



New Partnerships for 2010

Happy New Year! Cheers to an exciting start to 2010.

Over the next few weeks you will be receiving information about some exciting new partnerships Armstrong's has entered in 2010. Our focus will always be to provide the best monitoring service to our dealers. However, we are also looking at layering our services by joining in strong partnerships that will assist in key areas in your business.

We have partnered with Angelo Bucciarelli who many of you may know as he spent much of his career working with dealers across Canada. He is now partnered with Armstrong's to build a **National Health Benefit** program. This program is structured to provide affordable benefits for you and your staff.

Have a package already? No problem. Let Angelo prepare a quote against your existing package or perhaps this is the year you offer a plan to your employees. Packages can be customized to best suit your needs and will bring considerable cost savings. Look for our upcoming flyer which will provide more detailed information.

We also entered into a partnership with three manufactures. First being **Solara Data Service** a two way communication satellite radio manufacture. The other is Harbour Technologies which distributes "**Xavier**". Xavier is a cellular based GPS personnel safety device which can be worn as a watch or pendant. Both of these products are unique and available through our dealer network. More detailed information is provided in this newsletter.

Many of you may already know our next partner **Digimerge**. They have put together 3 exclusive packages for Armstrong's dealers, which offer incredible savings. These kits will be available only through Tri-ED and ADI in the **very near future**.

We are very excited about our new exclusive partnership, **look for more details** which will be distributed over the next few weeks.

Newsletter Spotlight

New Product Show Case

President Message

Dan's Corner

Colin's Tip

Did You Know?

2010 Industry Events:

Tri-ED Technology Tour
Visit web site for 2010 dates
[Tri-ED Canada](#)

ADI Customer Appreciation
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Visit web site for 2010 dates
[ADI Canada](#)

[CANASA Shows](#)
Montreal—April 20-21
Calgary May 12
Vancouver June 16
Atlantic—Sept 16

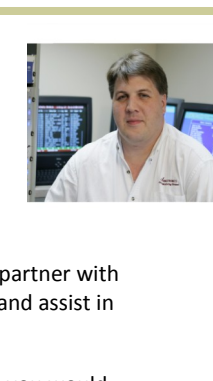
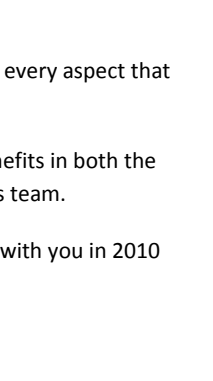
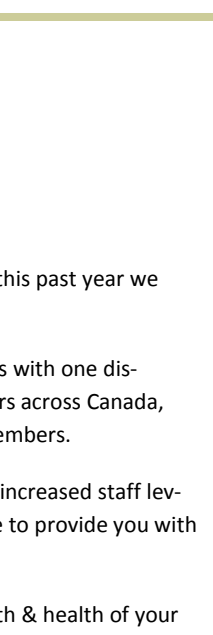
New Product Show Case

For those that attended the CANASA Central Canada show in Toronto last October you were introduced to two new products that are **exclusive** to Armstrong's dealers. As you know we are always looking for new ways to create new opportunities for our dealers, which gives you a leading edge against your competitors. The two company's we have partnered with are Solara Remote Data Delivery ([www.solaradata.com](#)) and Harbour Technologies Corp. ([www.harbourtechnologies.com](#)).

Both systems are unique and are complementary to each other. Solara is a satellite two-way communication device that comes with complete tracking and an emergency button for 24 hours assistance. Both the hardware, airtime and monitoring are extremely cost competitive and cost effective to the end user.

Harbour Technologies has a cellular based GPS personnel safety device that can be worn as a watch or pendant. It has full 2 way communication, 24 hour monitoring, GPS tracking and Geo Fencing. This device has many applications which include independent seniors, work alone applications, and domestic violence.

Complete details about the functionality of the products are available on our web site ([www.armcom.ca](#)) under "new monitoring products". A flyer with complete details on cost, and ordering will be out in a few weeks.



President's Message

by: **Gary Armstrong**

What Our Growth Means to You!

The past 20 years have been incredibly dynamic and exciting for our company, and this past year we have continued to see growth, even in a downward economy.

As we celebrate over 20 years in the industry we still think of our humble beginnings with one dispatcher per shift and less than 100 accounts. Today we service more than 250 dealers across Canada, have two central stations, a complete disaster recovery center and over 50 staff members.

Over the past years we have worked hard to be responsive to your needs. We have increased staff levels, upgraded equipment, and data communications, more importantly we continue to provide you with the best possible service.

This year we have started to partner with key companies to help you with the growth & health of your business.

The bottom line is that as our dealers you will receive the highest quality services in every aspect that will allow you to think less about the station and concrete more on your business.

We are confident that as we move forward together, you'll continue to see vast benefits in both the high quality and the breath of service that comes with being part of the Armstrong's team.

Once again, thank you for your continued support, and we look forward to working with you in 2010 and years to come.

Armstrong's Creating Strong National Partnerships!

Dan's Corner General Manager



So where is 2010 taking us? Well as you read from our cover story we are trying to partner with different supplier, manufactures and services to help in any way we can to support and assist in helping your business succeed.

When we decided to look at a network of support we knew that these partnerships you would find beneficial. We will continue to try different avenues and talking with different suppliers about their offerings to help support your business.

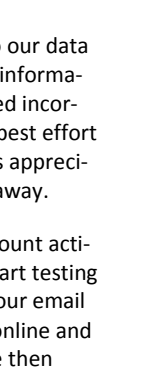
When I review the partners we have just started to work with I have to admit I am excited. There are some unique offerings that are just not available for anyone outside the Armstrong's dealer network. We will be the first in Canada to market the Xavier Product and I can only see this grow as awareness grows in this market.

So watch your email as there will be notifications coming to you for each of these products and services. In the meantime you can always call myself or Kim as you know we are always happy to talk with you.

January Tip—Client Verification Forms

By: **Colin Armstrong**

Operations Manager



Client Verification Forms are a great communication tool, but there are two specific purposes that I would like to take a moment to discuss with you.

The most obvious purpose is to ensure we have entered the information correctly into our data base. This is important as it reflects the order to call the keyholder's and their contact information. As you know people do not appreciate their name being misspelled or pronounced incorrectly. Sometimes we have a hard time reading certain handwriting and we make our best effort in deciphering the information, however, now and again we do make mistakes. So it is appreciated you let us know when this occurs as we will make the necessary correction right away.

The second purpose is one that I feel is most important; and that is the last step in account activation. In setting up a new account, we ask for the minimal information so you can start testing the panel. Once the install is complete we are looking for the account information on our email or fax machine. Once the balance of the information is received we put the account online and enter the remaining information. Once completed and the data is double checked, we then send you a client verification form indicating that the account is active.

The client verification form will be sent within a maximum of 24hrs. This is where the importance of this process comes in. If you have not received your verification form within this time period of you sending us the information then please give us a call. There may be a number of reason as to why the data was not received, but we need to address this as soon as possible, as the information is vital to monitoring.

If you have any question on this process please do not hesitate to contact us at any time.



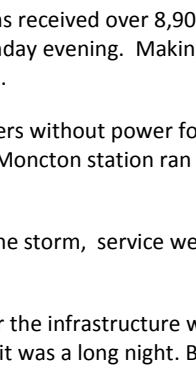
Andrea Tremblay, celebrates 6 years

Celebrating Milestones

Dartmouth Supervisor's



Brittany Sauvageau, celebrates 5 years



Congratulations!



Referrals

Just like you we also appreciate referrals. If there is a company you know that is looking for a change or would like to improve their monitoring service, let us know!

For each referral there will be a little something from us!

Did you know?

New Years 2010 weekend started with a **Bang** in Atlantic Canada!

During the east coast storm our stations received over 8,900 alarms within the 24 hour period. Starting Saturday night which went into Sunday evening. Making this amount of activity over three (3) times the usual amount for that period.

There were over 4,000 of your customers without power for over 12 hours and some waited as long as 3 days before power returned. Our Moncton station ran on back-up generator power for 16 hours without a hitch.

For those of your customers not effected by the storm, service went uninterrupted and they received the quality of monitoring they expect.

For those that worked time flew by, for the infrastructure within the stations all was without fail, and for your customers that were affected it was a long night. But they remained secure and protected.

Again, the service we all provide to your customers is second to none! Thanks to all that worked so hard during this time.

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at [click here](#) or call 866-201-0551

