

This **Clear 3-Step Plan**
will Help You
Cut Costs
in Today's Volatile
Business Climate...



Eric Storm, President
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1-800-622-3314

Do you work for any of these companies?

- Telephone companies
- Cable companies
- Internet service providers
- Public utilities
- Transit companies

If you do, you already know that **we have reached a critical point in history**. The economy has already dealt deathblows to major players in these industries, and most who are left are **scrambling** for ways to **reduce costs and remain profitable**.

To combat uncertainty worldwide, **I've created this clear plan** for reducing costs through superior real-time information about your network. Please take the time to **read it now**. If your boss has been **screaming** for ways to increase efficiency and cut costs, now **you'll have something to say**.

After reading my plan, you'll know how to:

- **Assess** your biggest wasted expenses for network management
- **Slash costs** with superior information
- **Identify other cost cutters**, including electronic building access control
- **Justify to management** the valuable tools you need to dramatically reduce costs in your department

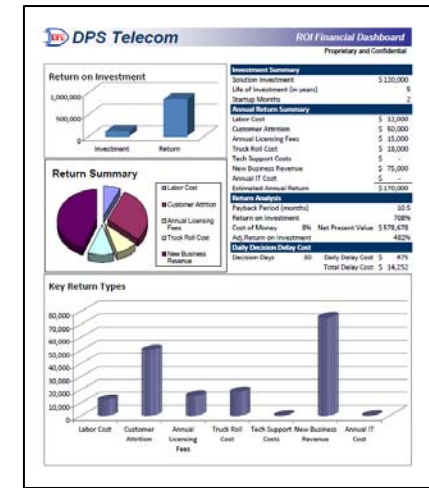
Please don't let your window of opportunity close. **Only** companies who can **control costs** will prosper in the next several years.

Read my plan to learn how you can become and remain one of these **prospering** companies...

Sincerely,



Eric Storm, President of DPS Telecom
1-800-622-3314



In this plan, I'll help you calculate ROI and prove it to management...

STEP 1:

Start noticing the types of costs that you can reduce or eliminate with better network monitoring:

- a. Are you **wasting labor time** because you don't know what's happening at your network sites?
- b. Is your team **buried** under a flood of non-critical **nuisance alarms**?
- c. Is your monitoring system **too confusing** to learn and use?
- d. Are your customers **leaving** because **your service is unreliable**?
- e. Are you paying **outrageous licensing fees** for monitoring gear?
- f. Does your team spend **more time driving to sites than fixing problems**?
- g. Is your alarm vendor's tech support an **expensive waste of time**?
- h. Are you spending more and more time keeping your **decades-old monitoring gear** alive?
- i. Are you **not collecting all the information** that you need at your sites?
- j. Does **nobody really know** how to use your monitoring equipment anymore?
- k. Is your monitoring system just **not practical**?

STEP 2:

Write down your current quantities, times, and costs.

How many truck rolls do you have in a month? How high is your annual licensing fee, exactly?

These kinds of details turn vague costs like "a lot" and "too much" into **hard numbers** that you can use to **justify** new monitoring gear. If you want to convince your management team that your low network visibility is an **expensive** problem, you'd better be ready to back it up with **real numbers**.

The sections below and on the next several pages match the questions I asked you in Step 1.

Use the blank lines to write in details about manhours used, dollar costs paid, and how often each event happens:

- a. **How much labor time are you wasting because you don't know what's happening at your network sites?**

Ex. Several times a month I have to roll a truck at night (overtime) for what "might" be an emergency

b. Is your team buried under a flood of non-critical nuisance alarms?

Ex. We get 8,000 alarms every month and only 5% require a response. Most are just doors open/closed.

c. Is your monitoring system too confusing to learn and use?

Ex. It takes at least 3 weeks to train a new operator

d. Are your customers leaving because your service is unreliable?

Ex. Management says we lost 500 customers last year because of dissatisfaction with our service

e. Are you paying outrageous licensing fees for monitoring gear?

Ex. It costs us \$10,000 a year just to keep using our master.

f. Does your team spend more time driving to sites than fixing problems?

Ex. We have 8 field technicians and they drive about 4 hours every day.

g. Is your alarm vendor's tech support an expensive waste of time?

Ex. I spend hours on hold (1-2 hrs), it costs a fortune (\$150/hr), and I can't even understand them

h. Are you spending more and more time keeping your decades-old monitoring gear alive?

Ex. Bob must spend almost a full day every week fixing our old alarm master. It's a dinosaur.

i. Are you not collecting all the information that you need at your sites?

Ex. I really need to know temperature and humidity after the equipment damage we had last year.

j. Does nobody really know how to use your monitoring equipment anymore?

Ex. Now that Joe retired, we only know the very basics. Nobody can even add new alarm points.

k. **Is your monitoring system just not practical?**

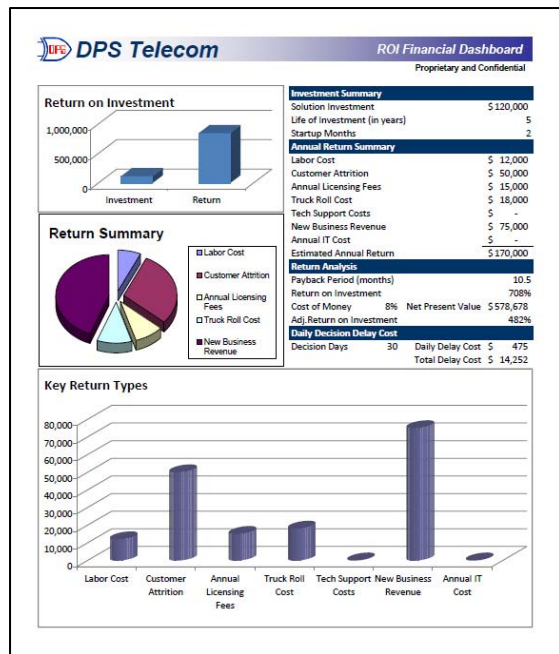
Ex. I can't web browse to my remotes and I can't get pager and email notifications

Now move on to the final step...

STEP 3: Call DPS to calculate your current costs and your potential ROI...

I recognize that, in our current economic climate, you need more than a cool-looking product brochure to justify equipment purchases. **You need guaranteed results.**

That's why I've spent the time to develop a complete ROI calculation system. When you **call DPS at 1-800-622-3314**, we'll use the notes you wrote in Step 2 to build a **top-to-bottom** analysis of your current costs. Then we'll estimate your **cost savings** after deploying superior monitoring gear that delivers complete network status information 24 hours a day, 7 days a week.



Please **don't let another quarter slip by** without taking action to protect your bottom line. Give me just a few minutes and I'll create a detailed ROI report. You'll learn how much your current inefficiencies are **hurting** you and how you can make **big** improvements...

Call DPS today at 1-800-622-3314



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I'll develop a detailed ROI report that summarizes your estimated cost reductions...