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MONITORING

WoonVeilig, Intamac team for home monitoring

By Steven Sachoff, editor

VIANEN, The Netherlands—Looking to fill a gap in the Dutch security market, residential security specialist WoonVeilig, based here, has teamed with the UK's Intamac Systems, a provider of Web-based security monitoring services, to launch what it says is the country's first fully IP-based, do-it-yourself (DIY) home monitoring and alarm service.

"We looked at the market and saw there was room for a product that was DIY which could alert people to a burglary or fire at their home," Robin Rietvold, CEO of WoonVeilig, told Security Systems News Europe. "This kind of system simply didn't exist in Holland until now."

WoonVeilig's investment partner in the project is NVD, a major player in the certified security services field in Holland, which was looking for a company to grow in the consumer market.

Rietvold leaned on his experience from the telecoms industry when considering the design of such a product for the Dutch market. "We knew that in four to five years,

there won't be any landline infrastructure left in Holland; infrastructure will be based on IP and landlines will be gone," said Rietvold. With that perspective, WoonVeilig knew it needed a monitoring partner that embraced an IP approach. "The supplier had to be able to deliver devices that were capable of communication via IP, and which the customer could install himself,"



explained Rietvold. After looking at eight or nine prospective suppliers, including big names like GE, Honeywell and Siemens, WoonVeilig settled on Intamac.

In going with Intamac, WoonVeilig opted for a partner that has developed a series of home monitoring and messaging solutions built around its web-based platform for a number of partners, including British Tele-

com, Bell Canada and the IAG insurance group in Australia. "The premise for our service partners has always been that we can sell a product that generates product sales revenues for us while giving the customer a great service that they're willing to pay a small monthly service charge for," explained Intamac's business development manager, David Rimmer.

In addition to a purchase price that is roughly half that of a professionally installed monitoring system, monthly fees with the Intamac system are roughly EUR 10 per month compared to EUR 50. Besides the cost advantage, because the system is DIY and based on broadband, Rimmer said it also offers a greater level of service than a traditional service provider. With the WoonVeilig product, for example, Rimmer explained that every customer can register through the company's Web site for an online service account. Via that service account, clients can then enter contact details of a personal network of colleagues, friends and relatives, including their fixed

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