

COURSE MANUAL



T-Link™ Internet & Network Alarm
Communicators from DSC

Module 1: Sales Training

DSC®

T-Link Internet & Network Alarm Communicators from DSC

T-Link Trends & Opportunities

The DSC T-Link family of products enable alarm communications over networks, including the Internet. This course will provide the trends and opportunities in the marketplace for the entire family of products and will focus specifically on the T-Link TL250 and TL300 Internet and network alarm communicator.

The TL250 and TL300 are enterprise-level alarm communication modules that use the Internet to send an alarm signal to the central monitoring station.

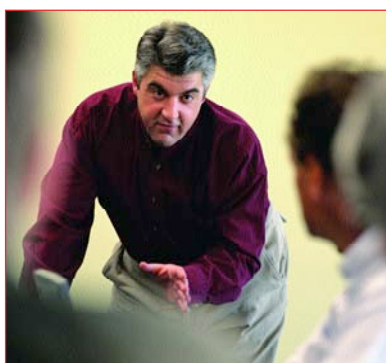
The TL250 is compatible with DSC control panels and delivers alarm communication and remote programming of the panel over the Internet.

The TL300 receives the telephone output of any control panel that uses Contact ID to provide Internet communication to virtually any control panel.

Because it is connected to the Internet, it has additional benefits that include rapid and easy programming, full supervision of the communication, and elimination of phone line costs.

This UL AA High-Line Security and ULC Level 3/4/5 listed security communications solution is compatible with the DSC Power864™ and DSC MAXSYS® security systems. It can also be used as a standalone communicator for any device that can communicate an open or closed signal such as an alarm panel or a programmable logic controller available on modern industrial equipment.

This sales training course will teach you about the opportunity in the marketplace and how to profit from selling the T-Link family as part of your security solution.



Companion Modules

- T-Link TL250 Installation Training Module
- T-Link TL250 Online Training



Opportunities Using the Internet



In addition to basic web surfing, the Internet has saved businesses billions of dollars by providing an inexpensive, reliable network to transmit information between their various locations and their customers.

The Internet uses a standard protocol to send information called TCP/IP. Businesses use this standard on their internal LAN and WAN networks with no exposure to the outside world. Once that network is exposed to the outside world and is shared it becomes the Internet.

The Internet consists of redundant nodes so that if one part of the network goes down another part is able to pick up the information and send it to its required location.

Businesses are able to use a public network to send their data securely by using encryption technology to setup what is called a "Virtual Private Network" or VPN. In effect, you can think of a VPN as a dark grey carbon-steel pipe running through a crowded room that nobody can look into or get into. Although it shares the same basic infrastructure as the room, it is a secure conduit running through it.

Many businesses have Internet connections with reliability that rivals standard POTS phone lines. They are professionally administered and have up-to-date security and back-up technology on their networks.

So you see that the Internet isn't just a tool to advertise your products, but also a tool for mission-critical business communications.

By using the T-Link, a business is able to set-up a secure and encrypted signal to the central monitoring station over a reliable public network.

Technical Tidbit



An enterprise should ensure it has a separate battery back-up for the security system in the event of power outage. Most businesses have battery back-up for their IT networks but this may not be sufficient for long periods. For redundancy that does not rely on power, basic alarms can be backed-up using a phone line.

Sales Note: Consumer households and businesses are beginning to adopt VoIP to save on basic phone costs. Security sales people will need to be able to offer an alternative like T-Link when no traditional phone line is present.



Review Quiz 1

1. What control panels is the T-Link TL250 compatible with for full reporting?

- Power864 and MAXSYS
- All DSC control panels
- All control panels
- Only MAXSYS panels

2. Is the T-Link a UL AA High-Line Security listed product for fire and burglary protection?

- Yes
- No
- Only in certain circumstances.

3. When a signal is sent over the Internet and it is encrypted, it can be considered to be a:

- TCP/IP connection
- UL AA High-Line Security
- A Virtual Private Network (VPN)
- Internet plumbing

Benefit: Save Money

T-Link products are an easy sell because businesses are able to eliminate dedicated phone line(s) or cellular back-up for UL AA High-Line Security. They can leverage their existing network for free alarm communications.

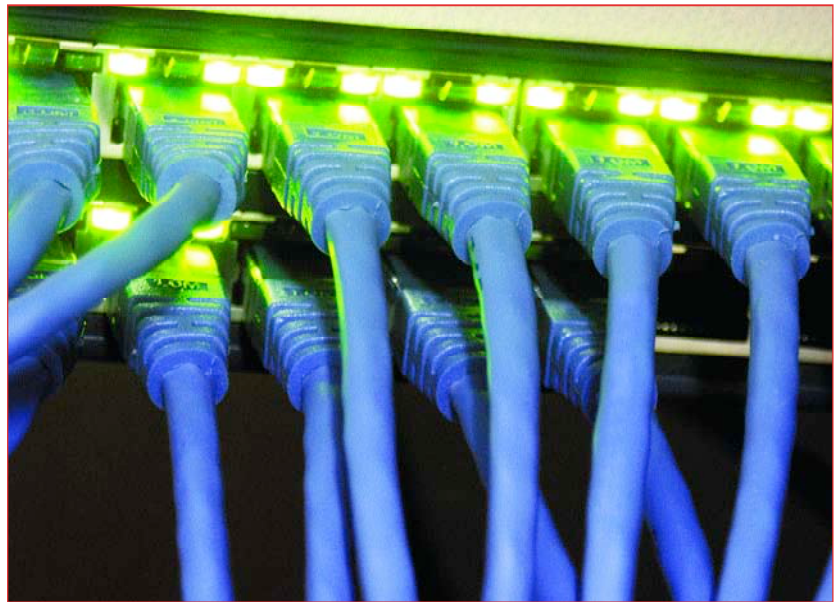
Many businesses are removing their phone lines and replacing them with more affordable IP communications. By using T-Link, businesses will not need to maintain one or both phone lines for their security systems.

Benefit: Business is replacing POTS/PSTN Phone Systems with IP Communications

The business case to removing phone lines is very clear and obvious since they represent a monthly recurring cost to the phone service provider. Today most sales opportunities with the T-Link also generate recurring monthly revenue (RMR). The central monitoring station is able to charge a fee for Internet monitoring, albeit somewhat less than the cost of the phone line it is replacing.

Technical Tidbit

Some businesses will prefer to maintain one dedicated or shared phone line along with the T-Link to replace systems that previously maintained two lines for alarm communications. This configuration will still save them a significant amount of money by eliminating the second dedicated line.



Fact: 92% of all businesses have a network connection

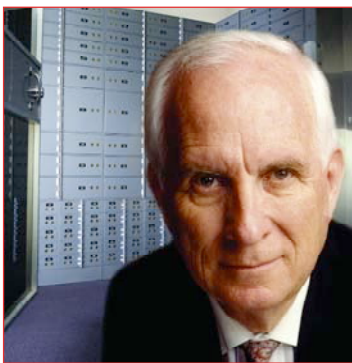
**Benefit: Connect to
Almost Any
Control Panel**

The TL300 allows any control panel that uses Contact ID to send an alarm signal and zone information over the Internet. Alarm dealers can generate new revenue by retrofitting older installations.

**Benefit: Fully
Supervised Security
Solution**

The T-Link provides two-way, always-on IP communication between control panels and central monitoring station receivers. Supervised intervals are every 90 seconds, compared to no supervision with phone lines. When a line is cut the central monitoring station knows almost immediately, providing a higher level of security than a traditional phone line. This supervision meets or exceeds the UL and ULC requirements for burglary and fire security and therefore delivers a level of security that was not previously available to customers.

**Benefit: Manage &
Program the System
Remotely**



Most communication systems these days are managed over high-speed networks. Therefore, administrators have come to expect that the management of their systems will be fast and easy; something that has not always been possible over traditional security phone lines. With the TL250, security administrators are able to manage their systems quickly and easily from anywhere in the world using DLS2002SA software.

Dealers will also be able to save time onsite by having remote programming of the security system. Get your installers on to the next job and making more money. Because programming is accomplished over a high-speed network it takes only a few minutes rather than the 15-20 minutes it can take over a traditional phone line.

Additional Benefits

1. T-Link is the leading Internet and network product on the market and is the recipient of key industry awards.
2. Communications are secured with AES encryption that is approved by NIST for homeland security applications.
3. T-Link sends very small packets of information to the central monitoring station so there is minimal impact on network bandwidth usage.
4. T-Link can be configured to operate as a stand-alone communicator for existing third-party control equipment, e.g. freezers in a grocery store can be monitored centrally.
5. Built-in disaster recovery in the event that one IP address is not accessible it can send a signal to a backup address at the central monitoring station.

Review Quiz 2

- 1. Which of the following is the main customer benefit of the TL250/TL300?**
 - Saves money
 - Eliminates phone lines
 - Fully supervised security
 - Remote management and programming
 - All of the above

- 2. A back-up communication method is needed with the TL250/TL300?**
 - Always
 - Never
 - Not required but sometimes preferred by the customer
 - None of the above

- 3. The biggest cost saving in using the TL250 for Internet alarm communications is?**
 - Cheap to install
 - No monthly phone line bill
 - The ability to stream video over the Internet
 - No extra monitoring fee

- 4. With supervision, the central monitoring station and TL250 will go into alarm if there is no communication for what duration?**
 - Every 30 seconds
 - Every 60 seconds
 - Every 90 seconds
 - Every 120 seconds

- 5. The TL250 is used with DSC control panels and the TL300 acts as a bridge by converting Contact ID into Internet communication?**
 - True
 - False

Target Customers: Go Up-Market



The T-Link family of products continues to evolve so that DSC can provide a solution to meet all applications from a small home to a large, multi-branch financial institution.

The TL250 is focused on helping security dealers deliver next-generation alarm communication solutions to their customers. In combination with a DSC control panel, The TL300 is ideal for retrofitting installations with non-DSC panels.

The key target markets for this product are any business that has a large number of locations that need to be secured. Although the solution is suitable for smaller installations, the business case for a large institution is clear and the payback period on the equipment investment is easily calculated. Good targets include:

1. School boards and campuses
2. Government institutions
3. Financial institutions such as banks
4. Retail operations

Large customers will quickly see the cost benefits and be able to take advantage of the remote administration capabilities. Also, they invariably have Internet connections that are “always on” and are able to put the T-Link on their networks without any re-configuration.

In addition to critical personal selling, some of the commonly used techniques to generate sales opportunities include:

1. Holding sales events with local central monitoring stations who have a billing relationship with the customers.
2. Delivering direct mail “buck slips” to your customer base.
3. Presenting at local security events put on by governing bodies or by distributors.
4. Taking part in the bidding process for larger contracts using Architect & Engineering Specifications (A&E Specs) provided by DSC on its web-site (www.dsc.com).

One of the best tools you can use to help sell the T-Link and any related DSC control panels is drawing up a business case with the customer.

Technical Tidbit

The T-Link communicates with tiny 80 kb packages. The network will not have any adverse performance as a result of having a T-Link on it.

The Business Case Could Look Something Like This

A customer currently has 50 schools in his district that need two dedicated lines for fire alarm communication. The cost of one phone line is \$25 per month. With the T-Link they get better, supervised security with no phone lines.

Total savings per school per month = \$50

Total savings across the school board = \$2,500 per month

Total savings per annum = \$30,000 per year



Plus the added benefits of easier administration through a faster network connection to the control panel and the ability to integrate the cafeteria freezer system with the central monitoring station to monitor for a failure and costly spoilage of food.

In addition to the business case, DSC makes a wide variety of sales tools available to the dealers through its distributors. This includes brochures, sales cheat sheets, specification sheets, and Architect and Engineering specifications.

If you have any questions, contact local distributors or your DSC inside sales representative and they will help you out.



Sales Note: If you face a sales objection about the reliability of the corporate network connection, a good question to ask the administrator is how often their network access goes down. You may be surprised to learn how infrequent it is. The vast majority of problems occur on the corporate internal network or at specific computers as a result of user error; not on the part of the network where the alarm will be communicated.

Review Quiz 3

1. What are the key target customers for the T-Link?

- Government
- Schools
- Financial
- Retail
- All of the above

2. What is the best tool that can be used to explain the benefits of the T-Link?

- Demonstrate the product
- Business case
- Offer it in a bundle with a control panel and keypad
- A brochure

3. Where can you get the latest sales tools to help you sell the T-Link family?

- From your distributor or DSC sales representative
- Directly from DSC
- From the local office supply company
- Tools, what tools?

Conclusion

Phone lines are not supervised... The T-Link is.

Phone communication of alarm takes 20-30 seconds...The T-Link is almost instant.

Phone lines cost money...The Internet for alarm communications costs nothing (excluding monitoring fee if applicable).

Phones do not use encryption....The T-Link has 128-bit AES encryption.

Panel download over phone lines is 20-25 minutes...The T-Link is in 2-4 minutes.

Thank you for taking part in sales training for the TL250/TL300. You may find it beneficial to take the installation and programming module to help give you all the tools you need for success.



Final Exam

1. The TL250 is part of a family of products that enable:

- Alarm communications over phone lines
- Alarm communication over a cellular network
- Alarm communication between sensors, detectors and the control panel
- Alarm communications over the Internet to the central monitoring station

2. The TL250/TL300 holds the following certifications for commercial burglary and fire applications (select all that apply):

- UL AA High-Line Security
- ULC Level 3/4/5
- CE
- ISO9000

3. The alarm communications sent over the Internet are secured using:

- NIST approved 128 bit AES encryption
- 56 bit DES encryption
- Multi-nodal communications over the Internet
- 80 kb packages

4. What control panels is the T-Link TL250 compatible with for full reporting?

- PowerSeries control panels
- Power864 and MAXSYS
- All DSC control panels
- All control panels

Final Exam (Continued)

5. Using the TL250 for remote programming of the control panel will typically take:

- 15-20 minutes
- 7-10 minutes
- 2-4 minutes
- The T-Link cannot be remotely programmed

6. If a business has 10 locations and pays \$20 per location for a phone line, by how much will they reduce their monthly phone bill by implementing the T-Link?

- \$20
- \$200
- \$1000
- None

7. What are the key customers for the T-Link?

- Government
- School boards
- Financial
- Retail
- All of the above

8. Where can you get the latest hardcopy versions of the sales tools to help you sell the T-Link (select all that apply)?

- From your distributor
- Inside the box for the product
- From your DSC inside sales representative
- From your local library

Final Exam (Continued)

9. The reliability of business Internet connections is best described as:

- Very reliable with node redundancy to ensure the communication is made
- Very reliable without node redundancy
- Not reliable but including node redundancy
- Not reliable at all

10. When an alarm is triggered at the control panel the central monitoring station is notified:

- In 20-30 seconds
- Within 1 minute
- Almost instantly
- Within 5 minutes

Review Quiz 1 Answers

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- True
- False

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