

Alarm Conversions Made Easy

In the summer of 2008 John Feretich, the director of loss prevention for Rainbow Apparel Company, was looking for ways to significantly reduce his monitoring cost without sacrificing the level of service. More importantly he wanted to make sure his return on investment (ROI) for the solution could be realized immediately.

He had spoken with several companies about his options, but within minutes of talking with Nutech National, Feretich knew they had the solutions he was looking for. Not only did they reduce his alarm monitoring costs, but their project management team had the conversions done in less than ninety days.

Everyone has heard how hard it is to convert alarm monitoring...or is it?

Nutech National was able to give Feretich several options for converting his monitoring while keeping his costs low so he could realize a savings. With 700-plus stores to convert, Feretich wanted to make sure that this project didn't detract from maintaining his focus on the company's loss prevention program. What he found was that Nutech took the lead with their project management team planning out every phase for the conversions using one of the following options.

- **Line Swing.** Many of the stores' panels were programmed to dial an 800 number owned by Rainbow. Nutech had this line moved so it reported to their central station. Nutech then communicated with each panel to make sure the codes and

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call lists were set up correctly and communicating with the new central station. This was done at no charge.

- **Remote Conversions.** Nutech was able to dial into the panels and redirect them to the new central station and make sure the codes and call lists were correct. Nutech can do this because they have a staff of highly trained technical support personnel



John Feretich is director of loss prevention for Rainbow Apparel Company Inc. located in Brooklyn, New York. He has been in retail loss prevention for 24 years; the past 16 years at Rainbow. Prior to Rainbow Feretich was at Macy's East. He is currently president of the Strip Center Loss Prevention Group.

with an extensive library of download software for most panels made. These were all done at no charge to Rainbow.

- **On-Site Access to the Keypad.** With the assistance of store personnel with Nutech on the phone, the store manager pushed a few key strokes on the keypad, which gave Nutech access to the panel so their technical support staff could convert the panel. There was no charge for these conversions, which helped keep costs to a minimum.
- **Service Call to Convert.** In some cases a technician had to go to the site and default the panel to allow Nutech to convert it. These visits were done at a fixed price to minimize costs.
- **Panel and Keypad Replacements.** A few panels and keypads had to be changed out due to equipment issues and old panels. These also were done at a fixed cost to protect the project's ROI.

It took Nutech less than ninety days to convert over 700 locations. Even better, the costs associated with the conversion are only a fraction of the projected savings Rainbow will realize in the first year and, more importantly, the years to come.

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What services did Nutech bring to the table with this conversion?

Feretich's previous provider had given him web access to alarm data, but it didn't match up to NutechLink, which is Nutech's real-time, web-based, alarm management software. This product can be accessed via the web by personnel at different levels of responsibility and based on level of access.

Features of NutechLink:

- Users are able to view alarm data for sites, such as
 - Open/close activity
 - Alarm detail, including operator notes, zones activated, contacts called, and notes from the central station operator
 - Test timers or alarm test detail
- Users can also view, add, delete, or edit codes and call lists
- Request service
- Track pending service and installation work orders

Auto Email Alerts:

NutechLink also has some exceptional auto email alert capabilities with selectable distribution by report for field and corporate personnel, including

- Early/late openings and/or closings
- Unauthorized entry outside of normal business hours
- Notification of any fire or police dispatches, which has been a great help in reducing false alarms.

Service after the Conversions

Nutech National's dealer footprint is second to none in the industry with over 3,500 locations. They have done a great job for all of the Rainbow brands in the U.S. But Nutech really stepped up to the plate when Rainbow bought fifty stores in Puerto Rico and the Virgin Islands from another company. With very little advanced notice and no

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assistance from the previous alarm provider, Nutech was able to convert many of these sites and, where needed, install new systems prior to merchandise arriving.

In a very short period of time, Rainbow has given Nutech National two challenges; they were able to meet those challenges head on and deliver the service needed while keeping costs under control.

Nutech National— "The Nation's Largest Alarm Servicing Network"

Nutech National has been providing alarm installation, service, monitoring, CCTV, and card access to retailers at the national level since the early '80s. With over 3,500 dealers, we have tremendous flexibility when it comes to finding technicians, no matter what the need. We have the most competitive pricing in the industry and specialize in the conversion of alarm systems. We offer real-time alarm data and validate our installations with pictures, which we web host for our clients on NutechLink.

Our relationships with the major alarm and CCTV vendors gives us tremendous flexibility in equipment choices and capabilities for every situation. We also have the download software for conversions and troubleshooting of alarm systems. Our highly trained technical support staff uses this software to help reduce service call costs.

For more information, contact Nutech National at 800-569-1600 extension 1501 or visit www.nutechnational.com. ■