

Protecting What Matters Most

An Interview with John B. Koch,
President, ADT North America, ADT Security Services, Inc.



John B. Koch

EDITORS' NOTE Prior to joining ADT in January 2006, John Koch was President of wireline services at Alltel, a \$10 billion wireless and wireline services provider. He had been with Alltel-related companies since 1991, serving in a number of positions, including President of the southeast region, where he managed operations and sales for both the wireless and wireline divisions. Koch began his career with the Analytic Sciences Corporation, working on the Strategic Defense Initiative program. He graduated from the University of Virginia with bachelor of science and master of science degrees in systems engineering.

COMPANY BRIEF Founded in 1874, ADT Security Services, Inc. (www.adt.com), a unit of Tyco International, is the largest provider of electronic security services in the United States, serving more than six million commercial, government, and residential customers throughout North America. Based in Boca Raton, Florida, ADT's total security solutions include intrusion, fire protection, video, access control, critical condition monitoring, electronic article surveillance, radio frequency identification, and integrated systems.

Are you happy with ADT's brand awareness, and how do you plan to build recognition in this market?

ADT has very strong brand recognition, but it's still something we are constantly working

to improve and expand. Our customers count on us to help them protect what matters most to them. We are very proud to have received the Best Buy in Home Security award from *Consumer's Digest* last year, an acknowledgment of our high standard of service and the value that we provide to our residential customers. We were also honored recently with the Allied Professional's Award by the U.S. Justice Department for our life-saving AWARE [Abused Women's Active Response Emergency] program for victims of domestic violence.

ADT's largest revenue generator comes from helping to protect more than one million businesses and government entities.

What are your main service offerings?

ADT offers a full range of options and price ranges to meet customer needs, and also provides around-the-clock monitoring of security systems through a network of five interconnected customer monitoring centers located in geographically diverse areas of the United States. Each center is maintained in full compliance with Underwriters Laboratory standards.

As the number-one security company in America helping to protect homes and families, businesses, and employees, 24 hours a day, seven days a week, ADT offers a range of security solutions, including intrusion, fire protection, video, access control, critical condition monitoring, electronic article surveillance, radio frequency identification, and integrated systems. I should add that our security solutions can be customized to individual home or business applications. As a testament to ADT's business applications and solutions, ADT is the security partner for some of the largest corporations in the world, the U.S. Marshalls Service, virtually all federal agencies, U.S. military installations worldwide, and the nation's airports, seaports, and mass transit systems.

In a competitive market, how do you differentiate ADT Security Services from its competitors?

As the largest provider of electronic security services in North America, ADT takes its industry leadership position seriously, and we work with new technology providers to make sure customers can take advantage of the latest advances in technology. For example, Safewatch Videoview from ADT Custom Home Services builds on ADT's standard home alarm and security services to offer homeowners added security, plus the flexibility to check in on their households

even when they are away from home. With ADT's professionally installed video cameras, homeowners can monitor their property via an Internet connection, from anywhere, at anytime. They just need to log on to an encrypted and secure password-protected Web site, which can be accessed even through a corporate firewall.

Using ADT's latest technology, large national and multinational corporate customers can monitor their video surveillance and access control systems at all their branch locations from a single command center.

What are the benefits of being based in Florida, and how has this helped your business?

Being based in Florida improves our ability to recruit and retain top talent, because of the quality of life South Florida offers to a variety of people. Near three major airports and home to cultural facilities, recreational venues, and major retailers, South Florida is an ideal location for a corporate headquarters and appeals to a diverse workforce.

How important is social responsibility and community involvement to the culture of ADT Security Services, and how do you drive this focus through the organization?

ADT is a company that is committed to doing everything possible to help safeguard the communities in which we live. To help maintain the safety and welfare of Americans, ADT works closely with agencies and associations that work hard every day to protect you, your neighbors, your family, and friends.

For instance, the ADT AWARE program, first launched in 1992, brings law enforcement and the community together to provide protection and peace of mind to victims of domestic violence. The program has expanded to 176 communities across the United States. The program is also active in 45 Canadian cities under the name DVERS [Domestic Violence Emergency Response System]. Through the AWARE program, ADT donates and installs electronic security systems in the homes of domestic violence victims, and gives them emergency necklace pendants. When activated, the equipment sends a silent alarm to ADT's Customer Monitoring Center, which contacts law enforcement officers. Law enforcement organizations in each active AWARE community have agreed to respond to these calls on a priority basis. In 16 years, the program is credited with helping save the lives of at least 31 battered people, and has provided peace of mind to countless others. ●