

# SECURITY Dealer

CUTTING-EDGE TECHNOLOGY & PRODUCTS FOR SECURITY PROFESSIONALS

## GAINING CONTROL OVER BADGE ISSUANCE

*A Corporate Giant Improves  
Visitor Traffic and Provides a  
Safer Working Environment*

**C**ox Enterprises Inc. of Atlanta, GA is one of the nation's premier media companies and providers of automotive services. What began with one newspaper in 1898 has now become a multi-billion dollar company, with major operating subsidiaries including Cox Communications, Cox Newspapers, Cox Television, Cox Radio, AutoTrader.com and Manheim Auto Auctions.

On a daily basis, anywhere from 2,500 to 3,000 people move through the corporate headquarters. Cox was looking for an automated badging control system to provide an increased level of security to protect their greatest asset: their employees. They selected security dealer integrator Security 101 in Marietta, GA.

Don't let the name fool you. With more than 20 years experience, Security 101 has the proven expertise to design, engineer, install and commission true integrated solutions for commercial security systems. This allows businesses to keep a more watchful eye on their assets and better access control and integrated security information at their fingertips. The company has two additional branches in Pompano Beach, FL and Birmingham, AL.



Chris Wise, president, Security 101, attests that he

is often asked, "Why the name Security 101, doesn't that seem kind of basic?"

Yes, it does, but according to him, the premise of logistical security hasn't changed since the beginning of time: Detect, Deter, and Document. "The technology we use to provide these basic requirements most certainly has changed over the years and will continue to do so for the foreseeable future," he continues.

If we forget what the basic needs are in the first place, we



*(Above) Security 101 staff ready to roll. (Right) Chris Wise (sitting) is the company's President and Chris Parris (standing) is the Vice President.*

would design very sophisticated over-priced showcases that provide very little of what the original intent was, Wise feels. "Our approach is very simple: let's start with the basics—it's 101. After we determine what it is we are trying to accomplish, we can then apply the appropriate technology, lending ease of operation as well as expeditious documentation," he explains.

Rick Snively, manager of physical security, threat and vulnerability analysis, Cox Enterprises, has also witnessed the changes in corporate security. He remembers how they used a paper pass and a log. "We didn't have the ability to accurately record visitor ingress and egress or the ability to audit what was transpiring within our facilities rendering us vulnerable in adjusting our security staff requirements properly," he states. Not having an investigative tool for incident occurrence was also problematic."

#### EMPLOYEE BENEFITS

After Security 101 was selected as the dealer, Honeywell's Pro-Watch Enterprise Edition electronic access control and LobbyWorks Visitor Management System was chosen as the equipment for the job. According to Wise, Lobby Works was a natural fit due to its ease of use for the customer.

"Everyone uses visitor management. It's rather archaic



**Seamless security from facility to facility.**

in some places. With the volume of traffic that takes place in a Cox Enterprises facility, the requirements for on-time delivery of who has been in and out of the facility are vital. LobbyWorks reports to them on a daily basis as well as quickly manages the volume of visitor traffic they have coming in and out of the facilities," says Wise.

Cox employees were very satisfied with the Pro-Watch access control system solution. Employees started to realize that their card allowed them to seamlessly move from one facility to another without having to re-badge or go through an

elaborate sign-in process.

"With the one card solution on one platform, it lets us take over the operations corporate wide, but still allows the local offices to maintain their control to manage their systems, with decentralized management and centralized data,"

explains Chuck Aldrich, security systems administrator for Cox Enterprises.

#### MOVING UP THE LADDER

Before the LobbyWorks installation, guests and visitors also had an elaborate check-in process. Now everyone is checked in electronically, issued photo IDs and tracked throughout the building. When a visitor checks in, the host is notified by e-mail that their visitor has arrived and the host will escort that visitor throughout the building. The visitor turns in the badge at the end of the day. If this does not occur, LobbyWorks notifies the security guards, who can then follow up.

In addition, the combination of Pro-Watch, integrated event driven video display and LobbyWorks has afforded Cox the opportunity to reduce the number of physical security officers required in many of the stations throughout the corporate campus, while still ensuring the same level of security. Since this initial installation at the corporate headquarters, Cox has turned to Security 101 and Honeywell to provide the security in several offices across the Southeast. "ProWatch, Fusion and Rapid Eye DVRs and LobbyWorks have become a physical security standard and best practice for Cox," Snively adds.

"The relationship of Honeywell and Security 101 is absolutely paramount to our success, but it is most certainly paramount to the success of our customers' expectations as it relates to security management and protection of their employees," concludes Wise.



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