

# ASK SECURITY CC

## NEWSLETTER December 2013



## News Update

by Michael Kiessling (Director)



The person who said 2013 will be just another year, had their facts wrong. This past year has been a year for much success and for much worry. It has been one of those years where there was never a dull moment, a year where even the criminals started educating themselves. It might be wrong to say it in this context, but people out there are getting smarter. Therefore, we need to get smarter, too. As you read through this newsletter, you will see that we are serious about what we do, and that is provide professional security solutions to the homeowner and business owner of today.

We encourage you to take note of certain basic safety measures. We inform you with honest and true facts regarding the break-in situations in our area; we provide you with technical jargon and a reminder of your safety, as well as all other internal and fundamental aspects that concern a good relationship between yourself, the customer, and us, the security service provider.



### Administration

#### Accounts:

Dear clients, when paying your monthly armed response and monitoring service fee, or an outstanding technical invoice via EFT, please use your account number as reference so that we can update your account correctly. We request that all payments with a monetary value of more than R500.00 be paid either via cheque, EFT or cash



### Tegniese Departement

Die afgelope jaar het 'n kommerwekkende tendens na vore gekom in ons area. Behalwe dat inbrake baie vermeerder het, het dit ook aan die lig gekom dat inbrekers meer en meer daarin slaag om alarm stelsels te omseil in hul pogings om te roof. Dit is 'n algemene verskynsel nie net hier in ons area nie, maar volgens ons



### Technical Department (continued)

This however must be specified carefully as all beams are not created equal. There are a lot of different products on the market and each premises must be inspected carefully to determine what type of detector to deploy in a specific area. Various factors must be considered in the placement of these detectors, such as: trees and shrubs in the garden, the movement of pets and wild animals, the opening of doors and

only at the Kleinmond head office.

When paying an outstanding account please ask for a receipt as proof that you have settled the outstanding amount on your account. All cheques must be made out to ASK Security cc and must be crossed out.

#### Client Updates:

We hereby request that clients contact the head office in Kleinmond to check that all the information that we have on record is accurate - this is imperative in emergency situations. Clients who receive monthly statements are asked to make sure that the correct information reflects on your invoice.

#### Technical requests and upgrade installations:

Debit order clients please be advised that we do not deduct any money from your account other than the monthly debit order fee.

All quotations that are accepted that have a monetary value of more than R10 000.00 a 50% deposit is requested before the job is done.

*"No one who achieves success does so without acknowledging the help of others. The wise and confident acknowledge this help with gratitude"* Author Unknown



verskaffers 'n al hoe groter probleem landswyd.

Die probleem is dat misdadigers die tegnologie waarop die algemene alarm sensors werk begin verstaan en dan maniere vind om persele te betree sonder om die alarm te aktiveer.

Gelukkig staan die tegnologie nie stil nie en verskeie produkte het beskikbaar geword waarmee u perseel beter beveilig kan word. Dit is 'n goeie idee om in hoë risiko areas meer as een sensor of dan 'n kombinasie van verskillende tipes sensors te gebruik.



Voorbeelde van verbeterde tegnologie is mikrogolf sensors wat nie van liggaamshitte afhanklik is vir aktivering nie, maar die volume van die bepaalde area monitor en enige verandering sal waarneem. Verder is daar radar sensors wat, soos die naam sê, radar tegnologie gebruik, dieselfde as byvoorbeeld skeeps radar net in 'n beperkte vorm.

Kombinasies van die sensors kan gebruik word om effektiewe dekking vir bepaalde areas te bewerkstellig.

Another very effective solution is the use of external beams to detect intruders before they do damage to doors and windows...

windows and even sunlight whether direct or reflected must be considered on placing detectors.

Each of these factors as well as the size of the detection area will determine the type of detector to be used. For example, during daytime an infra-red detector that receives direct sunlight on its lens will not be able to detect the body heat of a person close to it but at night it will. Of course, in certain areas our local wild life pose a big problem, where baboons will trigger the beams but even here unnecessary alarms can be minimized by careful placement and the right choice of detector.

**For the former Blue Energy clients:** Yet another reminder to consider the upgrading of your system. The systems installed by the former Blue Energy uses a radio frequency that is not reliable over a long distance and also very prone to interference from a variety of sources.

Our upgraded control room in Betty's Bay still runs the old Blue Energy receiving equipment alongside the systems used by the rest of ASK. The radio system used by ASK for the past twelve years is a very reliable, licensed long-range radio frequency backed up by a national network. Unfortunately, the MAMI systems installed by Blue Energy are not compatible with this radio network and therefore needs to be upgraded.

A lot of clients have accused us in the past of trying to make money out of them by the constant focus on upgrading but they have found that by going to another service provider they have to upgrade either way.

Another factor to consider, is the age of the systems. Any electronic device is designed for a certain lifetime and the environment and operating conditions also affect the lifetime of the devices. The older the system, the more the need for considering an upgrade.



Ons by ASK Sekuriteit wil net aan al ons ou en nuwe kliënte dankie sê vir die ondersteuning deur die jaar van 2013. Hiermee wil ons maar net vir u as kliënt bewus maak van inbrake en die verskillende maniere waarop daar ingebreek word in die Hangklip-Kleinmond area wat ons as maatskapy deur 2013 ervaar het.

Pringle Baai	Kleinmond	Bettiesbaai	Rooi-Els
<p>Die afgelope twee maande is Pringle Baai die area met die meeste inbrake in die Hangklip- Kleinmond area. Ons ervaar ongeveer <b>3-4</b> inbrake per week by vakansie huise. Daar is ook gevalle waar daar ingebreek word terwyl daar mense in die huis is en niks agterkom tot die volgende oggend wanneer hulle wakker word en oplet dat daar goed weg is nie.</p> <p>Die meeste inbrake gebeur tussen <b>21:00</b> en <b>04:00</b>. Die items wat nog steeds geteiken word is <b>Plasma televisies</b>. Ons is tans besig om saam die SAPD te werk om die verdagtes te probeer vastrek in die area. Die manier waarop ingebreek word is hoofsaaklik skuifdeur vensters wat uitgeslaan word en vensters wat uitgehaal word.</p>	<p>Deur die afgelope paar maande het ons redelik inbrake ervaar in Kleinmond, meestal by <b>vakansie huise</b>.</p> <p>Kleinmond het baie diefstalle wat algemeen insluit dat items uit erwe en huise gesteel word. Wat ons ervaar het by huis inbrake, is dat vensters en deure oop forseer word en asook dat vensters stukkend geslaan word. Ons het ook ervaar dat daar by baie huise by die wendy huise of stoor kamers ingebreek word en baie het nie alarm ogies in nie.</p>	<p>Die inbrake in Bettiesbaai het baie <b>afgeneem</b> die laaste 3 maande. Ons ervaar nou meer diefstalle by huise wat naweke aan vakansie mense uit gehuur word, waar mense vensters en deure oop los, en die verdagtes bloot instap of inklim en waardevolle items soos handsakke, selfone, laptops, iPads, ensovoorts steel. Maar die inbrake self is op die stadium nog redelik stil.</p>	<p>Dit is baie stil in die area die afgelope tyd, daar is nou en dan 'n geval in Rooi-Els, maar dit is meer Pringle Baai wat op die stadium die mikpunt is vir inbrake.</p>

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## Annual Premium Increase 2014

For the last year, ASK Security has fought the inevitable price increase. However, due to the rapid increasing cost of fuel, taxes, labour, operating costs and other expenses that directly affect our cost of doing business, ASK Security will be raising its monthly rates as of January 1, 2014. After carefully evaluating our cost of doing business, we have decided to raise the fees of some of our services to our customers. We have struggled with this but feel it to be necessary to keep up with the ever changing cost of doing business.



## Pricing Structure

Please look our new pricing structure over carefully, the effective increase rate is 7.8% for 2014. We know this comes at an unpredictable time in the economy and we apologize for the inconvenience this may cause.

We thank you for your understanding and look forward to serving you for many years to come.

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## SECURITY TIPS FOR HOMEOWNERS

- Cut down bushes in and around your driveway - these act as good hiding places for would-be criminals.
- Thick bushes around your house are not only a security risk, but also a fire risk.
- We advise clients to have automatic gates installed so that you do not have to leave the safety of your vehicle in order to access your premises.
- It is advised that your animals are not let loose when you come into the driveway; often they will run out into the road. Not only is this dangerous for them, but in the commotion this is an opportunity for would-be criminals to slip onto your premises unnoticed. Rather keep your animals in a safe enclosed area.
- Do not leave valuables such as GPS units, laptops, cell phones, iPods and cameras in your vehicles while standing in the driveway or out in the road.
- Fitting the famous so-called "baboon clips" onto your windows might deter the average baboon, but not a determined criminal.
- Create a 'safe area' in your home. Fit a wrought iron gate or an expanding grille gate to separate the bedroom wing into which the family can retreat at night or in an emergency situation.
- Bolt your doors. Fit a lock or barrel bolt to your bedroom door to ensure you are not surprised when you are sleeping.
- Keep all weapons and valuables in a safe. Duplicate house keys could be kept in this safe as well. Wall safes are usually not fireproof and not suitable for face-value documents and money.
- If possible, move your flat screen TV to a more secure location when leaving your holiday home unattended.
- When using your holiday home, do not leave laptops and cell phones near windows as this is a potential risk for a smash-and-grab scenario.
- Install adequate lighting.
- Lock your garage and tool shed and don't leave ladders lying around outside. This will prevent would-be intruders gaining access to any items that can be used as weapons or tools to gain entry into homes.
- Programme your telephone with ASK Security's Emergency cell phone number for your respective town before going to bed. Dial the emergency number and hang-up before the call is answered. This will give you a time advantage, as all you then need to do is press the redial button if an emergency situation occurs.
- False alarms are the bane of our industry. In most cases, the cause of the false alarm will be misunderstood or blamed on faulty equipment. Faulty equipment in fact plays only a minor part in the false alarm syndrome. The most probable cause of a false alarm will be due to one or more of the following factors: environmental, corrosion, damage to wiring, power problems, and/or failure of owners/operators to understand the system.
- Keep your Remote Panic button next to your bed at night and lock your bedroom door. This gives you a time advantage.
- More and more homeowners are installing CCTV camera systems and they can be used in conjunction with your alarm system for overall safety.
- The installation of outdoor beams to protect your doors and windows gives a person a time advantage, especially if you are residing in your home, in that the system will alert you before the thief enters the house.
- Make sure that your security company has access to the inside of your property so that security staff can do their job thoroughly and inspect your windows and doors up close for any force marks.
- Electric fences might keep the average Joe out, but they do not stop a determined criminal.



- Report any suspicious activity in your immediate area to your local security company. Remember to always try and get a vehicle's registration, make, model and color of the car. If it's possible to get a description of suspicious people walking around or even inside a vehicle, it could be a huge help. **REMEMBER: IT'S ALL IN THE DETAILS!**
- Do not assume that it happens to someone else. Always be prepared!



**Silly season** is here, and it is the time where we come together with our family, friends, and loved ones. It is the time when we relax and enjoy every moment through laughter and celebrations. Let us not ruin these special moments because of carelessness. Let us be aware of our surroundings, our personal safety and that of our family, friends, and loved ones.



From all of us here at ASK Security, we wish you and your family, friends, and loved ones a very joyous, and (with our help) safe festive season and a prosperous **2014**.

Warm Regards

Michael Kiessling | Director | ASK Security cc

### Contact ASK Security

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