



# Ademco and Singtel

Enhancing agility and competitiveness in delivery of innovative security solutions with flexible M2M service.

## Executive Summary

### Company name

Ademco (Far East) Pte Ltd

### Industry

Security Solutions and Services

### Business challenges

- Working with the right security solutions provider to prevent critical data loss from security incident
- Ability to provide customers with reliability and responsiveness to ensure service effectiveness
- Enhance its competitive positioning to deliver innovative and one-stop security solutions that integrates with business management tools

### Singtel solution

Singtel M2M

### Business value

- Allows optimisation of under-utilised bandwidth
- Flexible pricing scheme offers scalability to meet the business' growth requirements
- Supports remote provisioning of SIM cards, resulting in avoidance of unnecessary costs when vehicles are under maintenance
- One-stop web portal provides management capabilities which allow auto-provisioning of SIMs, real-time diagnostics, and setting of custom alerts
- Passed numerous field and integration tests for robustness and reliability, and met stringent requirements



Let's make everyday better

# Ademco (Far East) Pte Ltd & Singtel

## Ademco Enhances Service Efficiency with Increased Control, Heightened Visibility, Peace of Mind and Cost Savings with Singtel Machine-to-Machine

As the world becomes more complex with digital proliferation and fast-evolving threats of terrorism, it is not surprising that the intensifying security pressures on the political and socio-economic front are mirrored in the security challenges faced by businesses and individuals. Yet, in the face of this dynamically changing security landscape, one thing stays the same. The ethos of "prevention is better than cure" remains an understatement. Preventing a security incident is always better than dealing with its fallout, which can range from critical data loss, detrimental loss of property or in the case of fire, the senseless loss of lives. Working with the right security solutions provider becomes key in ensuring survival against such losses.

Ademco (Far East) Pte Ltd (Ademco) is one company that understands security hazards inside out, having been in the business for more than 30 years since 1977. Backed by its unique security insights in a myriad of industries and comprehensive service infrastructure, Ademco has been providing electronic security, fire detection and monitoring solutions to more than 5,000 businesses, governments and institutions across Asia. Headquartered in Singapore, the company boasts an annual turnover of S\$15.5 million and employs more than 300 staff across its regional offices in China, Malaysia and Philippines.

Against today's security backdrop, Ademco looks to enhance its competitive positioning by delivering innovative, one-stop security solutions that not only protect, but also supports integration with business management tools.

## Enhancing Service Efficiency with Singtel M2M's Leading Coverage, Flexibility and Self-Help Portal



Ms LeeNah Tan,  
Call Services Manager

"As we strive to deliver an integrated security service experience, we are constantly looking at new ways to enhance our service efficiency and effectiveness with technology. Adopting machine-to-machine communications (M2M) helps to deliver one-stop, 24x7 security

monitoring for our customers," said Ms LeeNah Tan, Call Services Manager, Ademco (Far East) Pte Ltd.

One of Ademco's key service offerings powered by M2M is its 24/7 Alarm Monitoring Services by its Central Monitoring Station (CMS). Ademco's M2M service enables the transmission of fire alarms to its 24-hour CMS, which will validate the alarm situations, before informing SCDF to take necessary action.



“ In our business, customers are looking for reliability and responsiveness. For implementations such as fire alarm monitoring and other security deployments, 24x7 coverage is critical to ensure service effectiveness - whether in identifying false alarms, which will prevent time and resource wastage, or in bringing critical attention to real alarms when they arise. Leveraging Singtel's comprehensive international mobile coverage helps us ensure successful delivery of our service offerings. - Ms LeeNah Tan

Listing other factors for selecting Singtel M2M, she added, "We enjoy better cost efficiencies with Singtel M2M's flexible pricing plans, which allow us to buy the SIM cards (SIMs) in bulk. The pay-per-use model and scalability to grow with our requirements give us much convenience when designing solutions to meet our customers' varied security requirements. Most importantly, with our inventory of SIMs deployed across numerous customer sites, Singtel M2M's one-stop web portal provides the much-needed visibility to effectively manage our SIMs."

Singtel M2M offers superior coverage in Asia with seamless connectivity and resilient networks. Offering real-time

visibility and control over costs and M2M-enabled equipment, its one-stop web portal provides comprehensive management capabilities which allow businesses to automatically provision their SIMs, conduct real-time diagnostics, and set custom alerts and management rules to optimise their M2M deployments cost-effectively. Convinced of the value of partnering Singtel, Ademco selected Singtel M2M, and the new system went live in May 2012.

## Increased Control with Enhanced Visibility

One of the biggest benefits Ademco has seen, is the increased control over its inventory of SIM cards. Previously, Ademco did not have visibility over its data usage until the month-end bill statement. It was tedious and time-consuming for its staff to go through each line item on the monthly bill to spot any data usage discrepancies. When a discrepancy is identified, a request would need to be raised to assign its technical staff on-site to verify the issue. "Any abnormality in usage could point to faulty SIMs or other communication modules. Besides incurring additional costs and having to assign valuable technical resources to resolve the issue, we were frustrated with the reactive approach," said Ms Tan.

She explained, "In contrast, the Singtel M2M web portal gives us increased transparency, which empowers us to proactively manage issues on site and conduct real-time diagnostics and troubleshooting, whenever we notice a spike in the data usage. This not only helps us better manage our costs, but more importantly, ensure that any action is taken to rectify potential SIM or equipment problems before they arise. We are now quicker on our feet in resolving any potential issues, which raises our service standards and customer responsiveness," beamed Ms Tan.

In addition, Ademco has also seen enhanced service efficiencies, productivity gains and resource savings, by eliminating the need to manually validate each line item on the bill, or assign technical staff to verify a suspecting data surge. Technical resources can then be diverted to higher-value tasks that enhance overall service levels.

## Gained Cost Savings with Management Rules and Custom Alerts

With the Singtel M2M web portal, Ademco also gained the ability to set management rules, which increases control over its costs and M2M deployments. "To better control our costs, we can now set management rules on activities we want to monitor, such as data usage, SIM status etc.



## Increased Agility, Competitiveness and Peace of Mind with Flexible Pricing Plans and Comprehensive Infrastructure

According to Ms Tan, another key benefit Ademco has gained is greater agility when bidding for customer projects. She said, "Especially in tender situations where price competitiveness is key, Singtel M2M's flexible pricing plans have increased our agility in making faster decisions." In fact, in all customer bidding situations, even before making pricing decisions, ensuring infrastructural coverage is key when designing the security solutions."

"Better network coverage ensures effectiveness of our intrusion detection systems and maintains service levels. If coverage is not available or reliable for a certain geographical area, our team would need to spend time going on-site and think of work-around solutions to ensure 24x7 coverage," explained Ms Tan.

“ Partnering with Singtel has alleviated the stress of solutioning. Infrastructure is now a given and we have peace of mind, knowing that we can leave it to Singtel to take care of that for us. This has helped us leapfrog the competition and raise our competitive positioning. - Ms LeeNah Tan ”

## Looking Ahead

Ms Tan concluded, "Partnering with Singtel M2M has enhanced our competitive positioning as a total security solutions provider, while enabling faster deployment and time-to-market. As we look towards expanding our regional presence, the scalability of Singtel's flexible pricing plan and comprehensive coverage empower us to move ahead with confidence."

# About Singtel

Singtel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia, Australia and Africa with over 500 million mobile customers in 25 countries, including Bangladesh, India, Indonesia, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

## Awards

### Asia Communication Awards

Best Enterprise Service (2013) - Connectivity as a Service

Best SME Service (2013) - myBusiness

### Telecom Asia Awards 2012

Best Asian Telecom Carrier

Best Regional Mobile Group

### Computerworld Singapore Customer Care Award

Telecommunication Services (2008 - 2013)

Computerworld Cloud Services (2012, 2013)

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