



SIGNET Circular

December 2011



Life Safety

A Useful Bureaucracy: Jumping through Hoops on the Way to Safe Electrical Work Practices



Integrated Security

SIGNET deploys a 128-Camera, IP-based Video Surveillance System.



Healthcare Communications

SIGNET partners with Rauland to offer seamlessly integrated technology.



Communications

President, Brad Caron, comments on the state of the market in Commercial Integrator.



Service

SIGNET gladly serves our clients and our community.

SIGNET's Director of System Integration- 1 of 36 in U.S. to Obtain ESS Designer Credential from BICSI



As of September of 2011, Greg Sparrow, Director of System Integration at SIGNET Electronic Systems, Inc., became one of only 36 people in the nation to receive the Electronic Safety and Security (ESS) Designer credential. Building Industry Consulting Service International (BICSI), a professional association supporting the information technology systems (ITS) industry, established the distinguished certification in 2009. "The ESS credential was created to highlight those in the ITS industry who demonstrate knowledge and proficiency in electronic safety and security," said BICSI President Brian Hansen, RCDD, NTS, CSI. "ESS Designers possess outstanding ESS design qualities that give them significant competitive recognition."

Greg Sparrow, Director of System Integration at SIGNET Electronic Systems, Inc.

Sparrow, who has been with SIGNET for four years, holds a BS in electrical engineering and has 18 years experience in the design and implementation of low voltage systems, 15 of which have been specifically dedicated to electronic safety and security. "I have had the privilege to work with some outstanding individuals and be part of teams working on various projects throughout the world," says Sparrow. In addition to his BICSI certifications, RCDD, Network Technology Systems (NTS), and his most recently acquired ESS, Sparrow also holds the certification of Project Management Professional (PMP) from the Project Management Institute.

"The ESS certification covers the complete, cross-functional range of technologies we deploy at SIGNET Electronic Systems, Inc.," said Sparrow. The ESS exam tests professionals' knowledge in many areas including principles of security, ESS design process, access control and surveillance systems among others. "I believe that certifications are important as they not only demonstrate an individual's ability to grasp and understand a particular topic," Sparrow said, "but also the continued commitment to develop new skills and embrace new technologies." Shortly after passing the exam, Sparrow was asked to participate as a subject matter expert in the ESS Manual Editorial Review. His role is to provide updates and modifications for the revised manual which is scheduled for publication in February or March of 2012.





Managing a Hand-Picked Team

Featured in *Systems Contractor News*, November 2011

Boston, Massachusetts-based SIGNET Electronic Systems, Inc. is the largest privately-held systems integration company in New England. Since joining the family business in 1987, Brad Caron, President and CEO, has overseen the company's growth from eight to nearly 150 employees, and from \$1.8 million in annual revenues to approaching \$30 million.

Having grown up alongside the company—Caron spent his boyhood summers making service calls alongside his father who had begun SIGNET as a four-man service operation in 1974—he knows that a company's success is about more than just understanding an industry; it's about understanding people. Caron attributes SIGNET's continuing growth to its talented workforce, and in particular, its managers. "We wouldn't be where we are today without the knowledgeable people who work here," he says. Caron and his handpicked team of experts have managed to guide the once mom-and-pop business onto the cutting edge of the 21st century.

What is his secret to success? Caron shares a few of his management philosophies:

- **Put your ego aside.** "When you are dealing with a senior management team, there is no room for ego. These are your point people, the drivers of your business, people who have great gifts," says Caron. "Because these people are gifted, they are highly compensated, and they deserve more recognition than you. Let them put their stamp on the business, and don't be afraid to take a backseat to their success."
- **Empower your managers.** "I'm always looking for quality people to fill quality spots," Caron explains. "But sometimes finding a really strong person and analyzing their abilities can help me recognize a need I may have been unaware of." He continues, "You don't want people who will "yes" you to death. As president, it's my job take a step back to forecast long-term strategies and trends, and to keep my eye on the bottom line. And while it's not my nature to sit at a desk and read reports, it's easier for me to balance that with getting in the trenches and getting my hands dirty because I trust my managers. You have to empower them to do their jobs."
- **Lead by example.** "Be the first to arrive at work and the last to leave," he says. "I learned that from my father in the early days. I believe that people are going to work hard for someone they know is working hard."

SIGNET's Vice President of Operations, Dawn M. Mello, corroborates Caron's guiding principle of walking the walk. "Throughout SIGNET's growth from a small business, Caron is still very much a "hands-on" presence," Mello says. "That's what a good leader is able to do—to be on the same level as the people and on the level beyond. His work ethic and dedication are inspiring and emanate down to his management team."

Find this article about President Brad Caron's hands-on approach to managing his hand-picked team in the November print edition of *Systems Contractor News* or online at www.systemscontractor.com.



Press Play:

The Changing Landscape of Digital Media Distribution

By Karen Mitchell

Featured in *Systems Contractor News*' Digital Media Distribution supplement, November 2011



Signet relied on digital media infrastructure in a system it deployed for the new Rhode Island State Police Barracks. It has adjusted its business model to handle the upgrades and updates inherent to increasingly IP-centric projects.

If ever a crystal ball was called for, with the advent of digital media distribution, now is the time.

Content protection and ever-changing sources have made design and installation into a never-ending math equation. So what's an AV integrator to do to implement systems that will work today and for years down the road? Or is the true path one that resembles the IT world with its frequent updates and upgrades?

Any decision should begin with a thorough and accurate understanding of the end user's current needs and how they believe those needs will change in the next three to five years, said Greg Sparrow, director of system integration at Signet Electronic Systems in Norwell, MA. "Technology, I hope, will always continue to evolve and change. None of us can predict the future. However, if as an integrator you lead with solutions based upon industry standards from leading manufacturers, you are providing your customers with the best chance to maximize their investments in the system or technology."

Sparrow does not yet see the same critical level of continued upgrades and updates to AV based solutions as required by computer and networking solutions. "However," he added, "as more AV solutions become network based and/or software centric, yes, upgrades and updates become necessary components of the system lifecycle. Fortunately, for integrators such as Signet (and for others who also have been deploying IP-based solutions for several years) we have adjusted our business model to appropriately handle this change."

What's also essential, he said, is the continued communication with manufactures to stay apprised of their upgrade paths, reviews, and internal testing of new revisions prior to recommending to any customer that any upgrade be applied to a production system. "It also requires continued training for technical staff on the new features and changes to the platform. Most importantly, it necessitates an ongoing relationship with the end user to review the pros and cons of applying the update to their system and ensuring that they are able to properly budget for the cost associated with these efforts."

To read the complete article, go to <http://www.signetgroup.net/pdfs/Press%20Play-The%20Shifting%20Landscape%20of%20Digital%20Media%20Distribution.pdf>





A Useful Bureaucracy: Jumping through Hoops on the Way to Safe Electrical Work Practices

By Jeffrey Sargent

Featured in *NFPA Journal*®, November/December 2011

When we talk about personal protective equipment, we typically picture arc-rated clothing, face shields, insulated gloves, and balaclavas. Insulated tools, non-conductive ladders, rubber insulating mats, and protective temporary grounding equipment also fit into the broader category of equipment designed to protect employees against electrical hazards.

I recently talked to an electrical contractor about an important shift in attitude in the electrical community, one that has moved from working hot and asking permission later to turning the power off and creating an electrically safe work condition. He told me that at his company, in order to perform energized work, written permission has to be secured, including signatures from multiple levels of management all the way up to the company president. "I hate bureaucracy," my contractor friend told me.

In this case, though, the purposeful creation of a bureaucratic paper trail with multiple levels of approval has had a positive impact. By creating this internal bureaucracy, the company has made it cumbersome to obtain permission to perform energized electrical work. "Now my employees turn the power off as their first course of action," he told me. The consequences of electrical accidents and their causes are well documented, and the common denominator is that the power was on. No mitigation strategy is simpler, or more effective, than turning the power off.

The 2012 edition of NFPA 70E® contains revisions to the required information that is to be included on the energized electrical work permit (EWP). The EWP provides detailed safety information for the specific justified energized tasks that will be undertaken. Some may see the level of detail as unnecessary red tape, but the information has a singular purpose: to protect the employee who is performing the energized work. An EWP has to be signed by at least one person responsible for employee safety in order for the energized work to occur. The EWP, like the process implemented by my contractor friend, emphasizes the need for proper planning of the task, for briefing of employees on the associated hazards, for identifying the appropriate level of PPE, and for accountability by those authorizing the task. This important information helps ensure the employee's safety. If the process results in less energized work or in properly planned jobs with properly trained and protected employees, then the bureaucracy is worth it.

Click here to read the complete article at <http://www.nfpa.org>.

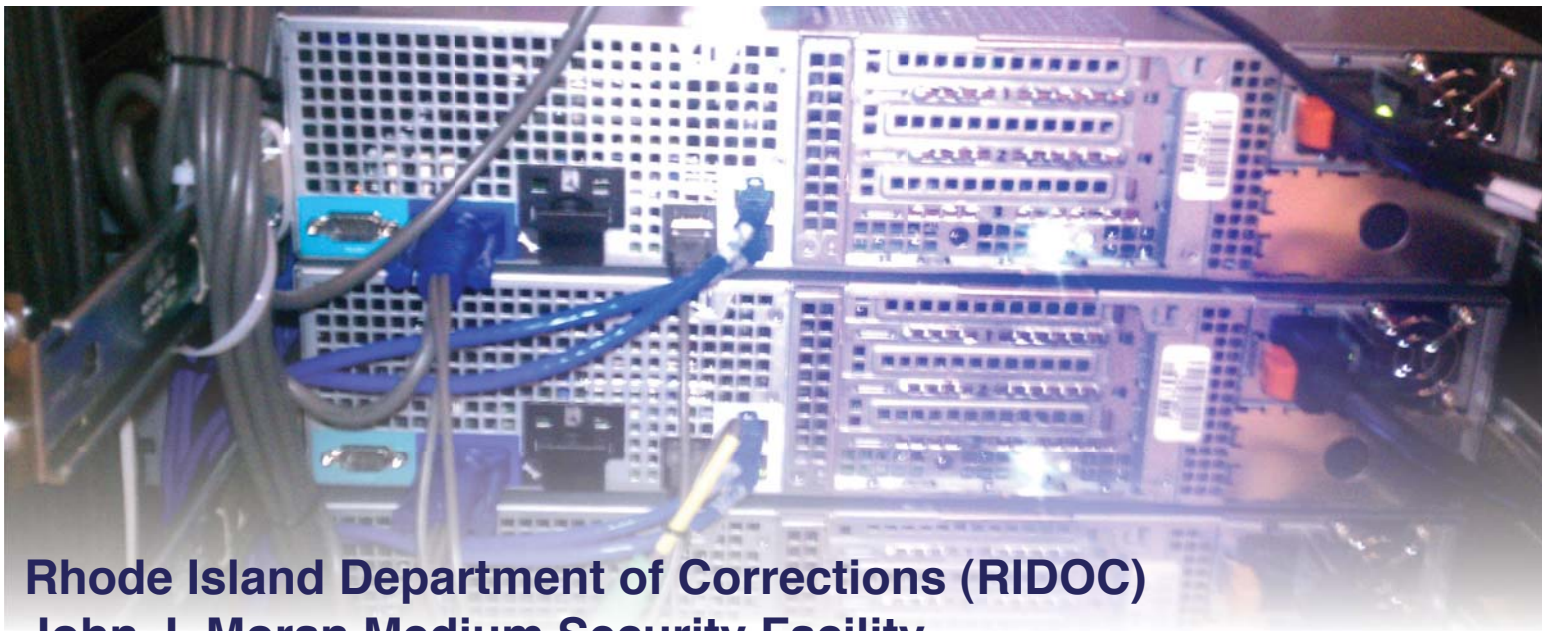


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The Power of ONE

www.signetgroup.net



Rhode Island Department of Corrections (RIDOC) John J. Moran Medium Security Facility

Cranston, Rhode Island

Challenge

The administrators and security personnel of the Rhode Island Department of Corrections (RIDOC) desired an upgrade solution to the existing analog CCTV system that was in place at their John J. Moran Medium Security Facility in order to increase their viewing and recording capabilities. This project presented some unique challenges, both technical and logistical, due to the nature of the facility. In an environment where the viewing and recording quality of the video is critical to the client's successful operation, the existing analog CCTV system consisted of 128 cameras which relied on antiquated Digital Video Recorders (DVRs). Not only was it essential to deploy a new, updated system, but due to the client's continuous reliance on video surveillance, the deployment had to minimize any downtime.

Solution

SIGNET Electronic Systems, Inc. met the logistical and technical challenges and successfully completed, in one day, the deployment of a 128-Camera, IP-based Video Surveillance System. By implementing a strategically planned installation process, the SIGNET team was able to deploy the new system in the client's facility in one day, therefore having no impact on the facility's crucial operation. SIGNET performed a detailed site survey of the existing analog CCTV system while determining potential space and power available for new equipment. We were able to architect a plan whereby the new system—the servers, workstations, network switches and IP video encoders—was preconfigured and fully tested offsite in the SIGNET Technology Lab prior to deployment. Once successfully tested, the new system was installed at the Moran Medium Security Facility in parallel to their existing system. To avoid any downtime of surveillance, each of the 128 cameras was cut over, one-by-one, to the new system, while the personnel received training on the features and functionality of their new system.

The new system provides the administrators and security personnel with optimal capabilities for viewing of live video, enabling them to simultaneously view video from multiple cameras, as well as enhanced capabilities for playback of recorded video, providing the ability to search recordings based upon events or predefined analytics. The system utilizes the latest and most efficient video compression algorithm (H.264), which affords the client increased retention of recorded video. SIGNET deployed equipment from leading industry partners—ONSSI (IP video management software), Axis (video encoders), HP (Ethernet switches) and Dell (servers and workstations).

This installation was an exciting opportunity for SIGNET to utilize solutions for video surveillance which we have successfully deployed in other facilities.

Integration Group
Greg Sparrow, Director of System Integration
SIGNET Electronic Systems, Inc.



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SIGNET Streamlines Workflow with Rauland's Responder 5 Call Processing

SIGNET is proud to be the largest Rauland dealer in New England. Rauland's cutting-edge communication solution, Responder 5 Wireless Phone Integration integrates seamlessly with wireless phone systems to improve patient-to-nurse communication, work-flow efficiency and staff morale.

Improved Communication and Workflow Highlights

- Immediate, real-time communication with patients
- Faster response times
- Streamlined workflow
- Improved mobility for staff
- Call activity tracking
- Developed by the industry leader in nurse call systems

Responder 5 integrates with any healthcare wireless phone system vendor (VoIP or other), so you can choose the technology that's right for you. Due to this versatility, Responder 5 can either integrate with your current wireless phone solution, or you can choose from the most popular telecommunications vendors to meet your technology needs.

Versatility Highlights

- True VoIP solution uses SIP protocol
- Flexibility across platforms and vendors
- Improved ROI on phone purchases
- High degree of reliability





State of the Healthcare Market

Featured at *CommercialIntegrator.com*

October 24, 2011 | by Tom LeBlanc

Twenty-eight percent of surveyed integrators say a typical healthcare project exceeds \$100,000.

Have you ever talked to an integrator that does a lot of work in the healthcare market? They usually have glints of happiness and enthusiasm in their eyes, because they know that as members of an exclusive group that counts hospitals as clients they stand to ride an unrelenting wave of demand for ever-evolving technology integration solutions.

As I crunched the data from our CI Research survey of healthcare facilities integrators, noting that only 15 percent expect to end 2011 with less revenue from that industry than they earned in 2010, I was reminded of a conversation with Bradford Caron of Norwell, Mass.-based Signet Electronic Systems.

Describing a point back in the late 1980s when the growth of his firm really picked up steam - it now claims \$28 million in annual revenues - the company owner fondly recalled how it was lucky to get a foot in the healthcare integration door. It began installing Rauland-Borg communications systems in some hospitals at a time when it seemed like hospitals were rapidly trying to improve their system infrastructures. Its roster of healthcare clients grew quickly. "As Signet became more successful with Rauland, additional geographic territory became available and was offered to us - allowing for exponential growth," he said.

Guess what: Hospitals are still rapidly trying to improve their system infrastructure, and exponential growth is still within integrators' reach. Thirty-five percent of surveyed healthcare integrators expect that segment of their business to be up in 2011 versus that of 2010. Job sizes are impressive - 28 percent say a typical healthcare integration project price tag exceeds \$100,000 and 32 percent say it's between \$25,000 and \$50,000.

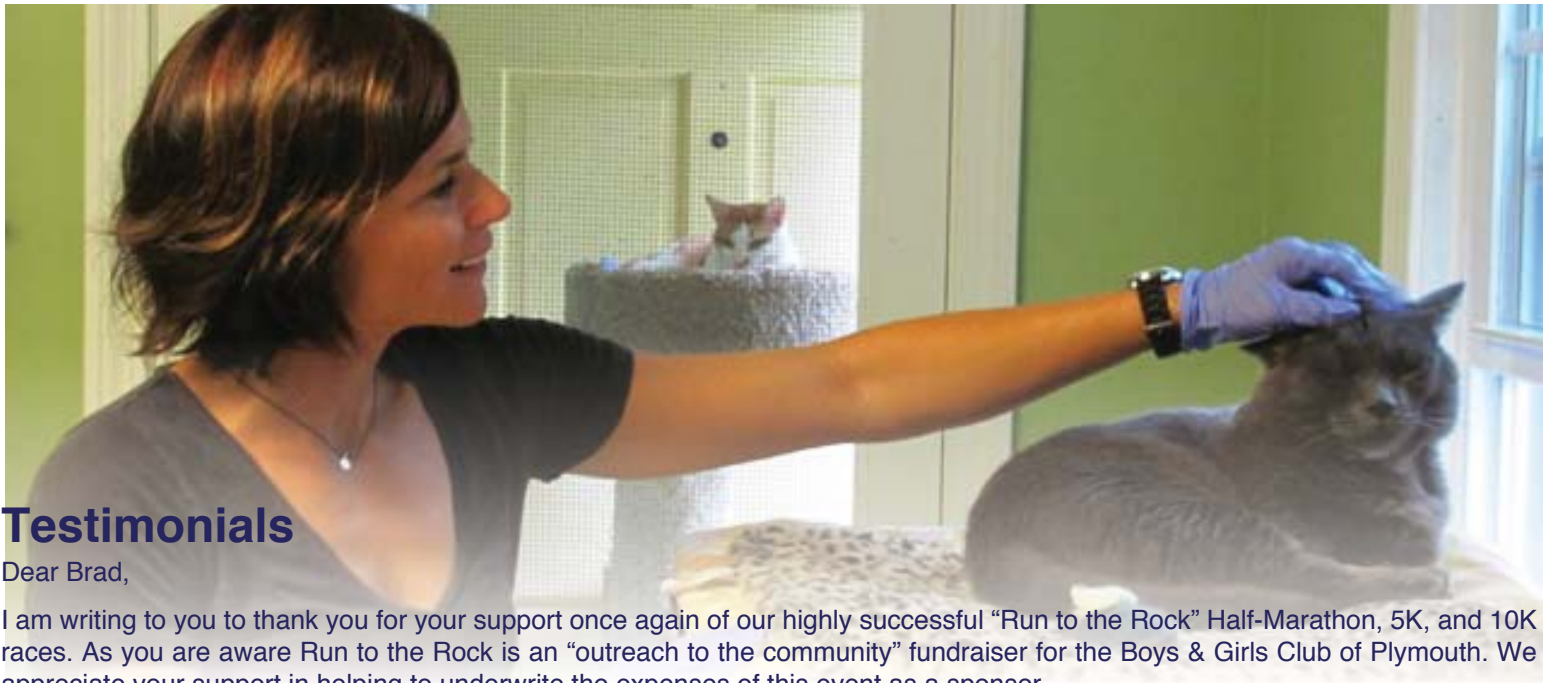
These integrators' enthusiasm is backed up by a recent study from market research firm In-Stat, which projects healthcare spending on infrastructure as a service to reach \$518 million in 2015.

Overall telecom spending by the healthcare and social services vertical was just under \$16 billion in 2010. Wireless is the largest of the product categories, comprising about 40 percent of telecom spending. Healthcare public cloud computing spending will surpass \$1 billion in 2013, In-Stat says.

"The healthcare vertical segment, across all sizes of business, and across nearly all product groups, is fast becoming the most robust business vertical segment in U.S. business markets," says In-Stat analyst Greg Potter. "Demand for cloud-computing services in particular has exploded, and we see nothing that would indicate that the trend won't continue at least through 2015."

Read the complete article online at http://www.commercialintegrator.com/article/state_of_the_healthcare_market.





Testimonials

Dear Brad,

I am writing to you to thank you for your support once again of our highly successful “Run to the Rock” Half-Marathon, 5K, and 10K races. As you are aware Run to the Rock is an “outreach to the community” fundraiser for the Boys & Girls Club of Plymouth. We appreciate your support in helping to underwrite the expenses of this event as a sponsor.

Thank you for assisting once again. Remember, all proceeds from “Run to the Rock” are expended in direct services to member children. Thank you for your response to this request for support.

Sincerely,
Garreth J. Lynch, Ph. D., Executive Director
Boys & Girls Club of Plymouth



Dear Brad,

How delighted and appreciative we were to have the incredible help of your staff members last Friday at our Duxbury shelter for lost and abandoned cats. The folks were full of energy and enthusiastically took on any and all tasks asked of them. In addition to all the work they so willingly did, they arrived carrying an abundance of donations for the shelter—all supplies that are used on a daily basis and are always much needed.

You have shown a wonderful community spirit and we commend you for your dedication to worthwhile projects in our area. We are most grateful for your involvement with us. Please pass on our heartfelt thanks and very best wishes to all your employees who were such an enormous help to us.

Sincerely,
Marilyn Phillips, Volunteer
Standish Humane Society



Dear Jason,

I wanted to take this opportunity to thank you and SIGNET for the positive experience we had recently upgrading our camera and employee ID system with the Genetec system. I truly appreciate the time you spent with me addressing the needs of this department along with the time you spent explaining to me how the system would work with some of our existing components. Working with SIGNET was the right decision for security protection of the Office of Attorney General.

Andrew Pelletier handled the installation of the project in an efficient professional manner. The technicians who installed the equipment were very professional and respectful of the surroundings. After the system was installed, Greg Sparrow was extremely helpful in ensuring that I received the support I needed.

This project went very well from beginning to end and I look forward to working with you and SIGNET on future projects.

Sincerely,
William J. Masse, Director of Operations
State of Rhode Island, Department of Attorney General



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Tradeshow Schedule

Organization of Nurse Leaders, MA-RI (formerly MONE)

Winter Educational Meeting Burlington Marriott Burlington, MA December 9, 2011

The Organization of Nurse Leaders is a statewide not-for-profit professional association committed to the advancement of professional nursing, promoting the delivery of quality patient care and influencing the development of health policy. ONL is committed to fostering the development of nurse leaders across the continuum through mentorship, collaboration and education and to providing an organized structure that promotes support, research, education, and professional development among members.

ONL consists of over 700 nurse leaders from various practice and academic settings. Virtually all acute-care hospitals in the Commonwealth are represented along with a growing number of providers from other settings including homecare, long-term care, academia, and corrections. Collectively, the membership employs over 40,000 nurses and health-care workers and administers over \$1 billion in operating budgets annually.

ONL is an affiliate of the American Organization of Nurse Executives (AONE) and has a long-standing tradition of support and collaboration with the Massachusetts Hospital Association.

Go to www.massone.org

New England Healthcare Engineers' Society 2012 Spring Seminar

Four Points by Sheraton Leominster Leominster, MA March 30, 2012

The New England Healthcare Engineers' Society (NEHES) is a professional Society for individuals responsible for the Environment of Care in the delivery of patient care. The Society is affiliated with the American Society for Healthcare Engineering (ASHE) and consists of several chapters throughout all six New England states.

The Society's goals are:

- To promote better patient care by taking advantage of the latest developments in healthcare facility management, design, operation and maintenance techniques.
- To promote mutual exchanges of technical assistance, ideas, and experience among members and other healthcare engineering professionals.
- To promote the professional engineers through continuing education.

For more information go to www.nehes.org

