get immediate intelligence, and that is something that the industry as a whole has to adapt to and offer to clients. The whole technology of providing that ability is causing a big rift in our industry because you have to be up on the technology to be able to understand it and deploy it. People are expecting their cameras on their phone, and they are expecting to be able to arm and disarm their security systems from their phone or from their Apple watch. As threats to security and asset protection evolve over time, our job is to stay on top of that technology evolution, to understand emerging security threats, and to understand what technologies can be deployed to mitigate those threats.

CEOCFO: *Put it all together for our readers. Why choose Rapid Security Solutions?*

Mr. Paley: RSS is the overall best value in security and asset protection solutions for our clients in terms of total cost of ownership, service and the support, and the thought leadership that we provide. With RSS, you receive true peace of mind that your family, business and assets are protected. That is why you should be doing business with Rapid, and that is why our clients love us.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



Rapid Security Solutions, LLC

**For more information visit:
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