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STANLEY Insights™ Business Intelligence Solution Delivers Unparalleled Analytics, Visibility

***STANLEY Insights™ Analytics Software Solution, Professional Services Offers
Unmatched Actionable Intelligence Data, Business Optimization***

INDIANAPOLIS, IN – (September 28, 2015) – STANLEY Security, a leading global manufacturer and integrator of comprehensive security solutions for a wide range of industries, unveils its new STANLEY Insights™ Professional Services and Analytics Solutions Software, an unparalleled solution and consultancy program with the ability to correlate data streams, analyze trends and measure business activities and operations – ultimately utilizing analytics to help optimize business performance. STANLEY Insights is a superior business intelligence solution, utilizing a revolutionizing combination of customized data, differentiating tools and advanced methodology to leverage best practices across businesses.

STANLEY Insights will be formally introduced to the industry this week at the ASIS International 61st Annual Seminar and Exhibits (ASIS 2015), September 28-October 1 in Anaheim, CA.

“Businesses are asking for real-time information and analytics to help them achieve their goals. Often, they have the ability to collect data but no way to study it or draw meaningful

information from it. To that end, we are focusing on building a team of highly specialized experts who will leverage data to solve problems,” said Jim Cannon, President, STANLEY Security.

STANLEY Insights is comprised of two key elements – a new STANLEY Insights Professional Services team and the STANLEY Insights Analytics Solutions Software – to offer multi-faceted support and an in-depth, 360-degree view of a business’ operations, practices and data streams.

STANLEY Insights™ Professional Services Team

In addition to the actionable intelligence elements provided through the STANLEY Insights Analytics Solutions Software, the overall STANLEY Insights experience also brings together experienced data scientists and business consultants as part of the new STANLEY Insights Professional Services team to partner with businesses in a way that creates immeasurable value through perceptive data utilization. Dave Bhattacharjee has been appointed Vice President, Data Analytics to lead the team of highly specialized data experts. He most recently served as Director, Business Analytics and Data Science, Americas Practice Leader for Cisco Services before transitioning to STANLEY Security in this role.

“We believe Dave’s strong blend of business, technology and analytics leadership, as well as his ability to identify and execute analytics strategies and projects, will position him well for success as the leader of the STANLEY Insights Professional Services team,” Cannon said. “The individuals on this team will help our customers understand what existing data is useful and what needs to be collected, what changes need to be made to processes in order to make meaningful data collection possible, and how to anticipate trends or behaviors by leveraging that information.”

Under Bhattacharjee, the STANLEY Insights Professional Services team will provide a broad range of analytics-based services to improve business operations. For each STANLEY Insights customer, the group will compile an extensive Analytics Assessment, leveraging the STANLEY Insights methodology and unique data streams to correlate, analyze and measure business performance and activities. Armed with this knowledge, the team will then create a business case template and customize models to help customers anticipate trends, behaviors and profitability impact to drive results. For organizations seeking further assistance in implementing and executing the analytics initiatives outlined by STANLEY Insights Professional Services, the expert team members will provide Data Science and Advanced Analytics Services to generate further actionable intelligence for the business.

“STANLEY Insights is a comprehensive analytics portfolio, based on our organization’s vast industry knowledge, for which we have developed customized data analytics, tools and methodology to provide unparalleled visibility into virtually any business’ activities and operations, in order to optimize operational best practices and create shareholder value for our customers,” said Bhattacharjee.

STANLEY Insights™ Analytics Solutions Software

STANLEY Insights Analytics Solutions Software is designed to compile data from multiple, disparate systems – including video analytics, intrusion, POS, EAS, weather platforms and others – onto an easy-to-use dashboard to report on key metrics for a business, creating actionable business intelligence across their locations. By correlating data from multiple data points, STANLEY Insights software allows business owners, loss prevention professionals and facility managers to mitigate loss, improve profitability, optimize performance, increase conversion rates and reduce facility risks – all while enhancing customer and visitor experience.

STANLEY Insights Analytics Solutions Software provides users with a straightforward, visual snapshot of their businesses via cloud or on premise software solutions. The intuitive dashboard leverages distinct icons, graphs and color-grouped images to empower the user's ability to interpret extensive data streams more effectively and efficiently, with customizable reports and interfaces to powerfully present information in an easy-to-digest format.

"The STANLEY Insights Analytics Solutions dashboard is designed in a way that allows any business – whether it be in retail, healthcare or another sector – to track and improve metrics that directly impact the success of the organization," said Rich Mellott, Director Product Management. "From traffic counts, event reporting and point-of-sale exceptions to asset management, incident data and even environmental monitoring, STANLEY Insights is the avenue through which data streams can be gathered, managed and analyzed for a holistic decision-making approach, to maintain and improve upon the health of the business."

STANLEY is currently developing different vertical markets-based versions of the overall STANLEY Insights program, each tailored to respond to the specific needs, requirements and security challenges of various business environments. The first market to launch in the coming weeks will be targeted towards providing business analytics specifically for retailers.

For more information on STANLEY Insights™ Professional Services and Analytics Solutions Software, please visit STANLEY Security at booth #2301 throughout ASIS 2015. To learn more about STANLEY Security's broad range of products and solutions, please visit www.stanleycss.com.

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About STANLEY Security

STANLEY Security, a division of Stanley Black & Decker (NYSE: SWK), is a provider of integrated security solutions defining the future of the security industry. STANLEY delivers a comprehensive suite of security products, software and integrated systems with a strong emphasis on service. STANLEY is powered by a culture of continuous innovation, providing revolutionary technology and unmatched customer service to commercial, institutional and industrial businesses and organizations. We focus on complete customer transparency and operational excellence in the five customer touchpoints: account management, installation, service, monitoring and billing. STANLEY takes pride in our signature approach to doing business – offering global resources, with a local touch. As one of the world's largest and most comprehensive security providers, we're protecting what's important to you by designing, installing, servicing and monitoring an extensive array of products and solutions that span the entire security spectrum:

- Specific Solutions for Education, Retail, Healthcare, Financial Services, Government and more
- Intrusion, Fire, Access Control and Video Surveillance Systems
- Systems Integration
- Automatic Entrance Solutions
- Door Locking Hardware, Closers & Exit Devices
- Master Keyed Systems
- Safe Lock & Vault Solutions
- RTLS Asset Visibility Solutions
- Iris Biometric Identity Authentication Solutions
- UL & Bilingual ULC Monitoring Services
- Real-Time, Online eServices

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