



Creating Security Solutions.
With Care.

CASE STUDY



Major European Telecom enters the Security Market

with RISCO Group's WisDom Wireless Security Systems

Introduction

During the past decade, many European countries have deregulated their communications sectors. This has brought many new companies into the telecommunications market and fostered previously non-existent competition for customers.

The phenomenon has been particularly challenging to the previously government owned telephony providers who were used to operating alone in the market. Today, with typically three or four major mobile operators and perhaps dozens of providers of landline telephony, the original operators must find ways to keep their customers.

The Challenge

A major European telecom provider appreciated the need to offer new services to keep customers and attract new ones. One advantage they had over competitors was the ownership of landline telephony infrastructure. This, they realized, could be exploited to offer their customers security monitoring services.

Their ownership of customers and infrastructure, and advantage of economy of scale would combine to present them with a unique opportunity to enter the lucrative security market.





The Solution

The Telecom Company in question devised a business plan based on a model that included installation of the security system at minimum cost to the customer plus a monthly monitoring fee. All that was needed now was to find the right partner to provide the best alarm system that was available in the market, and that fit their stringent requirements of flexibility of installation, reliable performance and easy operation by the end user.

RISCO Group's WisDom Wireless Security System met and even exceeded these requirements. WisDom's unparalleled level of simplicity, state-of-the-art wireless technology and complete range of wireless accessories made it a logical choice to partner with this major telecom company.

In addition, as a company that saw itself on the forefront of technology, it was important to find a partner similarly advanced. As they themselves saw their own business progressing towards advanced communications such as IP and GSM, they saw in RISCO Group a partner that is constantly evolving technologically and offering more and more advanced options.

Perhaps the most important aspect that tipped the scales was RISCO Group's willingness to work together with them and to be a real partner. This was manifested by RISCO Group's attentiveness in offering them special product packaging, extensive training and responding to specific requirements in software - benefits they would not have received from other manufacturers.

Highlights

In July 2006, an intensive advertising campaign through television and print media was initiated to promote the WisDom and the company's new security monitoring service. In the first few months following the launch of the service, thousands of systems were installed, far exceeding original estimates. It enabled many customers who may never have previously considered a monitored security system to install an advanced wireless panel with the convenience of billing through their existing telecom provider.

Many Telecom providers and energy utilities worldwide are realizing the benefits of offering security monitoring services as part of their extended package to their customers. WisDom, with its many advanced features, simple wireless installation and robust performance has been installed in thousands of homes around the world. RISCO Group offers the perfect solution for this application.

The Customer's point of view

Through MH Electronics, RISCO Group's regional distributor, the telecom company felt that they found an attentive partner willing to go the extra mile to satisfy them. As Mario Holly, General Manager of MH Electronics says, "The combination of RISCO Group's excellent wireless products and our sense of partnership encouraged the customer to put their faith with us for this ambitious new project"



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