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Stanley Convergent Security Solutions Wins Top Award at Industry's International Security Conference



Displaying awards given to Stanley CSS at the 14th Annual SAMMY Awards ceremony at ISC West are (from left to right): Steve Welsh, VP Corporate Services & Procurement; Jan Boldt, Director of Sonitrol Franchise Program; Beth Tarnoff, Director of Marketing; Tony Byerly, President; and Felix Gonzales, VP Strategic Initiatives & Business Development.

NAPERVILLE, IL (April 16, 2009)—Stanley Convergent Security Solutions, Inc. (Stanley CSS), headquartered in Naperville, IL, received one of the electronic security industry's highest awards—**Installation Company of the Year** (Installer of the Year – Large Company)—at the International Security Conference (ISC West) in Las Vegas. At the 14th annual presentation of the SAMMY Awards, sponsored by *Security Sales & Integration* magazine Stanley CSS was a finalist in an unprecedented seven of 12 categories. In addition to the top award, Stanley CSS also received the award for the **Best Sales Brochure** for the third time.

The SAMMY Awards annually honors security dealers and integrators who exemplify professionalism and provide the finest example of excellence in their sales, marketing and installation endeavors. Grading and judging encompasses specific criteria including, but not limited to, originality, customer service, innovation, value, company representation effectiveness, lasting impact in the community and corporate vision.

“At Stanley CSS, the importance of customer satisfaction is never underestimated as we pursue our passion to be the industry's best electronic security company. The most powerful and underlying key to our success and exceptional customer service is the way we run our day to day business on the five customer touchpoints: account management, service, monitoring, installation and billing,” explains Tony Byerly, President of Stanley CSS North America.

Stanley CSS accomplishes this by using their Facility Summary Report, or FSR, which allows leaders on a corporate, regional, district and even local branch level to see their performance on these five touchpoints and other key metrics on a monthly, weekly and most importantly, daily basis. This allows Stanley CSS to make real-time adjustments to their business -- catching problems before they happen and responding instantly when they see an issue begin to arise.

In addition to the way Stanley CSS manages their business on a daily basis, they also have implemented several other key programs, initiatives and employee training programs allowing them to bring their business and customer experience to an even higher level, contribute to the community they serve and also contribute to the security industry as a whole. One of their key programs launched in December of last year is their 'Best Fit' custom and consultative approach to security solutions that recognizes each customer's individual needs. Whether it is intrusion protection, fire detection, video surveillance, access control or systems integration they customize a solution that is the best fit for the customer's unique needs.

"Winning the 'Installation Company of the Year' is a great honor and a testament to our employees nationwide who each share a part in this valuable industry recognition," states Byerly. "This distinction confirms Stanley CSS's on-going commitment to quality and our effective go-to-market strategy." The SAMMY Award for "Installation Company of the Year" is given to an organization that offers exemplary customer service and provides well-trained employees, business practices, and strategies that ensure success throughout the security industry.

The SAMMY Award for "Best Sales Brochure" is awarded for marketing materials that go above and beyond in communicating in-depth information through a creative and innovative design. "The unique consultative approach used in the Stanley CSS marketing materials and programs differentiates Stanley CSS among the competition," states Beth Tarnoff, Director of Marketing, Stanley CSS – U.S.

"Our sales brochures are not only innovative and eye catching, but they also effectively highlight the key advantages of Stanley to the customer so they come out of a sales meeting with useful information and clarity about what is the best fit for their security needs."

For more information about The SAMMY Awards view: www.securitysales.com For more information about Stanley CSS view at www.stanleycss.com.

Editor's Note: A part of the Stanley Works (SWK), Stanley Convergent Security Solutions, Inc. is the third largest electronic security company, second largest commercial security services company and one of the largest system integrators in the United States. Stanley CSS has over 75 offices serving over 120 of the largest metropolitan markets in North America. Stanley CSS designs, installs, monitors and services security systems for industrial, government, commercial, residential and national account customers. Stanley CSS represents a network of resources, state-of-the-art technology and a culture dedicated to excellence; where its employees have the training, the equipment and the processes they need to deliver the finest security solutions in the industry. Stanley CSS provides the best of both worlds, a local company with global resources and one of the most trusted names in security serving over 285,000 customers.

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