



2010 Global New Product Innovation Award





Frost & Sullivan's Global Research Platform

Frost & Sullivan is entering its 49th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,* which in turn serves as the foundation of its TEAM Research** methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2010 Global New Product Innovation Award in physical security information management (PSIM) software market to Mer Security for its PSIM solution – **Secure-M**.

Significance of the New Product Innovation Award

Key Industry Challenges Addressed by Product Innovation

The PSIM market is in its early growth stage and faces many challenges typical for this period of the market. The main challenge was, and in many cases still is, to educate the market about PSIM, from explaining the basic functionalities of what it is to how it can be used to integrate existing security devices, automate procedures and so on. In addition, there are technical challenges related to the maturity of the solution itself and being able to interface systems and devices, which are in some cases unique to any particular organization or facility. On implementation of PSIM solutions, it is to be ensured that they can work effectively with both existing and new security infrastructures, data sources, and be future-proof, which in the case means to be able to easily expand, integrate, and add new systems and technologies.

Key Benchmarking Criteria for New Product Innovation Award

For the New Product Innovation Award, the following criteria were used to benchmark Mer's performance against key competitors:

- Innovative Element of the Product
- Leverage Leading-edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI (small change)
- Customer Acquisition/Penetration Potential

Best Practice Award Analysis for Mer Security

The Decision Support Matrix, shown in the chart below, illustrates the relative importance of each criterion for the New Product Innovation Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key participants as Competitor 1 and Competitor 2.

Decision Support Matrix for New Product Innovation Award

Measurement of 1–10 (1 = lowest; 10 = highest)	Award Criteria					
	Innovative Element of the Product	Leverage Leading Edge Technologies in Product	Value Added Features/Benefits	Increased Customer ROI (small change)	Customer Acquisition/Penetration Potential	Weighted Rating
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Mer Security	8	9	7.5	8.5	8	8.2
Competitor 1	7.8	8.5	7	7.5	7	7.56
Competitor 2	7	8	7	7	7	7.2

Criterion 1: Innovative Element of the Product

With more than 20 years of experience in the security and surveillance sector, Mer Security is a trusted industry name offering quality solutions. Mer’s innovative and fully integrated PSIM solution named Secure-M is one of the most popular solutions in the market and is known as a robust solution that enables a unified approach to physical security. Secure-M offers integration capabilities with devices such as closed circuit television (CCTV), radio-frequency identification (RFID) solutions, access control systems, license plate readers (LPRs), video management systems, perimeter security platforms, fiber optic sensors, video content analysis software, security fences, scanning and tracking systems, public announcement systems, 3D and 2D GIS layouts, fire alarms, motion detectors, intrusion detection systems, and so on. Since it is an open system, it can interface virtually with any security device and it monitors and integrates with many legacy systems. By being able to integrate all these diverse technologies, Secure-M is able to offer a simple and single access for monitoring and management, proactive notification and respond to many types of security alerts that includes data collected from biometric recognition, sensor-activated cameras, video surveillance feeds, action-oriented application screens, and so on. After integrating data from all the disparate systems and sensors into a unified management system, Secure-M provides an in-depth snapshot of the whole system and secured area.

From the moment a security breach is identified, the event is managed, and then recorded for future forensic and training/reporting purposes. In addition, the system provides data related to the event analysis and the impact on the surrounding area.

Criterion 2: Leverage Leading-edge Technologies in Product

The most recent interfaces of Secure-M were related to biometric solutions integrated with RFID-based cards and access control.

Latest features include 3-D imaging that assists in forecasting the damage caused by an event to a specific location and its surrounding areas and provides a full view of the area secured.

Therefore, data collected and processed by Secure-M becomes invaluable to decision makers that are present, at different levels, in the teams responding to the occurrence of an event.

Criterion 3: Value-added Features/Benefits

Secure-M, being the flagship product of Mer, is quite flexible to suit the requirements of the company's diverse customer base. This flexibility enables Mer Security to offer solutions for both mid-size enterprises, with a single basic server and to secure mega events like Olympic Games and critical infrastructures sites, which require hierarchical supervision and remote management.

Understanding the needs of the customers, also through customer satisfaction surveys, and providing the required solutions is the prime reason for the success of the company. Mer's main goal is to provide exceptional service and pride itself with highly satisfied customers.

Satisfied customers and success of Secure-M can be measured by analyzing the fact that Mer Security has been receiving continuous orders from not only existing customers, but also from new customers who are helping in expanding the existing deployment of Secure-M.

Criterion 4: Increased Customer ROI

Secure-M offers one unified platform for many diverse technologies and systems. This open platform provides a single and simple access point to monitor, send notification, and respond to alerts, which in turn reduces the length of training and the operational costs, while at the same time improving security event management and operators' respond time.

The flexibility that Mer's PSIM solution offers proves to be an excellent return on investment (ROI), as its customers can re-utilize their legacy systems. Secure-M is also scalable and allows addition of new features, professional services, increasing number of sites, and so on.

Criterion 5: Customer Acquisition/Penetration Potential

Mer started its earlier version of Secure-M in 1999, with small PSIM software, when Pope John Paul II announced his visit to Jerusalem, and Mer was called to assist the Israeli police headquarters in Jerusalem. Currently, the Israeli Police Headquarters is using the latest version of Secure-M - revision 8.0.0.

During the 2004 Olympic Games conducted in Athens, the company took the next step by implementing the largest PSIM project of that time (long before the term PSIM was even defined). The 2004 Olympics Games PSIM solution introduced state-of-the-art security solutions that included a three-tier security hierarchy combined with several types of command and control systems, each interfaced with the local, regional, and national command and control centers. The project paved the way to PSIM solutions and monitoring mega events, worldwide, when Mer worked as a sub contractor to Siemens and SAIC.

Moreover, the company is participating in many "Safe City" projects across the globe and expanding its base of industries served in different continents. In addition, the company's flexibility options and customer orientation assists in adding new customers to its customer base and penetrating into new territories.

The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360 Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360 degree perspective is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The 360-degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies’ growth strategies. As illustrated in the Chart below, the following six-step process outlines how our researchers and consultants embed the 360-degree perspective into their analyses and recommendations:

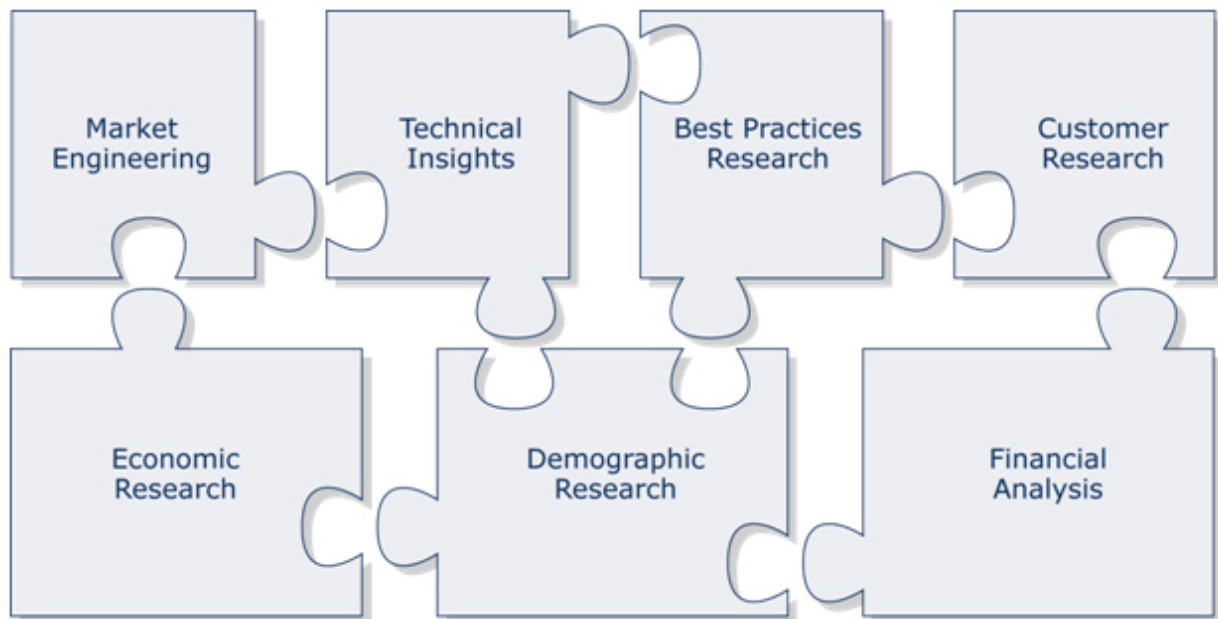
How the CEO's 360 Degree Perspective Model Direct Our Research



Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process: it offers a 360 degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Benchmarking Performance with TEAM Research



Frost & Sullivan's 10 Step Process for Identifying Award-Recipients



About Mer Security

Mer Security, established in 2000 in New Jersey, is part of a multinational organization named Mer Group. Mer Security is the North American offices of the group and is recognized worldwide for its innovation and leadership qualities in the security and surveillance sector. The Group has employee strength of more than 1,200, throughout the world, and annual revenue of \$170 million. The company is a preferred vendor in dealing with risks of all types, especially for high-risk events. With its flagship product Secure-M, Mer provides quality security services to its customers worldwide.
www.mersecurity.com



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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