

## Important message from President of Rapid Response

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From: SecurityInfoWatch.com [SIW@marketing.cygnusb2bmail.com](mailto:SIW@marketing.cygnusb2bmail.com)  
Tue, Jun 19, 2012 at 7:58 AM



Recently, Mason Monitoring, a company located in Kings Park, New York, distributed an offer of free monitoring for two years to any Rapid Response dealer who switches over to Mason Monitoring. Their message is that monitoring services are essentially the same... except for the cost, and that your criteria for choosing a wholesale monitoring service should simply be "...about the money in our pockets, how to keep it there, and how to generate more of it".

Thirty years ago, those were indeed the sole criteria for the greater part of our industry, and the industry was stagnant. Over the intervening years, we have learned that the criteria for growth and success are to make our money work, to give it greater value and to reinvest the rewards.

Meeting those criteria has driven Rapid Response to invest in the most advanced and fully supported technologies --both hardware and software, to build the most highly qualified and extensively trained workforce in the industry and to develop innovative technologies, like our Incredible Connectivity™ Services, providing our dealers with far greater efficiencies and cost-saving methods.

We've built our success on the success of our dealers. We've made our money work, we've given tremendous value to our dealers' investment in our services and products, and we continue --aggressively-- to reinvest in the success of our network of dealers, large and small.

This is not the industry of thirty years ago. We look to the *future* of

monitoring. And *that* is the difference.

I encourage you to review the information below. If you're currently a part of our network of dealers, I know you'll recognize every good reason you chose Rapid Response as your monitoring service. If you're not, we look forward to providing you high-performing services and products you will find nowhere else... at any price.



**Jeffrey Atkins**  
President

[800.558.7767](tel:800.558.7767)  
[www.rrms.com](http://www.rrms.com)

# The Choice is Clear!

## PROS

## CONS



✓ Our State-of-the-Art Facility	✓ Their facility... Really???
✓ 2 Year Degree Required	✓ No Educational Requirements
✓ UL Certified	✓ Not UL Certified
✓ FM Approved	✓ Not FM Approved
✓ FDNY Approved	✓ Not FDNY Approved
✓ Totally Secured Underground Wiring	✓ Unsecured Aerial Wiring
✓ Two 600 KW Caterpillar Generators	✓ One 100 KW Katolight Generator
✓ Two Liebert 150kVA UPS	✓ 10 Hour Battery Backup
✓ Secure Access: Apps, Rapidweb3k, RapidLink3k, Customer Portal and App	✓ Access: Unsecured Web Portal



RRMS  
rapid  
response

Mason Monitoring



Improper use  
of name & logo

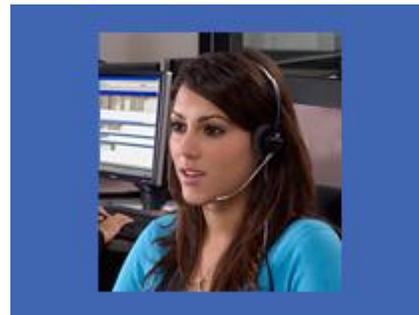
**The Future of Monitoring™**                      **The Future of Uncertainty**

**You get what you pay for!**

800.558.7767  
www.RRMS.com AL: 440 AR: E 2004 0004 CA: AGO 5498 FL: EF20000978 IL: 127-001246 IN: 648 OR: 0183 RI: 5675 TN: 834 TX: 809090 TX Finc: AMT-1741295 VA: 11-2800

**Comprehensive Dealer Support:**

- New-accounts Transfer Team
- Account Executive assigned to your account
- Senior Account Executive for personal attention at your location
- Signal Management & Reporting Team to analyze and report account issues and trends



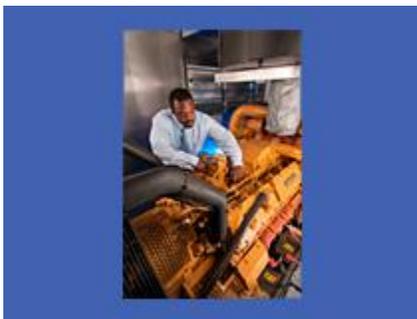


### Operations Personnel:

All Rapid Response operators must have a minimum of an Associate's degree, two years toward a BA/BS or equivalent military experience. Training consists of six weeks of classroom training, hands-on training under certified Shift Trainers and floor-training under the tutelage of Supervisors and Managers with ongoing training and testing under a formal Quality Assurance program. All operators are SIA-certified; LifeSafety Monitoring operators are also EMT-certified. Spanish-speaking operators are on duty at all times.

### Incredible Connectivity™ Services, including:

- RapidLink3k™, a powerful Account Management Database installed on your machine or network
- RapidWeb3k™ an online Account Management Service, available for web-ready devices including Apps for iPhone®, iPad® and Android® Phones.
- Tech Center for technicians without Smartphones to facilitate account testing.
- Virtual Private Networks (VPN) providing real-time access to a dealer's accounts
- And a new Consumer Account Management website and App to provide them greater convenience and you greater marketing support



### Redundancy: Power

Dual digitally controlled Caterpillar diesel generators, supported by independent 1200 gallon fuel tanks, supply a total of 1.2 megawatts of secure standby power.

### And More Redundancy: Power

Two Liebert 150kVA Uninterrupted Power Supply units, wired into a dual-buss configuration, guarantee continuous and uninterruptible power. Each is independently capable of supporting the critical load of the facility.





### And More Redundancy: Network Security/Crypto Server

- Palo Alto Networks Next Generation Firewall, Model PA-5060, installed in High-Availability (HA) Pair
- Redundant Blue Ridge Crypto-servers

### And More Redundancy: Telecommunications

- The facility's Avaya Definity G3R Version 11 Telecommunications Server with critical reliability option has dual processors and redundant fiber optic links between carriers
- The system's primary power source is DC, providing clean, reliable power
- Use of multiple national and local service providers creates unsurpassed redundancy
- Rapid's Multi T-3 circuits and SONET Ring architecture offer advanced mission-critical reliability with layered backup



### And More Redundancy: Network

- Multi-layered alarm processing redundancy is built on a full gigabit fiber optic backbone
- Workstations communicate via Cisco 2950 series hubs with redundant fiber optic links connected through two Cisco Catalyst 6509 core switches with duplicated processor and power options package
- Ten IBM AIX servers with dual gigabit network cards and dual power supplies maintain real-time RAID 10 lockstep mirroring

### LifeSafety Monitoring:

A division dedicated exclusively to PERS and Medical Monitoring. All LifeSafety Monitoring operators are EMT-certified. Voice-capable pendants and conference connections for responders and key personnel.





AL: 440, AR: E 2004 0004, CA: ACO 5498, FL: EF20000978, IL: 127-001246, OK: 648, OR: 0183  
RI: 5875, TN: 834, TX: B09590, TX Fire: ACR-2020, VA: 11-2850

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If you have trouble with any of these methods, you can reach us toll-free at [800-547-7377](tel:8005477377).

SecurityInfoWatch.com  
Cygnus Business Media  
12735 Morris Road, Bldg. 200, Suite 180  
Alpharetta, GA 30004