



Innovations in Security Technology go beyond systems of the past and offer significant opportunities to save money.

We are always excited to find technology solutions that offer improved quality and functionality, but the most enthusiasm comes when a solution offers a cost savings which pays for itself and creates continued savings over the long term. We are proud to promote and launch our new sister company ASK Internet Technologies cc. With ASK IT alongside ASK Security, we can provide you the client with new innovation, and new technology that will enhance your safety overall.



## Introduction to

ASK Internet Technologies (ASK IT)

ASK Security has acquired the company known as Datastoor Wireless as of 1 December 2015. To ensure the familiarity of the ASK brand, Datastoor Wireless is being rebranded as ASK Internet Technologies and is being established as a sister company of ASK Security.

The acquisition of an internet service provider (ISP) is a strategic move that ensures ASK Security is ready for the next generation of Internet based alarm panels.

Increasingly the market is adding new alarm panels that allow connection to the internet.

When you as client decide to upgrade to this technology you will be able to access your alarm system from your smart phone or tablet to activate/de-activate you alarm remotely.

Being permanently connected to the internet at your residence or business will also allow you to install internet connected cameras that you would be able to view remotely.

Future features will also allow some home automation features like switching on lights or radios for the appearance that the premises is occupied which in turn may deter break-in attempts.

As a combined entity we will also be able to provide CCTV monitoring to our clients as an additional service.

ASK IT will offer the following services with immediate effect:

- Wireless Internet (also referred to as Wi-Fi) for home and business
- Voice over Internet Protocol (VOIP) which allows low cost telephone calls over internet
- Domain Hosting ([www.yourdomain.co.za](http://www.yourdomain.co.za)) and email servers ([yourname@yourdomain.co.za](mailto:yourname@yourdomain.co.za))
- Website design and graphic design
- Sales and installation of CCTV – analogue or IP based cameras with local or remote viewing

When a client chooses his/her service provider many factors are taken into consideration that includes reputation, value for money and consistency. We at ASK believe that we have built a good trust relationship with our clients over time and we strive to provide the best possible service to all clients.

The same is said for ASK IT. Being a multi-facet company we can also offer some discount on the additional services that a client subscribes to where the value for money factor comes in. Signing up for a debit order will also reduce your monthly internet bill on qualifying products.

We are in the process of evaluating the existing network to see where we can improve it.

Some factors we are looking at include:

- Installing battery backup solutions at all repeater sites
- Improving overall network capacity and speed
- Sourcing multiple upstream service providers that will ensure a fast and consistent network

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## Meet the management team of ASK Internet Technologies



Michael Kiessling  
Financial Director

Qualified in Marketing and Security Risk Management, with 15 years of experience in direct marketing and security solutions. Michael is well equipped to provide you with the best security solution for your home and business, and the added personal touch.



Nico van der Westhuizen  
Managing Director

With more than 20 years in the Information Technology field and the last six years spent in the Internet Service Provider field Nico is well equipped to build an A-grade network infrastructure and provide innovative solutions for all client needs.



Malan Lombard  
Marketing Director

Qualified in Sales and Marketing management, with 10 years of experience in web and graphic design. Malan is well equipped to build your business image and online presence.

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## Annual Premium Increase 2015

For the last year, ASK Security has fought the inevitable price increase. However, due to the rapid increasing cost of fuel, taxes, labor, 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, 2016. After carefully evaluating our cost of doing business, we have decided to raise 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. Please look our new pricing structure over carefully, effective increase rate of 10.96% for 2016.



We know this comes at an unpredictable time in the economy and we apologize for the inconvenience that this may cause. Please take note to change your stop orders and recurring payments accordingly, for those with debit orders and electronic payments we will adjust your invoice accordingly.

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

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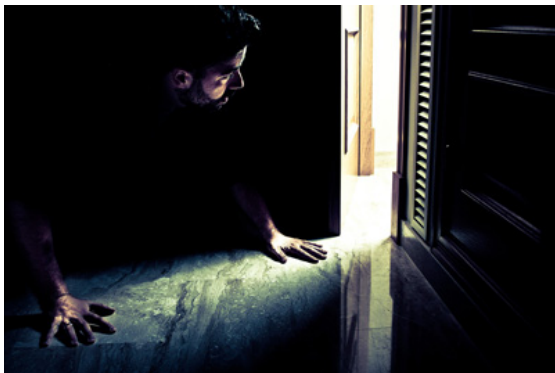
## ASK Security Launches

### AWARENESS WORKSHOP

Article by *W. Kruger (Operations Manager)*

On Tuesday 11th November 2015 ASK Security had launched its first ever attempt at bringing over valuable information in the form of a workshop over to the communities in which the company operates. The workshop was held in Betty's Bay at the Crassula Community Hall.

The theme was the concept of awareness and involved quite a few members of the company delivering presentations ranging from awareness as a tool for survival to the latest technology employed in security systems and the need for upgrades to be performed on old and outdated alarm systems. A representative from Elvey International was also on hand with a display of the RISCO security systems as well as C.C.T.V. systems.



One particular presentation which we felt was of benefit to the community was showing how ingenious a modern criminal can be and the methods used to "bypass" alarm systems.

Although this subject has been raised from time to time and the fact that we have even mentioned it in our previous newsletter articles, this was in fact the first time where we as company could prove this with the use of video footage.

The overall turnout to the workshop could have been a lot better but was highly appreciated and some people felt that it was a positive step for the company. Many of our clients had communicated to us that they were unable to attend

but stated that they found the concept of a workshop interesting as no other company to our knowledge had ever attempted this in our particular area.

Overall we felt that although our message was for the most part well received by the small amount of people in attendance, certain elements that presented themselves were looking for deeper answers to questions which were not in the aim or the objective of the venue.

As this is our first time conducting activities of this nature it provides us with a learning curve and the way forward in our interaction with the respective communities. The result of this workshop clearly shows that there needs to be a so-called "re-investment" in the interest of security. Let me end off with the following facts: Many people don't bother to arm their alarm systems at night or even practise basic awareness and when they become victims then wonder why, and thus simply fail to realize that the responsibility of protecting themselves, their families and their assets lies with themselves as individuals. Most house burglaries that we attend simply prove the above fact. Another important consideration is that there seems to be a bit of in-fighting amongst community members and that this also exists between communities and security companies as well. It happens all over our country at all levels. While we are all having fights and disagreements over petty issues, the criminals are truly benefitting from such turmoil.

Don't you all think it's time to reassert yourselves and make that change so that we can all stand together towards making our respective communities safer and more secure. It all starts with the individual.

May you all have a blessed, peaceful and safe festive season.

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## Compromise & Responsibility

When one thinks about security one tends to think about armed officers with bullet proof vests, guns and vicious dogs and tend to forget the most important part in the security setup, you the client. It is easy to pass on any responsibility of our own security to someone else so we don't have to worry about it and to blame them if something goes wrong, but in fact you are just as responsible as any security service you might employ.

If you don't use your newly installed expensive alarm system you cannot blame someone else for any intrusion. If you have your brand new expensive flat screen TV standing right next to a glass sliding door whose responsibility is it when the said door gets smashed and TV grabbed in half a minute? If you change the internal layout of your house but neglect to inform the alarm company of the changes that affects the affectivity of alarm sensors you cannot blame them in the event of an intrusion in said area.

The lifetime of any electronic device is limited, this includes any alarm system, it seems to still work fine after ten years but is it as effective as it was all those years ago? Don't you think the system needs some attention or upgrade as you did with your TV, cellphone or your motorcar? This all points to the responsibility of the home owner towards the effective security of any premises. You the client and we the security company have to work together for any security service to be effective.



A very important aspect of our daily lives in any situation is the word compromise. In any relationship between two parties be it a marriage, a business partnership or a security services contract there has to be compromises from both parties. There is also compromise where it relates to the design of alarm equipment. An alarm detector can be made so sensitive that it can detect the fly on your wall but this will obviously cause more problems than solutions so the manufacturers had to compromise between sensitivity and stability.

The different technologies employed each have their positive and negative attributes and a middle ground had to be found to be effective. The new microwave detectors that are being promoted are currently the best on the market but they are also compromised by their own efficiency in that they can cause more false alarms.

Having pets present in your home compromises your security in that the sensors have to be detuned to not detect the cat or dog. You compromise your own security by deciding on installation not to opt for the better more expensive detectors. These are very important facts to remember when questions are asked on why criminals succeed to enter alarm protected premises.

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## Once again...

...the festive 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 and ASK IT we wish you and your family, friends, and loved ones a very joyous, and (with our help) safe festive season and a prosperous 2016.

**Warm Regards**  
**Michael Kiessling | Direct or | ASK Security cc**

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