



Why a differentiated smart security system matters

ALULA'S INTERFACE CREATES A COMPETITIVE ADVANTAGE

The Monitoring Center (TMC), based in Toronto, Ontario, servicing Ontario, British Columbia, California and Florida provides full-service alarm monitoring to secure homes and businesses. Alarm monitoring is an essential component of an effective and robust alarm system. Nationwide studies show that having an alarm system that is monitored by a professional security company, with experience and industry knowledge, increases safety and deters theft. Equally important is having a system that is reliable and provides accurate and instant alarm notifications.

"We pride ourselves in providing a low-cost and reliable professionally installed system for our customers," said Jason DiGioacchino, President, The Monitoring Center.

"In order to be competitive in the industry, we needed a solution that differentiated us from other big names and provided a scalable end-to-end solution at an affordable rate with a product that won't fail when our customers need it most."

Alula's Connect+ is a wireless smart security system that features one panel for security, video and smart device control. Available in pre-programmed kits, so alarm dealers and integrators can choose the best solution for their installation, Connect+ is designed for a wide range of residential and small business applications.

"We choose Alula because we are confident in their products and solutions. They provide us with the competitive edge we need," said DiGioacchino.

DiGioacchino notes that customers prefer a solution that is easy to learn, operate and manage. "As a company that installs, services and monitors the product, the ease of installation for the Connect+ is fantastic," said DiGioacchino.

Alula's platform is so simple to learn that dealers are not spending valuable time and money training their technicians. If a dealer is interested in making the switch to Alula, the service team is there every step of the way to help mitigate challenges

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

alula.com/connect

that typically arise when switching systems and providers.

Another benefit of a simple user interface is the ease of training customers on the full feature set. DiGioacchino continues,

“Sometimes the elements of a security system are too complex for the customer to use and a technician needs to be brought in to make changes. With Connect+, our customers are able to understand and use every feature on the first day.”

The Connect+ intuitive touchscreen provides users with the modern, sleek look they have come to expect with a smart security system. With a best in industry 4.8-star rating, the Alula App conveniently provides system users with comprehensive smart security control from virtually anywhere.

“Our customers appreciate the system’s simple and consistent operational experience from both the touchscreen and the mobile app,” said DiGioacchino.

Although there are plenty of solutions in the Canadian marketplace, The Monitoring Center chooses Alula for its ability to differentiate them from competitors.

“Compared to other products, Connect+ is the best solution out there and it sets us apart with a solution that looks different than everything else in our market,” finished DiGioacchino.

★★★★★
4.8-star rating
Best in industry

