

## TEAMING UP FOR BANK SECURITY

HAMILTON SAFE and MARCH NETWORKS Share a Commitment to Quality

and Responding to Each Financial Institution's Unique Needs

A one-size-fits-all strategy in today's marketplace doesn't work for bank accounts or mutual funds. Neither does it work for video surveillance solutions.

Hamilton Safe, a leading manufacturer of security products and a distributor of video surveillance and electronic security solutions to the banking sector, came to the conclusion years ago that every bank has unique needs.

"In order to succeed as a distributor of video surveillance solutions, we realized we had to partner with a company that thought the same way as us about satisfying the needs of our customers," said Brian Strautman, Hamilton Safe's Vice-President of Marketing and Sales.

"We pride ourselves on being able to do custom manufacturing for our customers because most banks have their own ideas about the security solutions that will work for them. We selected March Networks" as our lead video surveillance partner because they felt the same way."

Based near Cincinnati, Ohio, Hamilton Safe has been manufacturing vaults, safe deposit boxes, safes, depositories and drive-up pneumatic tube systems for banks and credit unions in North America since 1967. In the mid to late 90s, the company expanded its product lineup, and became a distributor of video surveillance systems. Then in 2004, it struck a partnership with March Networks.

"March Networks has been consistent in its performance throughout the history of our relationship," said Tim Connor, Product Manager, Security. "That includes quality of manufacturing, reliability and support throughout the life of the product."

A willingness to satisfy customer requests for innovative solutions and the integration of video surveillance with other security systems has reinforced the reputation of both Hamilton Safe and March Networks as preferred suppliers to the banking sector.

One example of a successful integration between the two companies is Hamilton Safe's Depository Access Control System, or DACS, a night depository that employs access control and video to identify an individual making a deposit. Inserting an access card and keying in a PIN number triggers video of both the customer and the item deposited in the chute, then produces a receipt.

More and more banks are showing interest in DACS as a means of deterring fraud and resolving disputes much more efficiently, said Connor.

The two companies are also working together to integrate drive-up pneumatic tube systems with video surveillance. Rare in some parts of North America, but popular in the U.S., drive-ups allow customers to do their banking from the comfort of their car, communicating with a teller inside the bank via audio and a pneumatic tube system for transmitting checks, cash, receipts, or other documents back and forth. The integration project, like many others, resulted from a customer request for integrated audio and video of the customer and the vehicle's license plate.

In states like Texas, it's not unusual to see eight to 12 lanes of drive-throughs attached to a bank branch.

"The drive-up product category is a very significant part of our business," said Strautman.

Another product that is catching on is Hamilton Safe's Entrance Control System. Designed to prevent the entry of firearms into a bank, the system incorporates sensors and metal detectors integrated with a bank's vestibule doors and video surveillance system. If the metal detector is activated, the inner door locks, preventing the individual from entering the bank. The individual would then be asked to produce the item that triggered the alarm, following which he would either be allowed to proceed or asked to leave. An audio and video record of



each incident is captured for investigation purposes.

"It gives the bank the ability in a safe environment to make a decision that would normally take place when the person would be right on top of them," said Connor. "This product has really taken off in the last three years."

The recent recession and banking crisis in the U.S. has had a definite impact on the market. More than ever, banks are driving a hard bargain, insisting on the highest quality for the least amount of money.

"The demands of the market have forced an intense scrutiny of every aspect of a bank's security system," said Strautman. "March Networks has come through by outperforming other vendors."

Consolidation has also had an impact on business because, following an acquisition, banks often find themselves with multiple video surveillance platforms. In order to simplify training, maintenance and operations, there will always be a push to end up on one platform, but the pace of a swapout depends on the size of the institutions, said Strautman. If it's a big bank taking over a small bank, it happens quickly, but if it's a megamerger, they may wait a few years before they start to convert to one platform.

Here, too, there's "a laser-like focus on the quality of the product and the cost," said Connor. "Being able to demonstrate that a bank can operate a video surveillance system most effectively and efficiently is critical."

Hamilton Safe and March Networks have supplied video surveillance systems to dozens of banks and credit unions in the U.S. market.