

# SDM

*NEW DIRECTIONS FOR SECURITY SYSTEMS & INTEGRATION*

## Beyond the Black & White



It's the 'gold standard' of measuring performance by security companies. Now in its third decade, the annual SDM 100 redefines what it means to be in the recurring monthly revenue business.



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# Change Is Good

The industry's largest security companies are seeing their markets change from stalled to hesitant to active; while the SDM 100 itself is changed to allow ranking of integrators with RMR.

By Laura E. Stepanek, Editor

**T**urning the corner on the 2010 economy was like telling off a friend who had it coming — you got to offload some of the poison, and you could move forward with a lesser burden. While the performance of the security industry in 2010 was less than stellar, there were some generally positive economic indicators in the first two quarters of 2011 that hold promise. Within the security industry itself, the strong attendance at ISC West last month and the optimistic “buzz” on the show floor, was evidence that things are going to get easier.

Leading the industry through this recovery is the SDM 100 — a ranking by recurring monthly revenue (RMR) of the largest security companies in the United States. SDM 100 companies earn their revenues from the sale, installation, service and monitoring of electronic security systems, such as intrusion and fire alarm, access control, video surveillance, and related low-voltage systems. Now in its 21st year of publication, the SDM 100 continues to prove that security is a significant concern of both homeowners and business executives, and that they are discovering ways to fund security systems and services.

“We are seeing signs of improvement as companies are committing to do projects that have been planned for some time. Our fourth-quarter 2010 and first-quarter 2011 new sales closed have shown improvement over the comparable periods of the prior year,” comments Intertech Security, ranked No. 53 on the SDM 100.

Like Intertech, other companies also were grateful to leave 2010 behind, describing the conditions as “average” at best. “It started a little slow and finished strong. Overall, I think the market was average,” describes Doyle Security Systems.

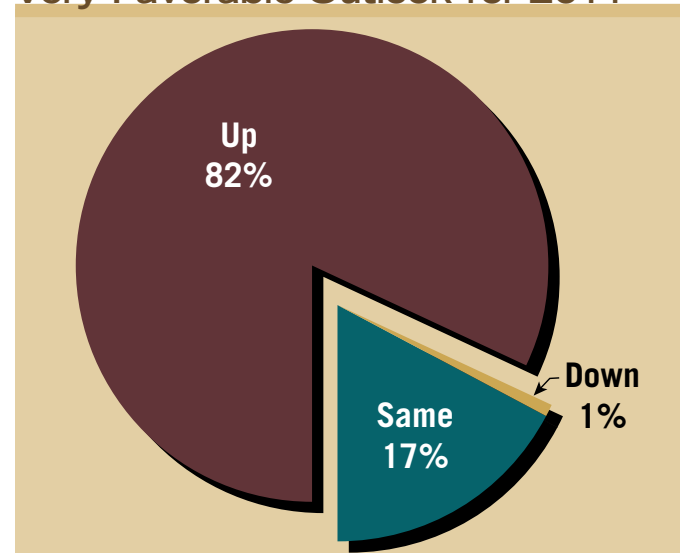
“The market for security system sales in 2010 was average to weak depending on the business segment. Continued poor economic conditions and tightened credit availability in the new construction segment of our business resulted in a decline in new system sales from that segment in most of our geographic markets,” according to No. 8 ranked Guardian Protection Ser-

vices, adding, “Commercial and retrofit residential sales were up slightly over 2009, in addition to our expansion of our dealer business which helped drive the system growth in 2010.”

Yet, many of the industry's largest security companies found 2010 to be extremely challenging.

“It required significantly more advertising expenditures to grow business as compared to earlier years. Customers are much more price-sensitive. [We faced] lower closing ratios and

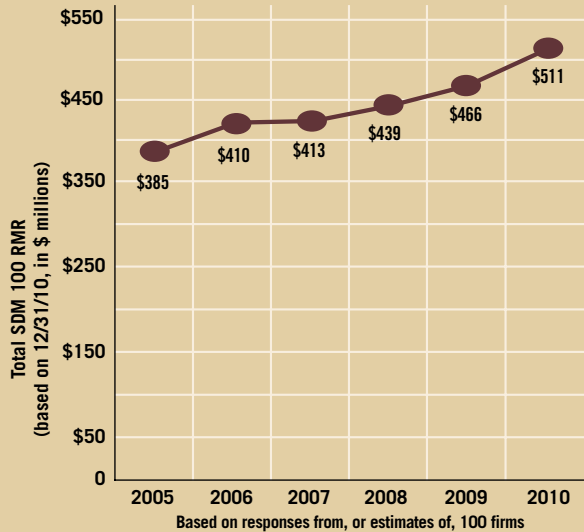
## Very Favorable Outlook for 2011



Source: 2011 SDM 100, *SDM Magazine*, May 2011

*There's much to smile about in 2011, as more than eight in 10 of SDM 100 companies (82 percent) thinks 2011 will bestow increased revenues compared with last year. Compare this to 56 percent in 2010 and 39 percent in 2009 who expected increases.*

## New Firms Added; RMR Rate Surges



Source: 2010 SDM 100, *SDM Magazine*, May 2010

Recurring monthly revenue (RMR) — a prime revenue stream for SDM 100 companies — improved 10 percent in 2010, compared with 6 percent in 2009. Partly responsible for the increase is the addition of several systems integrator companies that bring significant amounts of RMR to the SDM 100. In addition, traditional security dealers performed well in 2010, with only 14 of the 100 ranked companies reporting a decline in RMR year-over-year.

## Up & Comers

These 10 security companies are on the rise. All had the same or greater RMR in 2010 compared with 2009, but did not make the cut-off for the SDM 100 this year. Some are new to the report, while others have been ranked in prior years.

Company	RMR, Dec. 31, 2010
Moon Security Services Inc. Pasco, Wash.	\$204,065
Mijac Alarm Rancho Cucamonga, Calif.	\$198,000
Advanced Electronic Solutions Inc. College Point, N.Y.	\$181,477
SNC Inc. Hutchinson, Kansas	\$177,853
Atlantic Coast Alarm Inc. Mays Landing, N.J.	\$176,474
Triad Security Systems Union, N.J.	\$176,000
Haig Service Corporation Green Brook, N.J.	\$175,000
Briscoe Protective Systems Inc. Centereach, N.Y.	\$172,001
Allied Fire & Security Spokane, Wash.	\$171,000
Dehart Alarm Systems Inc. Sarasota, Fla.	\$167,490

higher cancellation rates due to economic conditions. The new construction segment is almost non-existent,” says EMC Security.

With both sales and profits on a downslide in 2010 for many security businesses, one would not expect improvements in RMR or total annual revenue for the SDM 100 as a whole. Yet those improvements — 10 percent growth in RMR and 12 percent growth in total annual revenue in 2010 compared with 2009 — are primarily attributable to a significant number of companies that are ranked on the SDM 100 for the first time, causing the totals to surge.

The line that once separated traditional “security dealers” from “systems integrators” has become blurred as the former reaches higher into systems integration and the latter into lighter commercial markets. In addition, both types of channel companies are pursuing not only monitoring services, but “managed services” that also generate RMR. In light of these trends, *SDM* opened up the SDM 100 to all security companies that bill RMR. Readers of this year’s SDM 100 will find companies such as Niscayah, Kastle Systems, Ingersoll Rand (systems integration division), Intertech Security and Idesco Corp., among others — ranked for the first time among the more traditionally ranked security dealers.

In fact, Niscayah and Kastle Systems ranked in the top 15.

A shift due to ADT’s acquisition of Broadview caused several companies to advance a notch for the first time this year. Also important is the rebranding of APX Alarm to Vivent Inc. (which moved up from No. 6 to No. 4). Vivent posted a 56 percent increase in RMR between Dec. 31, 2009 and the same period in 2010.

Among the top 10 companies, all but one reported an increase in RMR. Among all 100 companies, 86 had better RMR; in some cases, it was a significant increase.

## GROWTH BY SEGMENT & TECHNOLOGY

The greatest factor inhibiting growth in 2010 was, obviously, the lack of new construction. However, there were a few bright spots. “Some new construction is happening in the multifamily sector. Customers are beginning to make decisions more quickly and there is less emphasis on price,” EMC Security shares.

SDM 100 companies report other strong markets in 2010 were:

- Municipal/state markets, and the construction market for new fire alarm projects — American Alarm & Communications
- Industrial sector — Blue Ridge Security Systems
- Government, utility districts, and school districts — Custom Security Systems
- Federal, state and local markets, as well as small business and residential business — ASG Security
- Banking and retail — Niscayah
- Restaurant and retail — Westec Intelligent Surveillance
- Corporate and education — Security Equipment Inc.
- Education — Sonitrol New England & Sonitrol Pacific
- Freight companies and metals industries — Electric Guard Dog

Many companies found most markets to be, in the words of SecureNet Alarm Systems Inc., “weak to average overall. Busi-

RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
1	1	<b>ADT</b> Boca Raton, Fla.	\$290,710,000	↑	6,300,000e	na	na	\$4,400.0	26,000e	350
2	3	<b>Protection 1</b> Romeoville, Ill.	\$25,200,000	↑	1,553,205	na	na	\$350.0e	2,500	65
3	4	<b>Monitronics International</b> Dallas, Texas	\$24,448,116	↑	615,836	na	na	\$284.4	704	1
4	6	<b>Vivint Inc.</b> Provo, Utah	\$20,619,006	↑	463,230	\$14,000,000	na	\$245.2	5,000	1
5	5	<b>Stanley Convergent Security Solutions</b> Naperville, Ill.	\$18,712,050	↑	314,000	na	\$242,000,000	\$467.0	1,975	75
6	7	<b>Slomins Inc.</b> Hicksville, N.Y.	\$13,003,177	↑	275,037	\$40,030,657	\$28,052,607	\$227.4	731	6
7	8	<b>Vector Security Inc.</b> Pittsburgh, Pa.	\$9,640,000	↑	243,093	\$9,461,000	\$72,740,000	\$205.0	978	36
8	9	<b>Guardian Protection Services</b> Warrendale, Pa.	\$8,076,004	↑	236,881	\$30,699,133	\$7,443,572	\$127.7	984	18
9	11	<b>ASG Security</b> Beltsville, Md.	\$6,004,633	↑	145,568	\$2,168,705	\$28,090,012	\$103.6	770	15
10	10	<b>Bay Alarm Company</b> Pacheco, Calif.	\$5,874,000	↓	106,450	\$8,442	\$10,287,000	\$91.0	593	14
11	12	<b>Interface Security Systems Holdings Inc.</b> Earth City, Mo.	\$4,503,011	↑	106,175	\$1,286,891	\$13,654,690	\$67.9	586	21

No. 1 – Acquired Broadview Security and integrated it into ADT. Split business into ADT North America Residential and Small Business, led by John Koch, and ADT North America Commercial, led by John Kenning. ■ No. 2 – Focused on delivering world-class service by getting all 65 Protection 1 locations to deliver “same day service” and have its call centers operate with no auto-attendant so that customers experience live service every time they call. ■ No. 3 – Ascent Media Corp. purchased Monitronics Int'l for \$1.2 billion, Dec. 2010. \$387,183 RMR is from non-owned accounts. ■ No. 4 – Rebranded from APX Alarm Security Solutions to Vivint and introduced an energy management package. ■ No. 5 – SDM's 2009 Dealer of the Year. ■ No. 7 – Pamela J. Petrow named president and CEO, Oct. 2010. ■ No. 8 – \$148,354 RMR is from non-owned accounts. ■ No. 9 – Expanded Southwest regional footprint with the acquisition of TnT Security Services, Tulsa and Oklahoma City, Okla., enabling ASG Security to cover virtually the entire state of Texas, as well as Oklahoma. SDM's 2008 Dealer of the Year.

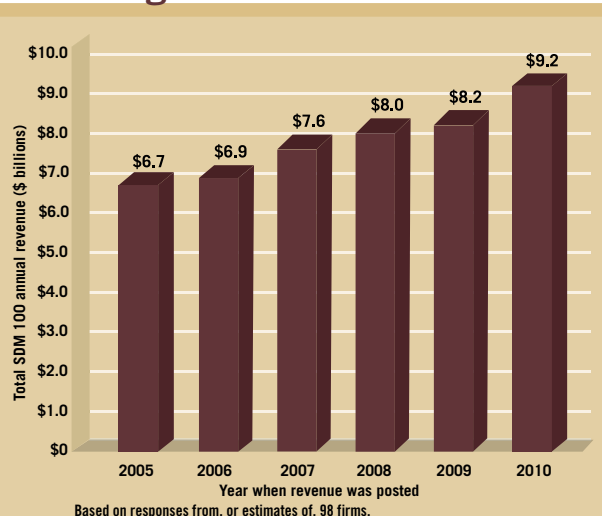
## Key to Using the SDM 100

The 2011 SDM 100 ranks U.S. companies that provide electronic security systems and services to both residential and non-residential customers. This ranking is based on information provided to or, in few cases, estimated by *SDM*. Ranked companies were asked to submit either an audited or reviewed financial statement, or a copy of their income tax return showing total gross receipts for the stated period. The vast majority of the firms ranked are privately held. The main table, which begins above, ranks 100 firms by their recurring monthly revenue (RMR) of Dec. 31, 2010. The firm with the highest RMR is ranked as No. 1, and so on. For each of the 100 companies, the following information is provided, from left to right:

- Current year rank, which is based on Dec. 31, 2010, RMR.
- Prior year rank.
- Company name, as used in the marketplace, and HQ.
- RMR billed on Dec. 31, 2010.
- Indication of whether the RMR amount increased, decreased or stayed the same as RMR of Dec. 31, 2009.
- Number of subscribers (recurring-billable customers) at year-end 2010.
- Amount of 2010 residential sales revenue.
- Amount of 2010 non-residential sales revenue.
- Total gross revenue in millions of dollars. This number represents total revenue in calendar-year or (the company's) fiscal-year 2010.
- Number of full-time employees.
- Number of business locations, including HQs.

Note: An e following the figure indicates it is an *SDM* estimate.  
To find a firm by name, use the alphabetical index on page 67.

## Addition of New Firms Accounts for Change in Total Annual Revenue



Source: 2011 SDM 100, *SDM* Magazine, May 2011

Total annual revenue among the SDM 100 was \$9.2 billion, or 12 percent stronger in 2010 compared with the prior year. Partly responsible for the increase is the ranking of several newly ranked companies that significantly added to the total, including Niscayah and Ingersoll Rand, as well as a substantial increase for ADT.

RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
12		<b>Niscayah</b> Duluth, Ga.	\$4,200,000	↑	20,000	\$0	\$1,100,000,000	\$1,100.0	5,422	88
13	13	<b>Protect America Inc.</b> Round Rock, Texas	\$4,104,600	↑	124,166	\$1,800,000	\$0	\$48.8	300	1
14	14	<b>Central Security Group</b> Tulsa, Okla.	\$3,990,707	↑	138,538	\$200,000	\$125,654	\$47.1	240	5
15		<b>Kastle Systems</b> Falls Church, Va.	\$3,700,000	↑	na	na	\$3,700,000	\$60.2	na	11
16	16	<b>Guardian Alarm Company</b> Southfield, Mich.	\$3,610,000	↑	90,233	na	na	\$51.0	403	8
17	18	<b>Security Networks</b> West Palm Beach, Fla.	\$3,530,000	↑	90,000	na	na	\$40.0	195	2
18	15	<b>Devcon Security Services</b> Hollywood, Fla.	\$3,505,000	↑	na	na	na	\$53.4	434	12

No. 12 – First-time listing on SDM 100. Made a \$28 million dollar sale to Wells Fargo. ■ No. 14 – Growth equity investor Summit Partners made an equity investment in Central Security Group, Nov. 2010. ■ No. 15 – Upgraded 100 percent of customers to an IP platform. ■ No. 17 – Security Networks LLC was acquired by Oak Hill Capital Partners in partnership with Security Networks’ management team, led by CEO and president, Richard W. Perry, Nov. 2010. \$110,000 RMR is from non-owned accounts.

## SDM 100: The Big Picture

	2010	2009	2008	2007
<b>Total recurring monthly revenue</b>	\$510.7 million*	\$465.8 million	\$439.1 million	\$413.1 million
<b>Total subscribers</b>	12.2 million†	12.6 million	12.9 million	12.5 million
<b>Total annual revenue</b>	\$9.2 billion**	\$8.2 billion	\$8.0 billion	\$7.58 billion
<b>Total residential sales revenue</b>	\$146.6 million††	\$157.4 million	\$297.6 million	\$410.1 million
<b>Total non-residential sales revenue</b>	\$1.83 billion††	\$2.31 billion	\$2.35 billion	\$2.03 billion

### SDM 100 Span a Thousand Locations

<b>Business locations operated</b>	1,044
<b>Total employees</b>	56,771
Full time employees	56,259***
Part time employees	512
<b>Acquisitions in 2010</b>	73
<b>Accounts gained</b>	49,178

\* Total monthly recurring revenue, based on RMR of Dec. 31, 2010. Based on responses from 100 firms.

† Based on responses from or estimates of 96 firms. Not included: Devcon Security Services; Kastle Systems; SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire; Texana, San Angelo Security Service, Supreme Security Service

\*\* Total annual (2010) revenue from electronic security system sales, installation, service, leasing, monitoring, and sales of subscriber accounts, as reported to or estimated by SDM. Based on responses from 98 firms. Not included: Pacific Alarm Systems; SAFE Security Companies.

†† Based on responses from or estimates of 75 firms. Note: Some firms either did not choose to report this figure or did not have sales/installation revenue to report in one of the categories. Not included in Residential Sales Revenue are: Acadiana Security Plus; ADT; Devcon Security Services; DynaFire Inc.; Electric Guard Dog; Fire Protection Inc.; Guardian Alarm Company; Icon Security; Ingersoll Rand Security Technologies; Idesco Corp.; Kastle Systems; Monitronics Int’l; Niscayah; Protection 1; Sonitrol of Indianapolis; Redwire / Sonitrol of Tallahassee, Bay County, NW Florida; SDT Inc.; Security Networks; SSD Systems, Kern Security & Fire, Alpha Security & Fire; Stanley CSS; Tri-Signal Integration Inc.; Westec Intelligent Surveillance. Not included in Non-residential Sales Revenue are: Acadiana Security Plus; ADT; Devcon Security Services; Fire Protection Inc.; Guardian Alarm Company; Icon Security; Monitronics Int’l; NorthStar Alarm Services; Protect America Inc.; Protection 1; Redwire / Sonitrol of Tallahassee, Bay County, NW Florida; Security Networks; SSD Systems, Kern Security & Fire, Alpha Security & Fire; Vivent Inc.

\*\*\* Based on responses from or estimates of 98 firms. Not included: Kastle Systems; SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire.

Source: 2011 SDM 100, SDM Magazine, May 2011

The table, above, presents aggregate figures for the SDM 100 group of companies, which are ranked by their recurring monthly revenue — an industry standard of valuation of a security monitoring business. Most of the SDM 100 firms are privately held. Submitting recurring monthly revenue is required for ranking; other figures are not required but mostly provided. Most firms — but not all — also reported their total annual revenue, number of subscribers, and installation revenues. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark. Note: A major change in 2011 is the incorporation of “systems integrator” firms that collect RMR in the SDM 100, which, due to the inclusion of several large integrators, contributed to year-over-year increases in both RMR and total annual revenue.

RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
19	21	<b>Safe Home Security</b> Cromwell, Conn.	\$3,453,224	↑	96,098	\$1,500,000	\$85,000	\$34.9	151	4
20	17	<b>CPI Security Systems Inc.</b> Charlotte, N.C.	\$3,260,214	↑	86,405	\$3,087,000	\$1,072,000	\$44.1	297	5
21	19	<b>Alarm Capital Alliance II LLC</b> Media, Pa.	\$2,759,280	↑	100,911	\$105,000	\$45,000	\$32.6	100	1
22	20	<b>AFA Protective Systems Inc.</b> Syosset, N.Y.	\$2,401,000	↑	45,700	\$80,000	\$31,200,000	\$72.6	451	19
23	22	<b>Alarm Detection Systems Inc.</b> Aurora, Ill.	\$2,175,209	↑	26,324	\$380,800	\$4,762,600	\$32.8	192	1
24	23	<b>ADS Security L.P.</b> Nashville, Tenn.	\$1,964,666	↑	67,357	\$2,023,980	\$4,133,337	\$31.3	270	14
25	24	<b>Westec Intelligent Surveillance</b> Plano, Texas	\$1,725,000	↓	12,834	na	\$10,000,000	\$32.6	211	2
26	25	<b>SAFE Security Companies</b> San Ramon, Calif.	\$1,679,462	↑	62,202	\$219,400	\$127,000	na	53	2
27	27	<b>Ackerman Security Systems</b> Atlanta, Ga.	\$1,461,326	↑	65,740	\$4,746,725	\$5,020,847	\$28.0	203	2
28	26	<b>Per Mar Security Services</b> Davenport, Iowa	\$1,410,691	↑	32,220	\$1,062,482	\$12,253,332	\$33.2	284	12
29		<b>Electric Guard Dog</b> Columbia, S.C.	\$1,336,875	↑	2,550	na	\$200,000	\$15.8	69	1
30	28	<b>SSD Alarm Systems / Kern Security &amp; Fire / Alpha Security &amp; Fire</b> Anaheim, Calif.	\$1,201,025	↓	na	na	na	\$31.9	na	12

No. 22 – AFA Protective Systems Inc., through its subsidiary AFA Southeast Inc., acquired the alarm business assets of Kratos Southeast Inc. Included were contracts representing approximately \$50,000 in RMR. ■ No. 24 – Rolled out new offerings with substantial sales of managed video systems. ■ No. 25 – UL/ETL certification of Command Center. ■ No. 26 – Purchased a monitoring station. ■ No. 27 – Opened a branch office to serve Maryland, northern Virginia, and Washington D.C. SDM’s 2007 Dealer of the Year. ■ No. 29 – First-time listing on SDM 100.

nesses were reluctant to commit to spending, particularly on larger projects. CCTV was best for growth.”

So say Valley Alarm, Custom Alarm, Per Mar Security and EPS Security, which in particular experienced 100 percent growth in 2010 in video surveillance sales.

JMG Security Systems had more Internet-based and network-based system bids. This correlates with data that shows a greater proportion of projects sold by SDM 100 companies in 2010 incorporated IP technology.

Business in fire alarm systems was mixed. For example, fire alarm sales were up for Yarnell Security Systems, No. 100; but for Mountain Alarm, No. 35, which specializes in fire, this was the worst-performing category.

Other growth technologies included radio backup communications, integrated access control, and wireless products.

Monitoring and the new category of “managed services” were certain growth areas. The SDM 100 now tracks the average percentage of revenue from managed services, finding that 2 percent of the total is derived from this service.

### OUTLOOK FOR 2011

On the near horizon, the prospect for increased sales this year is good. “The prospect for growth is significantly brighter than this time in 2010,” reports No. 22-ranked AFA Protective Systems Inc.

Many of the SDM 100 companies are experiencing stability in their customer bases with fewer cancellations; an

increased level of capital spending by businesses; a higher volume of inquiries, bids, requests for quotes, and signed contracts; and bigger backlogs.

An optimist, Sonitrol Pacific anticipates, “the worst of the recession appears to be behind us and companies are opening their checkbooks again.”

## SDM 100: Its Purpose & Approach

The SDM 100 has been published since 1991. Its primary objective is to measure consumer dollars gained by security companies, in order to present an account of the size of the market captured by the 100 largest security providers. SDM 100 firms are ranked by their recurring monthly revenue (RMR). RMR is the amount of contractually recurring revenues due from customers, for such services as monitoring, contracted service and system maintenance, and leasing of security systems. It is the revenue associated with the contractual agreement between a security company and its subscriber — derived from customer billing for services such as monitoring, contracted service, managed solutions, and leasing of security systems — and is typically the basis for valuation of a security company. RMR is the language of security company executives and is meaningful in comparative analysis among industry peers. Of the 100 companies ranked, 33 of them earned more than \$1 million in RMR in 2010.



RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
31	36	<b>First Alarm</b> Aptos, Calif.	\$1,081,789	↑	17,200	\$1,599,130	\$3,633,626	\$14.6	134	5
32	29	<b>General Security Inc.</b> Plainview, N.Y.	\$1,026,873	↓	43,425	\$1,361,270	\$2,835,376	\$18.7	155	9
33	30	<b>EPS Security</b> Grand Rapids, Mich.	\$1,010,023	↑	16,339	\$830,000	\$4,980,000	\$19.2	165	6
34	32	<b>Kimberlite Corp.</b> Fresno, Calif.	\$949,049	↑	6,725	\$100,000	\$3,345,959	\$15.6	105	7
35	34	<b>Mountain Alarm</b> Ogden, Utah	\$948,311	↑	18,755	\$326,000	\$5,600,000	\$15.9	202	5
36	35	<b>Sonitrol Pacific</b> Portland, Ore.	\$860,943	↑	5,468	\$123,475	\$2,383,476	\$13.0	85	5

No. 32 – Continued to grow commercial fire business to include one sale over \$1 million. \$137,256 RMR is from non-owned accounts. ■ No. 35 – \$390,000 RMR is from non-owned accounts.

### TOP COMPANIES RANKED BY RESIDENTIAL CUSTOMERS

RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK	RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK
1	Protection 1	1,400,000	1,553,205	2	32	A-Com Protection Services Inc.	9,652	16,087	64
2	Monitronics International	554,252	615,836	3	33	World Wide Security & GC Alarm Inc.	9,000	14,120	76
3	Vivint Inc.	463,230	463,230	4	34	Matson Alarm Co. Inc.	8,500	18,413	54
4	Slomins Inc.	255,188	275,037	6	35	Post Alarm Systems	8,150	13,897	56
5	Guardian Protection Services	215,562	236,881	8	36	Habitec Security	8,125	14,156	62
6	Vector Security Inc.	197,374	243,093	7	37	Alert Alarm of Hawaii	8,060	14,978	39
7	Central Security Group	128,387	138,538	14	38	EPS Security	8,000	16,339	33
8	Protect America Inc.	124,166	124,166	13	39	F.E. Moran Inc. Alarm and Monitoring Services	7,971	18,493	51
9	Devcon Security Services	100,584	124,770	18	40	Sonitrol New England	7,860	19,651	38
10	Security Networks	84,600	90,000	17	41	Icon Security	7,792	7,792	67
11	Alarm Capital Alliance II LLC	82,748	100,911	21	42	First Alarm	7,500	17,200	31
12	CPI Security Systems Inc.	80,357	86,405	20	43	Mountain Alarm	7,127	18,755	35
13	Stanley Convergent Security Solutions	74,000	314,000	5	44	Security Equipment Inc.	7,037	14,705	44
14	Interface Security Systems Holdings Inc.	63,569	106,175	11	45	Acadiana Security Plus	6,900	10,621	77
15	Ackerman Security Systems	56,950	65,740	27	46	All Guard Alarm Systems Inc.	6,880	11,349	48
16	Bay Alarm Company	55,763	106,450	10	47	Security Systems of America	6,680	10,449	79
17	ADS Security L.P.	43,782	67,357	24	48	Alarmco Inc.	5,869	15,556	57
18	Crime Prevention Security Systems LLC	33,497	41,430	86	49	Advent Security Corporation	5,827	7,318	84
19	General Security Inc.	29,963	43,425	32	50	Supreme Security Systems Inc.	5,405	8,617	46
20	EMC Security	29,138	31,838	49	51	Yarnell Security Systems	5,105	8,433	100
21	Amherst Alarm Inc.	19,478	24,348	93	52	SAFE Security Companies	4,740	62,202	26
22	SecureNet Alarm Systems Inc.	18,406	24,374	43	53	Bonds Alarm Co. Inc.	4,567	7,357	95
23	Safeguard Security	16,500	20,758	37	54	Scarsdale Security Systems Inc.	4,500	14,000	71
24	Custom Security Systems Inc.	16,323	23,319	55	55	Select Security	4,500	7,850	74
25	NorthStar Alarm Services LLC	14,522	14,522	47	56	Gillmore Security Systems Inc	4,480	5,464	90
26	Doyle Security Systems Inc.	14,140	21,755	45	57	Richmond Alarm Company	3,900	7,480	81
27	Blue Ridge Security Systems Inc.	14,080	33,526	66	58	Valley Alarm	3,309	7,176	92
28	Per Mar Security Services	12,888	32,220	28	59	Peak Alarm Co. Inc.	3,300	10,359	70
29	AFA Protective Systems Inc.	12,000	45,700	22	60	The Protection Bureau	3,265	6,775	63
30	Alarm Detection Systems Inc.	11,591	26,324	23	61	Koorsen Fire & Security	3,150	10,500	75
31	American Alarm & Communications	10,182	15,561	40	62	Intertech Security	3,125	4,165	53

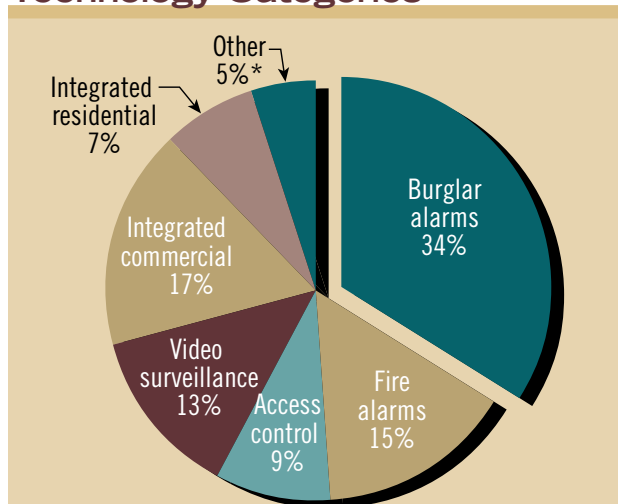
SDM 100 companies with fewer than 3,000 subscribers are not shown here.



RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
37	31	<b>Safeguard Security</b> Scottsdale, Ariz.	\$844,767	↑	20,758	\$2,023,000	\$7,926,269	\$30.0	153	3
38	38	<b>Sonitrol New England</b> Rocky Hill, Conn.	\$831,671	↑	19,651	\$1,016,511	\$3,260,420	\$14.8	112	4
39	37	<b>Alert Alarm of Hawaii</b> Honolulu, Hawaii	\$814,957	↑	14,978	\$1,076,576	\$1,160,104	\$12.8	96	4
40	40	<b>American Alarm &amp; Communications</b> Arlington, Mass.	\$810,174	↑	15,561	\$1,468,000	\$7,200,000	\$20.5	158	4
41		<b>Ingersoll Rand Security Technologies</b> Carmel, Ind.	\$733,765	↓	959	na	\$59,428,211	\$76.8	323	25
42	41	<b>Sonitrol of Sacramento &amp; Sonitrol Orange County</b> Roseville, Calif.	\$707,975	↑	4,096	\$20,280	\$2,500,000	\$12.0	47	2
43	42	<b>SecureNet Alarm Systems Inc.</b> Maize, Kansas	\$664,552	↑	24,374	\$172,916	\$1,159,904	\$9.4	129	6
44	43	<b>Security Equipment Inc.</b> Omaha, Neb.	\$623,537	↑	14,705	\$900,000	\$9,038,790	\$18.4	139	4
45	44	<b>Doyle Security Systems Inc.</b> Rochester, N.Y.	\$619,637	↑	21,755	\$640,000	\$1,650,000	\$10.5	84	4
46		<b>Supreme Security Systems Inc.</b> Union, N.J.	\$614,118	↓	8,617	\$295,422	\$724,368	\$9.1	72	1
47	55	<b>NorthStar Alarm Services LLC</b> Orem, Utah	\$607,939	↑	14,522	\$190,800	na	\$6.9	20	1
48	45	<b>All Guard Alarm Systems Inc.</b> Hayward, Calif.	\$578,425	↑	11,349	\$365,982	\$1,271,285	\$9.1	59	2

No. 38 – Acquired and integrated Intercity Alarms and its central station — 10,000+ customers. ■ No. 39 – SDM’s 2006 Dealer of the Year. ■ No. 41 – First-time listing on SDM 100. ■ No. 43 – Launched SecureNetView, a four-camera DVR system that includes repair and annual inspection. ■ No. 48 – Created AES Mesh radio network in the Greater Bay area.

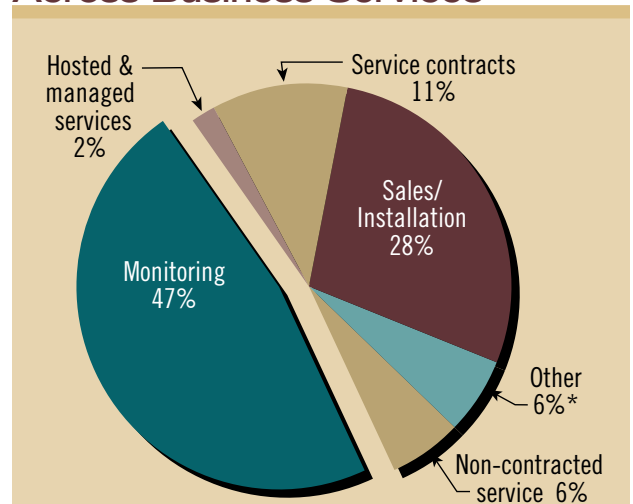
### Dealer Revenue Across Technology Categories



\*includes intercom, badging systems, perimeter security, IT hardware/software. Source: 2011 SDM 100, SDM Magazine, May 2011

Security alarm companies derive their revenue from a wide variety of product categories, including the most sizeable — burglar alarm systems, which comprised 42 percent of dealers’ revenue in 2009 but just 34 percent in 2010. Taking up the slack is the category of integrated commercial systems at 17 percent of the total.

### Dealer Revenue Across Business Services



\*includes test & inspection, equipment leases, and consulting. Source: 2011 SDM 100, SDM Magazine, May 2011

Security alarm companies derive their revenue from a wide variety of service categories, including the most sizeable — monitoring, which comprises nearly half of all revenue. The SDM 100 is now tracking, for the first time, the average percentage of revenue from “managed services” — 2 percent in 2010.





RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
49	46	<b>EMC Security</b> Suwanee, Ga.	\$569,444	↑	31,838	\$2,553,487	\$1,648,000	\$11.1	75	1
50	47	<b>Custom Security Systems</b> Lacey, Wash.	\$534,954	↑	21,398	\$316,285	\$1,530,000	\$9.6	93	3
51	49	<b>F.E. Moran Inc. Alarm and Monitoring Services</b> Champaign, Ill.	\$531,323	↑	18,493	\$614,460	\$4,701,663	\$14.5	103	6
52	48	<b>Sonitrol Security Systems of Buffalo, Rochester, Toronto</b> Buffalo, N.Y.	\$525,066	↑	5,804	\$30,000	\$3,273,527	\$10.0	87	3
53		<b>Intertech Security</b> Pittsburgh, Pa.	\$522,000	↑	4,165	\$60,000	\$11,300	\$18.6	128	5
54	51	<b>Matson Alarm Co. Inc.</b> Fresno, Calif.	\$499,091	↑	18,413	\$407,794	\$1,631,177	\$8.3	58	4
55	53	<b>Custom Security Systems Inc.</b> Baton Rouge, La.	\$489,708	↑	23,319	\$1,168,987	\$1,203,467	\$9.1	49	1
56	50	<b>Post Alarm Systems</b> Arcadia, Calif.	\$482,600	↓	13,897	\$1,500,000	\$3,110,000	\$11.0	124	2
57	52	<b>Alarmco Inc.</b> Las Vegas, Nev.	\$467,800	↓	15,556	\$255,880	\$476,406	\$6.9	87	1
58	77	<b>Texana, San Angelo Security Service, Supreme Security Service</b> Carrollton, Texas	\$467,690	↑	na	\$840,000	\$550,000	\$6.2	92	5
59	64	<b>Sonitrol Tri-County</b> Farmington Hills, Mich.	\$451,298	↑	9,612	\$80,000	\$2,075	\$7.9	73	4
60	56	<b>American Security Systems Inc.</b> Long Island City, N.Y.	\$447,000	↑	6,806	\$500,000	\$1,500,000	\$7.8	54	1
61	62	<b>Redwire / Sonitrol of Tallahassee, Bay County, NW Florida</b> Tallahassee, Fla.	\$438,981	↑	6,273	na	na	\$8.1	60	4
62	59	<b>Habitec Security</b> Toledo, Ohio	\$436,500	↑	14,156	\$855,875	\$1,585,648	\$8.4	85	3
63	57	<b>The Protection Bureau</b> Exton, Pa.	\$435,095	↑	6,775	\$175,000	\$795,000	\$14.0	96	2
64	54	<b>A-Com Protection Services Inc.</b> Columbus, Ga.	\$432,149	↓	16,087	\$735,000	\$1,050,000	\$7.5	61	6
65		<b>Idesco Corporation</b> New York, N.Y.	\$400,000	↔	1,122	na	\$5,000,000	\$14.9	43	1
66	63	<b>Blue Ridge Security Systems Inc.</b> Anderson, S.C.	\$398,450	↑	33,526	\$1,948,030	\$3,276,080	\$10.0	77	3
67	60	<b>Icon Security</b> Provo, Utah	\$363,001	↓	7,792	na	na	\$4.7	11	1
68		<b>Tri-Signal Integration Inc.</b> Sylmar, Calif.	\$360,000	↑	3,000	na	\$35,531,580	\$39.9	230	9
69	69	<b>Sonitrol SW Ohio</b> Mason, Ohio	\$357,239	↑	5,833	\$420,000	\$1,800,000	\$6.3	49	2
70	68	<b>Peak Alarm Co. Inc.</b> Salt Lake City, Utah	\$357,099	↑	10,359	\$282,000	\$1,240,000	\$6.3	61	4
71	66	<b>Scarsdale Security Systems Inc.</b> Scarsdale, N.Y.	\$356,000	↑	14,000	\$1,000,000	\$4,000,000	\$10.4	75	2
72	65	<b>JMG Security Systems Inc.</b> Fountain Valley, Calif.	\$353,913	↑	3,540	\$26,000	\$6,500,000	\$11.6	44	1
73		<b>SMG Security Systems Inc.</b> Elk Grove Village, Ill.	\$342,000	↑	4,400	\$10,000	\$600,000	\$7.8	55	1
74	83	<b>Select Security</b> Lancaster, Pa.	\$340,000	↑	7,850	\$100,000	\$2,000,000	\$6.5	105	5
75	75	<b>Koorsen Fire &amp; Security</b> Indianapolis, Ind.	\$335,619	↑	10,500	\$313,600	\$9,269,503	\$67.7	600	23
76	76	<b>World Wide Security &amp; GC Alarm Inc.</b> Garden City, N.Y.	\$325,000	↑	14,120	\$450,000	\$300,000	\$5.6	48	1
77	72	<b>Acadiana Security Plus</b> Broussard, La.	\$316,422	↑	10,621	na	na	\$6.8	58	1

■ No. 49 – Completed fully redundant central station operations with partner company, Crime Prevention Security, Gainesville, Fla. ■ No. 50 – \$225,650 RMR is from non-owned accounts. ■ No. 51 – Implemented a redundant central station site. ■ No. 53 – First-time listing on SDM 100. ■ No. 50 – Re-tooled central monitoring system with a fully integrated remote managed security services. SDM's 2010 Dealer of the Year. ■ No. 63 – First-time listing on SDM 100. ■ No. 65 – First-time listing on SDM 100. ■ No. 68 – First-time listing on SDM 100. ■ No. 73 – First-time listing on SDM 100. Launched UL listed central station. ■ No. 75 – Made major investment in additional management and staff dedicated to security/monitoring business, marking the beginning of a residential/small business security division.

RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
78	73	<b>Safe Systems</b> Louisville, Colo.	\$312,574	↑	8,895	\$300,000	\$1,710,000	\$6.3	49	1
79	71	<b>Security Systems of America</b> Pittsburgh, Pa.	\$312,335	↑	10,449	\$247,000	\$2,153,000	\$7.2	66	4
80	70	<b>Washington Alarm Inc.</b> Seattle, Wash.	\$302,344	↓	5,278	\$132,000	\$1,053,000	\$5.3	43	1
81	74	<b>Richmond Alarm Company</b> Midlothian, Va.	\$293,762	↑	7,480	\$730,000	\$1,163,000	\$6.5	74	2
82		<b>Sonitrol Security Services Inc.</b> Charlotte, N.C.	\$291,075	↓	4,738	\$24,202	\$1,162,248	\$5.2	49	2
83	87	<b>Sentry Security</b> Wheeling, Ill.	\$259,324	↑	4,195	\$162,000	\$1,585,795	\$5.4	20	1

■ No. 81 – Purchased first company-owned facility and made first move in 35 years. ■ No. 82 – \$172,496 RMR is from non-owned accounts.

### TOP COMPANIES RANKED BY NON-RESIDENTIAL INSTALLATION REVENUE

RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2010	NON-RESIDENTIAL REVENUE	SDM 100 RANK	RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2010	NON-RESIDENTIAL REVENUE	SDM 100 RANK
1	Niscayah	21,465	\$1,100,000,000	12	34	Sonitrol Security Systems of Buffalo, Rochester, Toronto	558	\$3,273,527	52
2	Stanley Convergent Security Solutions	na	\$242,000,000	5	35	Sonitrol New England	1,105	\$3,260,420	38
3	Vector Security Inc.	3,251	\$72,740,000	7	36	Post Alarm Systems	325	\$3,110,000	56
4	Ingersoll Rand Security Technologies	2,673	\$59,428,211	41	37	General Security Inc.	814	\$2,835,376	32
5	Tri-Signal Integration Inc.	421	\$35,531,580	68	38	Sonitrol of Sacramento & Sonitrol Orange County	290	\$2,500,000	42
6	AFA Protective Systems Inc.	6,100	\$31,200,000	22	39	Sonitrol Pacific	325	\$2,383,476	36
7	ASG Security	5,465	\$28,090,012	9	40	Security Systems of America	300	\$2,153,000	79
8	Slomins Inc.	1,859	\$28,052,607	6	41	Select Security	200	\$2,000,000	74
9	Interface Security Systems Holdings Inc.	10,398	\$13,654,690	11	42	Sonitrol SW Ohio	171	\$1,800,000	69
10	ARK Systems Inc.	200	\$12,500,000	97	43	Safe Systems	828	\$1,710,000	78
11	Per Mar Security Services	1,887	\$12,253,332	28	44	Doyle Security Systems Inc.	800	\$1,650,000	45
12	SDT Inc.	419	\$10,421,326	99	45	EMC Security	130	\$1,648,000	49
13	Bay Alarm Company	8,442	\$10,287,000	10	46	Sonitrol of Lexington Inc. (ADR)	335	\$1,637,733	89
14	Westec Intelligent Surveillance	1,000	\$10,000,000	25	47	Matson Alarm Co. Inc.	856	\$1,631,177	54
15	Koorsen Fire & Security	1,350	\$9,269,503	75	48	DynaFire Inc.	352	\$1,612,000	94
16	Security Equipment Inc.	725	\$9,038,790	44	49	Sentry Security	195	\$1,585,795	83
17	Safeguard Security	400	\$7,926,269	37	50	Habitec Security	743	\$1,585,648	62
18	Guardian Protection Services	3,954	\$7,443,572	8	51	Custom Security Systems	437	\$1,530,000	50
19	American Alarm & Communications	3,085	\$7,200,000	40	52	American Security Systems Inc.	155	\$1,500,000	60
20	JMG Security Systems Inc.	250	\$6,500,000	72	53	Yarnell Security Systems	160	\$1,500,000	100
21	Mountain Alarm	1,736	\$5,600,000	35	54	All Guard Alarm Systems Inc.	303	\$1,271,285	48
22	Ackerman Security Systems	1,930	\$5,020,847	27	55	Amherst Alarm Inc.	120	\$1,250,000	93
23	Idesco Corporation	25	\$5,000,000	65	56	Peak Alarm Co. Inc.	797	\$1,240,000	70
24	EPS Security	969	\$4,980,000	33	57	Custom Security Systems Inc.	555	\$1,203,467	55
25	Alarm Detection Systems Inc.	807	\$4,762,600	23	58	Sonitrol of Indianapolis	80	\$1,173,234	88
26	F.E. Moran Inc. Alarm and Monitoring Services	2,436	\$4,701,663	51	59	Richmond Alarm Company	250	\$1,163,000	81
27	Custom Alarm	720	\$4,612,505	87	60	Sonitrol Security Services Inc.	417	\$1,162,248	82
28	ADS Security L.P.	2,240	\$4,133,337	24	61	Alert Alarm of Hawaii	648	\$1,160,104	39
29	Scarsdale Security Systems Inc.	725	\$4,000,000	71	62	SecureNet Alarm Systems Inc.	546	\$1,159,904	43
30	Kastle Systems	509	\$3,700,000	15	63	CPI Security Systems Inc.	518	\$1,072,000	20
31	First Alarm	1,145	\$3,633,626	31	64	Washington Alarm Inc.	304	\$1,053,000	80
32	Kimberlite Corp.	523	\$3,345,959	34	65	A-Com Protection Services Inc.	342	\$1,050,000	64
33	Blue Ridge Security Systems Inc.	2,056	\$3,276,080	66	66	CenturyLink Security	330	\$970,269	96

Note: Information was not supplied by ADT, Protection 1, and others.

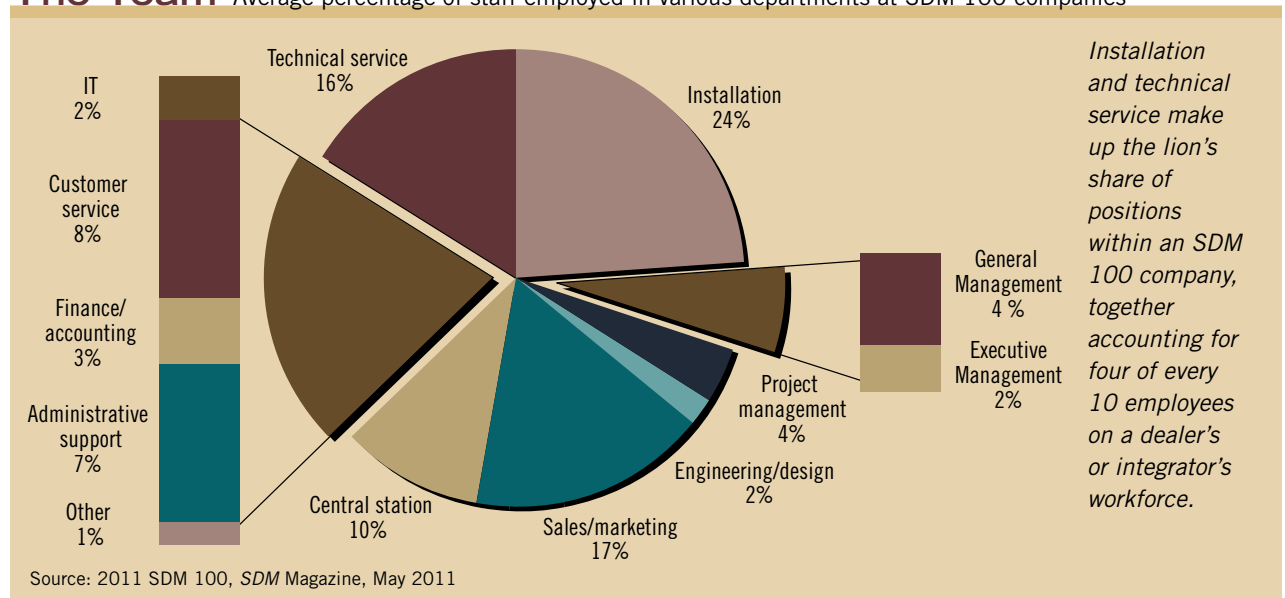


RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
84	79	<b>Advent Security Corporation</b> Oreland, Pa.	\$256,174	↑	7,318	\$264,825	\$200,458	\$4.0	31	1
85	78	<b>Pacific Alarm Systems Inc.</b> Culver City, Calif.	\$250,664	↓	4,114	\$154,410	\$374,680	na	43	1
86	82	<b>Crime Prevention Security Systems LLC</b> Gainesville, Fla.	\$247,006	↑	41,430	\$982,337	\$213,247	\$4.6	48	1
87	95	<b>Custom Alarm</b> Rochester, Minn.	\$245,563	↑	5,670	\$385,275	\$4,612,505	\$8.9	68	2
88	81	<b>Sonitrol of Indianapolis</b> Indianapolis, Ind.	\$242,324	↑	1,977	na	\$1,173,234	\$4.3	27	1
89	94	<b>Sonitrol of Lexington Inc. (ADR)</b> Lexington, Ky.	\$240,355	↑	3,437	\$275,043	\$1,637,733	\$5.1	40	1
90	80	<b>Gillmore Security Systems Inc</b> Cleveland, Ohio	\$239,280	↑	5,464	\$669,264	\$483,369	\$4.1	36	1
91	90	<b>Fire Protection Inc.</b> Everett, Wash.	\$238,000	↑	5,842	na	na	\$11.2	57	3
92	84	<b>Valley Alarm</b> Sun Valley, Calif.	\$234,183	↑	7,176	\$92,600	\$690,200	\$3.8	17	1
93	86	<b>Amherst Alarm Inc.</b> Amherst, N.Y.	\$233,724	↑	24,348	\$390,000	\$1,250,000	\$5.6	57	1
94		<b>DynaFire Inc.</b> Casselberry, Fla.	\$231,208	↑	3,853	na	\$1,612,000	\$5.2	62	3
95	89	<b>Bonds Alarm Co. Inc.</b> Phoenix, Ariz.	\$229,407	↑	7,357	\$356,200	\$237,500	\$3.5	26	2
96	88	<b>CenturyLink Security</b> Monroe, La.	\$227,948	↑	10,882	\$716,609	\$970,269	\$5.3	43	2
97		<b>ARK Systems Inc.</b> Columbia, Md.	\$227,000	↑	2,327	\$6,000	\$12,500,000	\$18.7	112	3
98	85	<b>Sentry Alarm Systems</b> Monterey, Calif.	\$217,871	↓	6,482	\$225,000	\$670,000	\$3.9	35	2
99		<b>SDT Inc.</b> Newtown, Pa.	\$214,583	↑	1,153	na	\$10,421,326	\$14.6	94	1
100	91	<b>Yarnell Security Systems</b> Lancaster, Pa.	\$208,220	↑	8,433	\$500,000	\$1,500,000	\$5.1	47	1

■ No. 85 – Received CSAA 5 Diamond Rating. ■ No. 86 – Established a radio network throughout primary market of Gainesville, Fla. ■ No. 87 – Named “Integrator of the Year” by Walmart. ■ No. 93 – Renovated central station; remodeled into a green central station by using green products, LED lighting, and recycled materials. ■ No. 94 – First-time listing on SDM 100. Completed development of a private radio network, “DynaNET.” ■ No. 97 – First-time listing on SDM 100. ■ No. 99 – First-time listing on SDM 100.

## The Team

Average percentage of staff employed in various departments at SDM 100 companies





## RANK BY TOTAL ANNUAL REVENUE

RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2010 (\$ MIL)	TOTAL GROSS REVENUE, 2009 (\$ MIL)	SDM 100 RANK	RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2010 (\$ MIL)	TOTAL GROSS REVENUE, 2009 (\$ MIL)	SDM 100 RANK
1	ADT	\$4,400.00	\$4,200.00	1	57	Blue Ridge Security Systems Inc.	\$10.00	\$9.05	66
2	Niscayah	\$1,100.00	\$1,021.50	12	58	Sonitrol Security Systems of Buffalo, Rochester, Toronto	\$9.99	\$9.78	52
3	Stanley Convergent Security Solutions	\$467.02	\$465.30	5	59	Custom Security Systems	\$9.64	\$9.28	50
4	Protection 1	\$350.00e	\$368.05	2	60	SecureNet Alarm Systems Inc.	\$9.44	\$9.12	43
5	Monitronics International	\$284.36	\$253.33	3	61	Custom Security Systems Inc.	\$9.06	\$8.71	55
6	Vivint Inc.	\$245.17	\$142.14	4	62	All Guard Alarm Systems Inc.	\$9.06	\$8.17	48
7	Slomins Inc.	\$227.43	\$203.06	6	63	Supreme Security Systems Inc.	\$9.05	na	46
8	Vector Security Inc.	\$205.00	\$174.00	7	64	Custom Alarm	\$8.94	\$10.17	87
9	Guardian Protection Services	\$127.70	\$123.81	8	65	Habitec Security	\$8.36	\$8.65	62
10	ASG Security	\$103.56	\$94.67	9	66	Matson Alarm Co. Inc.	\$8.34	\$8.07	54
11	Bay Alarm Company	\$91.02	\$89.57	10	67	Redwire / Sonitrol of Tallahassee, Bay County, NW Florida	\$8.11	\$7.45	61
12	Ingersoll Rand Security Technologies	\$76.80	na	41	68	Sonitrol Tri-County	\$7.92	\$7.12	59
13	AFA Protective Systems Inc.	\$72.63	\$78.20	22	69	SMG Security Systems Inc.	\$7.81	na	73
14	Interface Security Systems Holdings Inc.	\$67.86	\$67.50	11	70	American Security Systems Inc.	\$7.80	\$8.88	60
15	Koorsen Fire & Security	\$67.74	\$68.00	75	71	A-Com Protection Services Inc.	\$7.49	\$6.75	64
16	Kastle Systems	\$60.20	\$54.30	15	72	Security Systems of America	\$7.25	\$6.05	79
17	Devcon Security Services	\$53.37	\$54.00	18	73	Alarmco Inc.	\$6.90	\$7.09	57
18	Guardian Alarm Company	\$51.00	\$50.75	16	74	NorthStar Alarm Services LLC	\$6.88	\$5.30	47
19	Protect America Inc.	\$48.80	\$41.50	13	75	Acadiana Security Plus	\$6.82	\$6.53	77
20	Central Security Group	\$47.11	\$42.34	14	76	Select Security	\$6.50	\$5.12	74
21	CPI Security Systems Inc.	\$44.06	\$41.14	20	77	Richmond Alarm Company	\$6.49	\$6.05	81
22	Security Networks	\$40.00	na	17	78	Sonitrol SW Ohio	\$6.33	\$6.09	69
23	Tri-Signal Integration Inc.	\$39.85	na	68	79	Peak Alarm Co. Inc.	\$6.31	\$6.21	70
24	Safe Home Security	\$34.86	\$27.62	19	80	Safe Systems	\$6.28	\$6.54	78
25	Per Mar Security Services	\$33.19	\$32.50	28	81	Texana, San Angelo Security Service, Supreme Security Service	\$6.21	\$4.49	58
26	Alarm Detection Systems Inc.	\$32.79	\$32.70	23	82	Amherst Alarm Inc.	\$5.61	\$5.04	93
27	Westec Intelligent Surveillance	\$32.61	\$32.20	25	83	World Wide Security & GC Alarm Inc.	\$5.60	\$5.60	76
28	Alarm Capital Alliance II LLC	\$32.61	\$29.13	21	84	Sentry Security	\$5.38	\$5.72	83
29	SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire	\$31.85	\$33.12	30	85	Washington Alarm Inc.	\$5.30	\$4.96	80
30	ADS Security LP.	\$31.34	\$31.06	24	86	CenturyLink Security	\$5.26	\$4.84	96
31	Safeguard Security	\$29.96	\$24.85	37	87	Sonitrol Security Services Inc.	\$5.20	na	82
32	Ackerman Security Systems	\$27.98	\$24.39	27	88	DynaFire Inc.	\$5.20	na	94
33	American Alarm & Communications	\$20.46	\$22.66	40	89	Yarnell Security Systems	\$5.09	\$4.80	100
34	EPS Security	\$19.19	\$17.82	33	90	Sonitrol of Lexington Inc. (ADR)	\$5.05	\$5.58	89
35	General Security Inc.	\$18.75	\$19.65	32	91	Icon Security	\$4.66	\$6.44	67
36	ARK Systems Inc.	\$18.66	na	97	92	Crime Prevention Security Systems LLC	\$4.64	\$4.86	86
37	Intertech Security	\$18.60	\$21.14	53	93	Sonitrol of Indianapolis	\$4.26	\$4.20	88
38	Security Equipment Inc.	\$18.36	\$17.79	44	94	Gillmore Security Systems Inc	\$4.08	\$3.92	90
39	Mountain Alarm	\$15.87	\$16.62	35	95	Advent Security Corporation	\$4.01	\$4.20	84
40	Electric Guard Dog	\$15.83	na	29	96	Sentry Alarm Systems	\$3.90	\$3.99	98
41	Kimberlite Corp.	\$15.61	\$15.47	34	97	Valley Alarm	\$3.77	\$3.80	92
42	Idesco Corporation	\$14.86	\$15.26	65	98	Bonds Alarm Co. Inc.	\$3.51	\$3.38	95
43	Sonitrol New England	\$14.82	\$11.38	38					
44	SDT Inc.	\$14.64	na	99					
45	First Alarm	\$14.58	\$13.45	31					
46	F.E. Moran Inc. Alarm and Monitoring Services	\$14.52	\$14.72	51					
47	The Protection Bureau	\$14.00	\$13.50	63					
48	Sonitrol Pacific	\$12.96	\$13.60	36					
49	Alert Alarm of Hawaii	\$12.80	\$12.69	39					
50	Sonitrol of Sacramento & Sonitrol Orange County	\$12.00	\$12.07	42					
51	JMG Security Systems Inc.	\$11.65	\$10.68	72					
52	Fire Protection Inc.	\$11.15	\$10.20	91					
53	EMC Security	\$11.07	\$9.37	49					
54	Post Alarm Systems	\$11.01	\$10.18	56					
55	Doyle Security Systems Inc.	\$10.48	\$10.25	45					
56	Scarsdale Security Systems Inc.	\$10.43	\$9.53	71					

### How to Purchase the SDM 100 Directory

Wouldn't it be useful to have more information about each of the 100 firms ranked here? The 2011 SDM 100 Directory includes contact names, mailing addresses, telephone numbers, website URLs, branch office locations, product buyer names, installation data, revenue sources, and more. The SDM 100 Directory comes in Microsoft Excel format. To order the SDM 100 Directory, contact Heidi Fusaro at (630) 518-5470 or by e-mail at fusaroh@bnpmedia.com.



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