

# CONVERGING SECURITY TECHNOLOGIES IN CORPORATE 1000+ ORGANIZATIONS

## ▲ Extent of Independence, Interdependence & Convergence in Purchasing

- PHYSICAL SECURITY SYSTEMS
- INFORMATION SECURITY
- BUILDING AUTOMATION
- ASSET CONTROL

## ▲ Purchase Patterns Determinants & Expenditures\*

- ACCESS CONTROL
- INFORMATION (NETWORK) SECURITY
- ADVANCED IP TECHNOLOGIES
- CCTV & INTELLIGENT VIDEO
- INTRUSION DETECTION
- AUTHENTICATION
- ASSET MANAGEMENT
- LOSS PREVENTION
- BIOMETRICS
- LOSS PREVENTION SYSTEMS
- HOMELAND SECURITY TECHNOLOGIES
- FIRE & SAFETY
- RELATED SYSTEMS & SOFTWARE

## ▲ Identifies role of C-level and other key influencers, including:

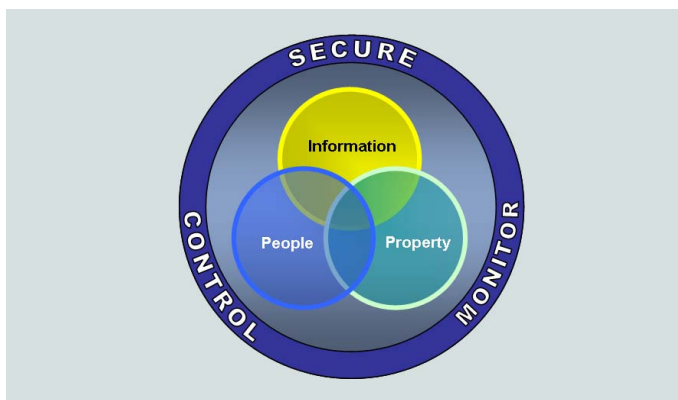
- SECURITY MANAGEMENT
- INFORMATION MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- OPERATIONS MANAGEMENT
- FACILITIES MANAGEMENT
- FINANCIAL MANAGEMENT

\*Sponsor/Client Advisory Board will control final research content specification.

**STAT**  
RESOURCES

## Critical Intelligence for Market Dominance In Physical and Information Security & Related Markets

Security and Information industry analysts have long debated the impact of system independence, interdependence and convergence on the future of the businesses in this morphing market space. Here, at last, is research that provides the definitive intelligence needed to plot resource allocation, marketing initiatives, channel management and acquisitions.



*Converging Security Technologies* is the single most significant examination of the purchase process for physical and information security ever publicly offered in the US. Participation is limited.

### Exclusive Metrics

This is the only study of these markets to employ STAT Resources' unique methods of quantifying the role of influencers and the stature of brands:

*Purchase Influence Shares*<sup>™</sup> quantifies the role of key participants in purchase decisions. Interpretable much like market shares, this measure reflects the relative control exercised by individuals or functions over dollar expenditures in specific purchasing arenas.

The *Dominance Index*<sup>™</sup> measures a brand or product's perceived market position relative to its competition. It is especially valuable in explaining relative market performance, market share and brand equity.

### As one of a Limited Number of Sponsoring Clients...

Your company will have access to invaluable competitive intelligence defining current and committed plans for acquiring systems and services, who the key players are at each step in the purchase process and what the needs and interests are that will drive buying behavior through the remainder of the decade.

# CONVERGING SECURITY TECHNOLOGIES IN CORPORATE 1000+ ORGANIZATIONS

## Report Contents

### Volume 1: The Overview—Convergence vs. Independence

A comprehensive top line view of the purchasing plans, processes and influences across industries and systems. An invaluable competitive resource, this volume summarizes conclusions about cross-market trends, includes overall Purchase Influence Shares for management by function and level, and quantifies the relative dominance of major security and information leaders in today's markets.

### Technology Focus Volumes

Examines technology and feature preferences, purchase plans and brand stature in each arena. In addition, provides detail Purchase Influence Share calculations for key players in major new system acquisitions, as well as Dominance Indexes for multi-client brands vs. key competitors in each market space.

### Volume 2: Access Control & CCTV

### Volume 3: Information (Network) Security

### Volume 4: Biometrics & Identity Authentication

### Volume 5: Other Control Technologies

## Sponsor & Subscriber Benefits:

### PLATINUM SPONSOR. .... \$24,500

- Specially bound report. (Volumes 1- 5)
- Proprietary section of survey questionnaire.
- Up to three positions on Survey Advisory Board.
- Invitations for up to 5 participants in Public Industry Briefing.
- Advance access to results.

Call STAT directly for more details on this exclusive opportunity!

### SUBSCRIBERS

	On/before June 1	After June 1
▪ Overview + 1 Focus Volume .....	<b>\$4,995*</b>	<b>\$7,500</b>
▪ Each additional Focus Volume . . . . .	<b>\$1,495</b>	<b>\$1,950</b>

### Additional benefits of subscribing by June 1:

- One position on Survey Advisory Board.
- Invitations for up to 3 participants in Public Industry Briefing.
- Advance access to results.

\*Fully refundable upon final review of specifications.

**PAYMENT DUE IN FULL PRIOR TO DELIVERY, OR PROJECT LAUNCH IF SPONSORING**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ eMail \_\_\_\_\_

042006C1000

## Why STAT Resources?

- ▲ More than 20 years of knowledge-driven strategic consulting in security, information technology, home and building automation, and safety industries.
- ▲ Specialists in the application of state-of-the-art statistical analytical tools to successful marketing and forecasting.
- ▲ Proven track record developing strategic product positioning, market segmentation, distribution channel and business alliance strategies.
- ▲ Acknowledged for industry expertise as well as research excellence.

### Representative Clients

ADT Security Systems  
Bain & Company  
BellSouth  
BEST Access Systems  
CADDX Controls  
Edwards Systems  
GE Infrastructure  
Harvard University  
IDC  
Intel  
Kingston Technologies  
KPMG Peat-Marwick  
Mitsubishi Electronics  
Newhall Land  
Primavera Systems  
Sensormatic  
Siemens Building Technologies  
SimplexGrinnell  
Texas Instruments  
TRW  
Westinghouse Security Electronics  
WoZ



STAT Resources, Inc.  
1244 Boylston Street  
Chestnut Hill, MA 02467  
617-734-2000 ▲ 617-734-4095 (Fax)  
[www.stat-resources.com](http://www.stat-resources.com)