C900V2 Selling Strategy Guide

Tom Mechler
Product Marketing Manager, Intrusion
Bosch Security Systems, Inc.
(585) 340-4145, Tom.Mechler@us.bosch.com

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A Word About This Guide

This Selling Strategy Guide is designed to help you sell the C900V2 dialer capture to IP alarm communicator module. It includes feature and benefit analysis and strategies for selling against the competition, strategies for particular target customer types and information on communicating with IP professionals, so that the implementation of IP communication runs more smoothly. This Guide is not intended to replace other literature tools such as the data sheet, installation guide and sales brochures which also contain important selling information

Product Overview

Product Name	C900V2 Dialer Capture to IP Communications Module
Product Definition	The C900V2 is a module that converts telephone-based alarm communicators to Internet protocol (IP) communications. It can convert practically any control panel that uses standard alarm reporting formats. Signals are sent to a D6600 central station receiver over a local area network or wide area network.
Target Markets	Residential: • Homeowners who own an alarm system and have switched from standard telephones to voice over IP • Homeowners who own an alarm system and have high speed Internet access, especially those who have eliminated their standard telephone and switched to cell phones Commercial: • Businesses that also have broadband • Offices that frequently use their telephone for business
Key Messages	C900V2 provides reliable, high-speed IP communications for virtually any existing alarm panel. This increases security and reliability, can lower costs and does not require the end user to learn a new system.

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Feature, Function and Benefit Overview

Feature	*Dialer Capture*
Function	The C900V2 connects to the telephone dialer section of an existing alarm control panel. To the control panel, it emulates a central station receiver, listening for messages that are destined for the central station and acknowledging these messages. After a message is received, the C900V2 converts the message to an Internet protocol (IP) message and sends it over a local area or wide area network to the D6600 central station receiver.
End User Benefit	**Simple Solution:** The end user can continue to use their existing control panel. There is no need to learn new commands. **Saves cost:** Since the C900V2 can be added to the existing system, the end user does not need to bear the cost of an entire new alarm system installation.
Installer Benefit	Quick conversion of existing control. No reprogramming, no additional module to add (such as relays). This saves time, cost and reduces complexity

Feature	*IP Alarm Communication*
Function	IP Alarm communication is the ability to send alarm reports over a broadband network. This can include a local or a wide area network, and the Internet.
End User Benefit	• **Higher speed.** IP alarm communication is virtually instantaneous. • **Higher security.** IP alarm communicators are supervised more frequently than standard telephone communicators. If the connection is lost, the central station knows almost immediately. With telephone communicators, it can be days before the connection is tested. • **More convenience:** An IP communicator does not interrupt the phone line. This is especially important in an emergency situation where the end user is trying to use the phone to contact authorities. It is also important for small businesses that share their business phone with their alarm system. Interrupting a phone call can mean upset customers and potentially lost business. • **Lower Cost:** For those end users who previously used a separate phone line for their alarm system, the C900V2 can be used as the primary communication path – eliminating the monthly phone line costs.
Installer Benefit	**Up-sell opportunity:** dealers can increase their recurring monthly revenue by selling the advantages of IP communication. **Customer retention:** A customer who eliminates their standard telephone, then suddenly loses the operation of their alarm system will be upset. IP communication, especially through use of the C900V2 allows the installer to retain this customer and solve their problem quickly.

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Feature	*12/24VDC operation*
Function	The C900V2 can be powered from a 12 or 24 volt power supply. This means that it can be used for fire and intrusion applications.
End User Benefit	**Reduced Cost:** Can be used on fire or intrusion panels without additional cost for power supplies.
Installer Benefit	**Reduced installation cost and complexity:** No need to add a separate power supply, especially for fire applications.

Feature	*Full Data Transfer*
Function	The C900V2 converts the entire data message, including zone numbers and user numbers. Some competitive modules can send only 5 different reports, and will not include the zone number or user number with these reports.
End User Benefit	**Better information:** Knowing the actual user who armed or disarmed the system or the zone that caused an alarm can improve the response to events and avoid mistakes due to lack of this information. **Improved response to alarm events:** Knowing the actual type and location of alarms can help authorities respond more accurately, reducing response time.
Installer Benefit	**More accurate service:** Since all messages from the alarm system are converted and transmitted to the central station, the installer better understands potential service requirements. For example – knowing which zone activated the alarm, instead of the fact that there was a general alarm or knowing the difference between a low battery and an AC power failure compared to a general trouble condition. This additional information can help determine the type of service required and the urgency of the situation.

Feature	*Intelligent Phone Line Backup*
Function	If the network connection can not be established, C900V2 can send alarm messages over the standard telephone line as a backup.
End User Benefit	**Added security:** In the event of a network failure, C900V2 provides an intelligent telephone back-up **Reduced telephone traffic:** Unlike some other slave modules, C900V2 only uses the phone line when it has to. In order to have telephone backup with DMP for example, each message must be duplicated over the network and the phone line, eliminating the advantages of using a network.
Installer Benefit	**Improved reliability:** Signals are sent to central station, even if network is down.

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Talking with the IP Department

Converting an alarm system that is working over the telephone to an IP solution often involves working with IP professionals for approvals and connection to their network. These individuals are often very protective of their network, so it helps to understand a few basic terms, and to be able to explain how little the C900V2 will affect their network.

Networking Terms

Router – Routers are used in the Internet environment to move data to and through the Internet. The type of router selected will affect the ease of installation for the C900V2. Some routers, such as those manufactured by linksys, will work in their standard factory configuration and will require no additional set-up.

Bandwidth – Bandwidth is the amount of capacity that is used in a network. It is typically measure in kilobytes (kB). A message from a C900V2 typically takes 64 bytes of bandwidth. Compare this to a typical e-mail text message that takes more than 5000 bytes, and you can see that the network capacity required by the C900V2 is minimal.

Network Interface Module (NIM) – provides the actual physical connection to the network. In the Case of the C900V2, the NIM is integrated as part of the product.

Hub/Concentrator – This device makes it possible for each device on a network to connect to multiple devices in a network. Each device is wired to the hub.

Bridge – This device connects two similar networks and carries data packets from one network to the other as required. Bridges make traffic over networks run more smoothly. It can also connect networks that are physically built different, such as a fiber-based network and a copper wired-based network. Both networks must be the same in order for this to work.

Switches – These are sophisticated bridges and they also reduce traffic on a LAN.

Network Address Translation (NAT)/Port Address Translation (PAT) – **Network address translation** (**NAT**) is a technique in which the source and/or destination addresses of IP packets are rewritten as they pass through a router or firewall. It is most commonly used to enable multiple hosts on a private network to access the Internet using a single public IP address. **Port Address Translation (PAT)** is a feature of a NAT device that translates TCP or UDP connections made to a host and port on an outside network to a host and port on an inside network. PAT allows one single IP address to be used for many internal hosts. With PAT one outside IP address can account for over 64,000 inside hosts.
In the C900V2, NAT and PAT can be used to make the set-up of the system friendlier to the firewalls.

Firewall – A firewall is a piece of hardware and/or software which functions in a networked environment to control communications in to and out of a network. In order for the C900V2 to function, it must be compatible with the restrictions programmed in the firewall.

UDP – The **User Datagram Protocol** (**UDP**) is one of the core protocols of the Internet. Using UDP, programs on networked computers can send short messages known as *datagrams* to one another. UDP is faster and more efficient for many lightweight or time-sensitive purposes.

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TCP – The **Transmission Control Protocol (TCP)** is one of the core protocols of the Internet. Using TCP, programs on networked computers can create *connections* to one another, over which they can send data. The protocol guarantees that data sent by one endpoint will be received in the same order by the other, and without any pieces missing. It also distinguishes data for different applications (such as a Web server and an e-mail server) on the same computer.

IP address – An **IP address** (Internet Protocol address) is a unique number, similar in concept to a telephone number, used by devices to refer to each other when sending information through the Internet. This allows machines passing the information onwards on behalf of the sender to know where to send it next, and for the machine receiving the information to know that it is the intended destination. IP addressees can be static, meaning that they are set by the network administrator and do not change, or dynamic, meaning that they can change as required by the network. The C900V2 can use static or dynamic IP addresses. The D6600 receiver MUST use a static IP address.

DHCP – **D**ynamic **H**ost **C**onfiguration **P**rotocol is used for assigning dynamic IP addresses to devices on a network. With dynamic addressing, a device can have a different IP address every time it connects to the network. In some systems, the device's IP address can even change while it is still connected. DHCP also supports a mix of static and dynamic IP addresses.

Dynamic addressing simplifies network administration because the software keeps track of IP addresses rather than requiring an administrator to manage the task. This means that a new computer can be added to a network without the hassle of manually assigning it a unique IP address.

DHCP simplifies the C900V2 installation because it means that the C900V2 does not need a static IP address in order to function. This means that only the IP address for the receiver needs to be set.

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Selling C900V2 against the Competition

DMP

Product	iCOMsl slave IP communicator
Bosch Advantage	• Full data transfer vs. just 6 possible inputs/reports • No need to use or add relays to existing control panel • Intelligent phone line backup vs. duplicate messages • Available through multiple channels – distribution vs. dealer only
Competitive Advantage	• Easy programming through keypad • **Bosch Strategy** –Telnet programming from any PC – no keypad required. Full data transfer of all reports.

Ademco/Honeywell

Product	AlarmNet-i
Bosch Advantage	• Dialer Capture/Slave Module vs. only compatible with Honeywell Vista Products • Can upgrade virtually any panel without reprogramming or re-training users • No monthly monitoring fees vs. service fee from Honeywell
Competitive Advantage	• Easy interface to Ademco/Honeywell installed base • **Bosch Strategy** – the C900V2 accepts contact ID format, so it also easily interfaces to Honeywell/Ademco products. In comparison to the Alarmnet-i, C900V2 integrates with other manufacturers as well.

DSC/Tyco

Product	T-Link
Bosch Advantage	• Dialer Capture/Slave Module vs. only compatible with DSC Products • Can upgrade virtually any panel without reprogramming or re-training users **Note:** Rumor of DSC delivery of slave dialer capture module in Q3 of 2005. Our understanding is that it will convert contact ID only. **Bosch advantage** will still be the ability to accept multiple formats.
Competitive Advantage	• None

NextAlarm

Product	ABM Broadband adapter
Bosch Advantage	• Dialer capture of multiple formats • UL listed for intrusion and fire • 12/24 VDC operation for intrusion and fire • No competition for monthly monitoring fees – NextAlarm competes with professional alarm dealers – on-line • Battery backup form alarm panel – NextAlarm module uses AC power
Competitive Advantage	• Low cost, direct access to end users • **Bosch Strategy** – Bosch does not sell to end users. By selling only to professional alarm installing dealers, Bosch ensures reliable installation service and support of Bosch products.

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