Connect+ and Alula Provide Competitive Edge

A Q&A WITH DAN WAGNER, GENERAL MANAGER, ATLANTIC SECURITY

Atlantic Security, Inc. specializes in electronic protection for homes, farms and businesses. Established in 1977, and still owned by the founder, Atlantic Security is based in Chestertown, Maryland, and serves the surrounding areas. Alula had the chance to chat with Dan Wagner about why Atlantic Security made the switch to the Connect+ system and how beneficial it has been for the company and their customers.

WHAT LED YOU TO CONSIDER USING CONNECT+ FOR YOUR BUSINESS?

Initially, we used a well-known pro series from a competitor. It worked as needed for many years, but then more and more problems started to occur. Our customers were not getting the type of solution that we strive to provide; we knew we needed to find something else. We looked into a variety of systems and followed up on recommendations to take a look at Alula. They have delivered on every promise made and continuously provide us with solutions that work. We haven't looked back since.

HOW EASY WAS IT TO MAKE THE SWITCH TO CONNECT+?

Honestly, the most painful part was not making the switch to Alula and Connect+ earlier. The system and service Alula provides could have saved our team

and our customers a lot of headaches from the start. The installation process is straightforward and very easy for our technicians to learn. Alula provides all the elements needed for a successful installation and, on top of that, provides training tools that make everything trouble-free. Not only was it a breeze to train our technicians on the installation processes, but it was also easy for them to understand the capabilities and functions of Connect+ on the Alula app. The switch was stress-free because Connect+ provides the functions and capabilities consumers want.

CAN YOU GIVE US AN EXAMPLE OF THE FUNCTIONALITY AND CAPABILITIES?

If a customer wants the exterior lights to go on at 7:30 p.m. every night and turn off at 5:30 a.m. every morning at their business, they can create an 'automated scene' in the app within seconds

To learn more about the ease & versatility of the Connect+ Security System visit

alula.com/connect

which will allow that to happen. If they want to add thermostat changes, HVAC schedules, interior lights and locked doors, for example, to that automated scene, it is easily accomplished. Some of our customers have 10-15 scenes running at a time. With our previous solution provider, the system was so difficult to navigate that our technicians had to program every scene, frustrating technicians and customers, and resulting in a loss of time and money. In addition, the old pro series did not offer all the smart security features that are offered by Alula. Connect+ and the Alula platform is so intuitive that anyone can use it, and it allows our customers to feel like they are at their business even when they are miles away.

ATLANTIC SECURITY IS USING CONNECT+ FOR A UNIQUE APPLICATION. CAN YOU TELL US MORE ABOUT IT?

We work with small cannabis farms to help protect the perimeter with the help of Connect+. There is an alarm system they can arm/disarm depending on the business hours. If an alarm is triggered, a notification is sent through the app to selected system users. The system automatically activates the perimeter lights and cameras record all of the activity taking place. The benefit of Connect+ is the instantaneous nature of the alarm being triggered, the lights being activated and the notification being sent to system users. With other systems, it could take six seconds to two minutes for the notification to be sent and the lights to turn on. But with Connect+ there is rarely even a two-second delay.

HOW HAS CONNECT+ HELPED ATLANTIC SECURITY?

Connect+ has literally changed our game as we go out to the market. And, I don't say this lightly, it is the single most innovative product I have ever seen in the 30+ years that I have been in the security industry. The product truly disrupted the industry and easily sells itself. Alula understands what the market needs and delivers solutions that meet and exceed those needs. In a very stale market, Alula has given us the competitive edge and we will continue being big fans of Alula and Connect+.

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