

ISM Leading the Changing Face of Security... Loughborough Estate Concierge, Lambeth, London



Graphical security control room management pioneers ISM have delivered a 'world first' with the implementation of a full IP network with CCTV and audio dispersed concierge system for five blocks of flats; part of the Loughborough Estate in Lambeth London.

Stephen Smith, ISM Sales and Marketing Director says, *"The human resources and the costs to manage all five blocks which are located on both sides of a very busy main road were staggering. For every person working a shift, there had to be another able to take over at a moment's notice and to fill the gaps caused by holidays and absenteeism."*

The tenant management board knew exactly what they wanted - through air links with no hard wire. Finding a partner that could meet their statement of requirements proved to be onerous. Working closely with Pinnacle, the Design Consultants and Alphatrack Installers, ISM designed a state-of-the-art digital audio-based system with Genesys™ as the control room management system and Ultimate 3000™ as the door entry system. *"Only one person now controls the security of the five blocks,"* says Smith. ***"This is because the security of each building can now be controlled from any one of the five concierge stations."***

The environmental benefits of this pioneering system

- Smith continues, *"Through air transmission is an incredibly environmentally friendly technology requiring a small device on a roof to create, in effect, what you have in your own office - a full IP enabled network. By contrast, hardwire technology for this project would have meant digging up the adjacent main road and pavements leading to many unnecessary weeks of traffic congestion, an increase in air pollution and post installation repair works, not to mention inconvenience for pedestrians and residents."*

The cost benefits of this pioneering system

- Human resources have been reduced by over 70%.
- Project implementation costs were much lower than a hardwire installation. Planning permission, building consent, liaison with the local authority and the Department of Transport, manpower to dig up the roads, lay cables and make good afterwards was unnecessary.



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Why ISM was awarded the project

- **Integration.** *“The client wanted an integrated solution that only ISM was capable of delivering,”* says Smith. *“We are spearheading the move from people being responsible for the security of a building to IT-based systems... one of the many reasons why ISM employs IT network engineers and traditional engineers, so our expertise remains in-house. We know from experience, the best results are achieved when the two disciplines are married together.”*
- **Innovation and expertise.** ISM initially built their expertise with Genesys™ in the private sector and in custodial suites. By contrast, Ultimate 3000™ was designed for the concierge market. There has been a crossover in recent years with Ultimate 3000™ becoming the in demand product in the private sector and Genesys™ becoming the in demand system in the local authorities sector. In effect ISM is giving back to local authorities with Genesys™, what local authorities gave to ISM with Ultimate 3000™. *“Innovation comes at a price; continues Smith, “ISM invests 17.5% of revenue in research and development to ensure that our products offer the functionality demanded with the reassurance of reliability.”*
- **Teamwork.** Smith continues, *“ISM is the only door entry company with a full project management department. We use our own staff from the concept, design, planning and implementation stages so we are always accountable, always part of the design / delivery team.”*
- **Immediate and long-term cost savings** *“For organisations on the receiving end of this technology, the benefits are clear - a demonstrable reduction in costs with no compromise in security plus a pioneering system that is delivered in a much shorter time frame than the more conventional hardwire solution offered by our competitors. It is an achievable and proven option nowadays which we embrace whole-heartedly, concludes Smith.”*

The ISM Project Team

Stephen Smith - Sales and Marketing Director responsible for designing the system with the electrical engineering team at Pinnacle.

Ken Walsh - Commercial Manager responsible for overseeing the project.

Tony Bopko - Senior Project Manager responsible for day-to-day project management. Tony worked closely with the installation contractors to provide a successful partnership.

Epilogue

The final word goes to..... Shaun Meakins at Pinnacle

“Teamwork and positive collaboration was behind this project. It was evident at all stages of the project that each team member was willing to go the extra mile, to find solutions....to work together harmoniously. Because of this, the residents of the Loughborough Estate now have an incredible security system that uses the most innovative technology available.”