



**2G/3G/4G**

*2<sup>nd</sup> Generation, 3<sup>rd</sup> Generation etc. of mobile technology.* Adjustment of the nomenclature is a result of the newest technology development being deployed.

**AAP**

*Affirmative action plan.* An organization, office, or individual responsible for enforcing the requirements of a code or standard, or for approving equipment materials, and installation, or a procedure.

**AHJ**

*Authority Have Jurisdiction.* An organization, office, or individual responsible for enforcing the requirements of a code or standard, or for approving equipment, materials, an installation, or a procedure.

**AIREF**

*Alarm Industry Research & Education Foundation.* Funds educational scholarships and advancement.

**ANSI**

*American National Standards Institute.* A private non-profit organization that oversees the development of voluntary consensus standards for products, services, processes, systems and personnel in the United States.

**AP**

*Asset Protection.* Often used interchangeably with Loss Prevention (LP)

**API**

*Application Programming Interface.* A computer programming term meaning a series of rules. APIs allow an application to extract information from a service and use that information in their own application, or sometimes for data analysis. It's kind of like a phone for applications to have conversations -- an API literally "calls" one application and gets information to bring to you to use in your software. APIs facilitate the data needed to provide solutions to customer problems.

**ASAP**

*Automated Secure Alarm Protocol.* The Automated Secure Alarm Protocol (ASAP) is a national program that is the next generation for the processing of information from alarm monitoring stations needing emergency dispatch. This protocol was founded through the joint partnership of APCO, CSAA and NLETS – receiving government recognition and funding since 2010.

**ASIS**

*American Society for Industrial Security.* World's largest physical and electronic security exhibition.

**ASP**

*Application Service Provider.* Internet hosting that provides computer-based services to customers over a network. (See SaaS.)

**AV**

*Anti-Virus.* Software and systems designed to detect and eliminate or block computer viruses.

**B2B**

*Business-to-Business.* Companies that sell to other businesses. Examples: Salesforce.com, Google.

**B2C**

*Business-to-Consumer.* Companies that sell directly to consumers. Examples: Amazon, Apple, Nike.

**BOCA**

*Building Administrators and Code Administrators.* The National Building Code provides minimum standards to insure the public safety, health and welfare as they are affected by building construction and to secure safety to life and property from all hazards related to the occupancy of buildings, structures or premises.

**BR**

*Bounce Rate.* Website bounce rate: The percentage of people who land on a page on your website and then leave without clicking on anything else or navigating to any other pages on your site. A high bounce rate generally leads to poor conversion rates because no one is staying on your site long enough to read your content or convert on a landing page (or for any other conversion event). Email bounce rate: The rate at which an email was unable to be delivered to a recipient's inbox. A high bounce rate generally means your lists are out-of-date or purchased, or they include many invalid email addresses. In email, not all bounces are bad, so it's important to distinguish between hard and soft bounces before taking an email address off your list.

**CCTV**

*Closed Circuit Television.* A video system in which an analog or digital video signal travels from the camera to video monitoring stations at the protected premises.

**CMS**

*Content Management System.* A web application designed to make it easy for non-technical users to create, edit, and manage a website. Helps users with content editing and more "behind-the-scenes" work like making content searchable and indexable, automatically generating navigation elements, keeping track of users and permissions, and more.

**CO**

*Central Office*

**COBRA**

*Consolidated Omnibus Budget Reconciliation Act.* Act that termed employees have rights to extend their company health insurance by paying the full premium plus 2% for admin fees. Employees and dependents have to be offered this option once they leave the company. There are time limits to the extension.

**Communications Cloud**

The area in the communications path that is supported by providers of communication services not governed under the scope of NFPA 72 in which signals travel between a protected property and a

monitoring station. Depending on the type of transmission that is used, signals can travel on a single defined route or through various routes depending on what is available when the signal is initiated. (SIG-SSS)

**CPE**

*Customer Premise Equipment.* Used by VIS to describe equipment such as broadband modems, firewalls, and other switchgear. (Also used by UL and carriers i.e. Verizon, Comcast, Time Warner)

**CPL**

*Cost-per-Lead.* The amount it costs for your marketing organization to acquire a lead. This factors heavily into CAC/CoCA, and is a metric marketers should keep a keen eye on.

**CPM**

*Certified Project Manager.* A certification earned from the Project Management Institute providing accreditation to an individual for their skills in leading and managing projects across various industries and function.

**CPP**

*Certified Protection Professional.* The Certified Protection Professional (CPP) credential provides demonstrable proof of knowledge and management skills in eight key domains of security. Those who earn the CPP are ASIS board-certified in security management.

**CR**

*Conversion Rate.* The percentage of people who completed a desired action on a single web page, such as filling out a form. Pages with high conversion rates are performing well, while pages with low conversion rates are performing poorly.

**CRM**

*Customer Relationship Management.* A set of software programs that let companies keep track of everything they do with their existing and potential customers. At the simplest level, CRM software lets you keep track of all the contact information for these customers. But CRM systems can do lots of other things, too, like tracking email, phone calls, faxes, and deals; sending personalized emails; scheduling appointments; and logging every instance of customer service and support. Some systems also incorporate feeds from social media such as Facebook, Twitter, LinkedIn, and others. The goal is to create a system in which Sales has lots of information at their fingertips and can quickly pull up everything about a prospect or existing customer.

**CS**

*Central Station.* A building or enclosed area within a building that houses an operating room and equipment used to provide central-station service to protected properties.

**CSAA**

*Central Station Alarm Association.* The Central Station Alarm Association (CSAA) is a trade association of member companies in the private security alarm industry, which was incorporated in 1950 under the nonprofit corporation law of the state of Illinois. It is organized to promote the common interests of its members, and of the members of the private security alarm industry, when such interests do not conflict with the common good. CSAA is not intended to become involved, and will not become

involved, in the competitive business decisions of its member companies, nor will it take any action that would tend to restrain competition in the burglar and fire alarm equipment and supply industries.

**cSOW**

*Customer Statement of Work.* Equivalent to "Scope of Work (SoW)" used elsewhere. Description of work to be performed as part of a VIS project.

**CTA**

*Call-to-Action.* A text link, button, image, or some other type of web link that encourages a website visitor to take an action on that website, such as visiting a landing page to download a piece of content. The action you want people to take could be anything: Download an e-book, sign up for a webinar, get a coupon, attend an event, and so on. A CTA can be placed anywhere in your marketing -- on your website, in an ebook, in an email, or even at the end of a blog post.

**CTR**

*Clickthrough Rate.* The percentage of your audience that advances (or clicks through) from one part of your website to the next step of your marketing campaign. As a mathematic equation, it's the total number of clicks that your page or CTA receives divided by the number of opportunities that people had to click (ex: number of page views, emails sent, etc.).

**CTS**

*Customer Tech Support.* This is the support that Central Station staff provides to the customers after hours when they are having technical issue with their alarm system.

**DCJS**

*Department of Criminal Justice Services (VA).* Virginia law requires any one in an alarm company who has access to customer information or installs alarm system to be registered. This requires testing, criminal background check and fees.

**DDI**

*Development Dimensions International.* DDI is a supplier to Vector Security, providing resources and tools to support talent management and training initiatives that are critical in the development of our leadership team.

**DE**

*Data Entry.* This is the group of individuals that enter the customer information into the monitoring software. This includes the location of the alarm system, the devices installed, phone number to contact premises, police, fire, ambulance and persons who need to be informed about an issue with the alarm system.

**DM**

*Direct Mail, or Direct Message (Twitter).* Direct Mail: The delivery of advertising material to recipients of postal mail; also called "junk mail" by its recipients; Direct Message: A message on Twitter used to get in touch with a Twitter follower directly and in private. DMs can only be sent to your followers.

**DNR**

*Do Not Respond.* This is an instruction to tell the operator not to take action on an event.

**DOL**

*Dept. of Labor.* The federal department that has oversight over wage and hour legislation.

**DSS**

*Data Security Standard.* A term usually used with PCI. A proprietary information security standard for organizations that handle branded credit cards from the major card brands including Visa, MasterCard, American Express, Discover, and JCB. The DSS is mandated by the card brands and run by the Payment Card Industry Security Standards Council, the standard was created to increase controls around cardholder data to reduce credit card fraud via its exposure.

**DVR**

*Digital Video recorder.* A devices that stores recorded digitized images.

**EAP**

*Employee Assistance Program.* Employee benefit programs offered by many employers. They are intended to help employees deal with personal problems that might adversely impact their job performance, health and well-being.

**EAS**

*Electronic Article Surveillance.* A system used for collecting data, initiating alerts, preventing shoplifting, and like actions.

**EDS**

*Emergency Data Sheet.* This is the form that is completed by the alarm system owner. This includes the location of the alarm system, the devices installed, phone number to contact premises, police, fire, ambulance and persons who need to be informed about an issue with the alarm system.

**EMS**

*Emergency Medical Service.* This is the agency that is notified when there is a medical issue at customers home.

**EOY**

*End of Year.*

**ESA**

*Electronic Security Association.* Trade and education conference.

**EV**

*Electronic Verification.* Electronic Verification is any alarm-generated signal that identifies that a proper disarming code was entered into the keypad to disarm the panel. (Acceptable disarming signals include: Disarm, Cancel Call, User Reset, Manual Disarm, Cancel, Abort, Open-no schedule, Open-schedule, Open after alarm).

**FARA**

*False Alarm Reduction Association.* Responsible for overseeing reduction of false alarm in the security industry.

**FASS**

*Fire Alarm Signaling Systems.* A manual predominantly derived from NFPA 72, which details the requirements of a properly designed, installed and serviced fire alarm system.

**FD**

*Fire Department.* This is the agency that is notified when there is a commercial fire alarm or a residential customer with the need for the fire department.

**FLSA**

*Fair Labor Standards Act.* Regulation put in place by federal government that mandates overtime paid at 1.5 of hourly rate when an employee works over 40 hours in a work week.

**FM**

*Factory Mutual.* FM Global provides comprehensive global commercial and industrial property insurance, engineering-driven underwriting and risk management solutions, groundbreaking property loss prevention research and prompt, professional claims handling. As a mutual company, their products and services directly support our clients' overall risk management objectives. They provide inspections and certifications for our Central Stations.

**FTP**

*File Transfer Protocol.* Web-based site to upload/download large files.

**FW**

*Firewall.* A part of a computer system or network that is designed to block unauthorized access while permitting outward communication.

**GA**

*Google Analytics.* A service by Google that generates detailed statistics about a website's traffic and traffic sources, and measures conversions and sales. Marketers use it to get to know their audience, trace their customers' paths, and make a visual assessment of how visitors interact with their pages.

**GP**

*MS-Dynamics GP Accounting Software.* Is a mid-market business accounting software or ERP Software package marketed in North and South America, UK and Ireland, the Middle East, Singapore, Australia and New Zealand.

**GSM**

*Global System of Mobile Communication.* GSM is a standard developed by the European Telecommunications Standards Institute (ETSI) to describe protocols for second generation (2G) digital cellular networks used by mobile phones. It is the default global standard for mobile communications with over 90% market share, and is available in over 219 countries and territories.

**HaaS**

*Hardware as a Service.* Hardware usually that is leased to a client and an agreement defines the responsibilities of both parties including the use of the hardware and/or maintaining the hardware

**HSS**

*Home Security Systems.* Small residential and small commercial security package systems.

**HTML**

*Hyper-Text Markup Language.* The language used to direct the architecture of your website, landing pages, and emails. HTML lays out the structure of your website, from the title and first header, to a bulleted list, to your footer. HTML is the skeleton of your webpages.

**HW**

*Hardware.* Physical components installed as part of a system (e.g. Network switch, modem, door contacts, keypads, and cameras).

**IBC**

*International Building Code.* Internationally recognized code of building and safety regulation that may be adopted by any global jurisdiction. Influenced by NFPA, BOCA and other US based regulatory committees. Designed to provide a comprehensive list of guidance to support a universally acceptable expectation in building practices.

**IMMIX**

*Video Monitoring Software.* Supplied by SureView systems. This automation system receives video clips and video alarms.

**IP Address**

*Internet Protocol Address.* A numerical label assigned to each device participating in a computer network that uses the Internet Protocol for communication.

**IRG**

*Industry Retail Group.* Acquired in 2013 and held/branded as Vector Intelligent Solutions (VIS).

**ISC**

*International Security Conference.* Largest technical tradeshow for Electronic security.

**ISDN**

*Integrated Services Digital Network.* A set of communication standards for simultaneous digital transmission of voice, video, data, and other network services over the traditional circuits of the public switched telephone network.

**ISG**

*Information Systems Group.* This is the term used by Vector Security to capture the people, systems and applications of our IT infrastructure.

**ISP**

*Internet Service Provider.* An organization (commercial, community-owned, nonprofit, or otherwise privately owned) that provides internet services.

**IT**

*Information Technology.* Is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data often in the context of a business or other enterprise. The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones.

**JPEG/JPG**

*Joint Photographic Experts Group.* An electronic format for files such as photos or graphics.

**Jurisdiction**

Any governmental unit or political division or subdivision including, but not limited to, township, village, borough, parish, city, county, state, commonwealth, province, freehold, district, or territory over which the governmental unit exercises power and authority.

**KPI**

*Key Performance Indicator.* A type of performance measurement companies use to evaluate an employee's or an activity's success. Marketers look at KPIs to track progress toward marketing goals, and successful marketers constantly evaluate their performance against industry standard metrics. Examples of KPIs include CAC (Customer Acquisition Cost), blog traffic sources, and homepage views.

**LAN**

*Local Area Network.* A computer network that interconnects computers within a limited area such as a home, school, or office building, using network media.

**LOA**

*Leave of Absence.* A period of time that one must be away from his/her primary job, while maintaining the status of employee.

**Lock Box**

A locked container often used to store building entry keys, pre-incident plans, and/or related data.

**LPF**

*Loss Prevention Foundation.* Educational foundation responsible for driving advancement in Loss Prevention field.

**LTD**

*Long Term Disability.* Income protection insurance provided by the company. This kicks in after the short term has been exhausted.

**LTI**

*Long Term Incentive.* Bonus program for executives that is based on meeting long term goals.

**LTV**

*Lifetime Value.* A prediction of the net profit attributed to the entire future relationship with a customer. To calculate LTV, follow these steps for a given time period:

1. Take the revenue the customer paid you in that time period.
2. Subtract from that number the gross margin.
3. Divide by the estimated churn rate (aka cancellation rate) for that customer.

For example, if a customer pays you \$100,000 per year where your gross margin on the revenue is 70%, and that customer type is predicted to cancel at 16% per year, then the customer's LTV is \$437,500.

**MAS**

*Monitoring Automation System.* The previous designer of the MasterMind automation and business software.



**MDM**

*Mobile Device Management.* Is the administrative area dealing with deploying, securing, monitoring, integrating and managing mobile devices, such as smartphones, tablets and laptops.

**MFVN**

*Managed Facilities-Based Voice Network.* A physical facilities-based network capable of transmitting real time signals with formats unchanged that is managed, operated, and maintained by the service provider to ensure service quality and reliability from the subscriber location to public-switched telephone network (PSTN) interconnection points or other MFVN peer networks. (SIG-SSS).

**MNS**

*Managed Network Services.* Broad term used by VIS and the industry to describe the provision of network services to clients.

**MPLS**

*Multiprotocol Label Switching.* Protocol for speeding up and shaping network traffic flows.

**MRR**

*Monthly Recurring Revenue.* Recurring monthly revenue for Managed Network Services.

**MSA**

*Master Service Agreement.* Primary terms and conditions executed between VIS/NAD and client. When combined with SO and/or Schedule-A, typically represents the entirety of the terms between parties for a particular project.

**MS-CRM**

*Microsoft – Customer Resource Management application.*

**MVS**

*Myvectorsecurity.* Is the website and functionality, offered to customers, to enable interactive services to customers' alarm systems, video cameras, thermostats, locks, etc.

**NAD**

*National Accounts Division.* Gainesville, VA based branch of Vector that services large regional and national multi-site clients, currently consisting primarily of retailers.

**NAM**

*National Account Manager.* Person responsible for the management, customer service and sales of a national or regional customer.

**NDA**

*Non-Disclosure Agreement.* Also known as a confidentiality agreement.

**NEC**

*National Electrical Code.* This document is part of the National Fire Protection Association (NFPA) Code series; NFPA 70, which is the regionally adoptable standards for the safe installation of electrical wiring and equipment in the United States. Despite the use of the term "national", it is not a federal law. It is

typically adopted by states and municipalities in an effort to standardize their enforcement of safe electrical practices.

**NEORC**

*New England Organized Retail Crime Coalition.* Retailers updating the industry on the effects of organized crime.

**NFPA**

*National Fire Protection Association.* Codes and compliance association centering on fire protection.

**Nickel Cadmium (NiCad) Battery**

An alkaline storage battery in which the positive active material is nickel oxide, the negative contains the cadmium, and the electrolyte is potassium hydroxide.

**NIMS**

*National Incident Management System.* A system mandated by Homeland Security Presidential Directive-5 (HSPD-5) that provides a systematic, proactive approach guiding government agencies at all levels, the private sector, and nongovernmental organizations to work seamlessly to prepare for, prevent, respond to, recover from, and mitigate the effects of incidents, regardless of cause, size, location, or complexity, in order to reduce the loss of life or property and harm to the environment.

**NIV**

*Network Integration Vendor.* Large regional/national deployment companies used by VIS for field labor and project management.

**NJESA**

*New Jersey Electronic Security Association.* State run alarm advocate group.

**NOC**

*Network Operations Center.* Facility that provides network monitoring and related services to clients of VIS.

**NPS**

*Net Promoter Score.* A customer satisfaction metric that measures, on a scale of 0-10, the degree to which people would recommend your company to others. The NPS is derived from a simple survey designed to help you determine how loyal your customers are to your business. To calculate NPS, subtract the percentage of customers who would not recommend you (detractors, or 0-6) from the percent of customers who would (promoters, or 9-10). Regularly determining your company's NPS allows you to identify ways to improve your products and services so you can increase the loyalty of your customers.

**NRF**

*National Retail Federation.* Largest information center and conference show in the retail space.

**NRR**

*Non Recurring Revenue.* Labor related revenue to install networks.

**NRTL**

*Nationally Recognized Testing Laboratory.* A laboratory that performs testing per nationally recognized standards and certifies products as stipulated in the Code of Federal Regulations and is recognized by the United States Occupational Safety and Health Administration (Fed OSHA).

**NVR**

*Network Video Recorder.* A device connected to a local network which records high quality images. IP Camera's.

**OFCCP**

*Office of Federal Contracts Compliance Program.* A division of the federal government. Oversees companies that have government contracts and has guidance on company employment policies.

**OROCC**

*Ohio Retail Organized Crime Coalition.* Retailers updating the industry on the effects of organized crime.

**OSHA**

*Occupational Safety & Health Administration.* A division of the United States Department of Labor established to help ensure safe and healthful work environments for men and women through regulation, outreach, training and education.

**O365**

*MS-Office 365.* This is a version of the MS-Office Suite of applications, including Outlook email client that online or Software as a Service (SaaS). All applications and data are hosted at one or more of Microsoft's secure data centers, instead of having hardware and software on a company's premises. "Hosted email" is another commonly used term.

**PC**

*Project Coordinator.* The project coordinator works across groups, aligning internal team members and external stakeholders. IT project coordinators may coordinate project phases and schedules, arrange support services, order supplies, and track progress. The coordinator typically reports to the project manager and serves as a department liaison to product developers and marketing executives.

**PCI**

*Payment Card Industry.* Consists of all the organizations which store, process and transmit cardholder data, most notably for debit cards and credit cards. The security standards are developed by the Payment Card Industry Security Standards Council which develops the Payment Card Industry Data Security Standards used throughout the industry. Individual card brands establish compliance requirements that are used by service providers and have their own compliance programs.

**PERS**

*Personal Emergency Response System.* These are alarm systems for customers who need emergency assistance. The clients wears a pendant or watch where they press a button when they need assistance.

**PFAA (PBFAA)**

*Pennsylvania Burglar & Fire Alarm Association.* State run alarm advocate group.

**PII**

*Personally Identifiable Information.* As used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. The abbreviation PII is widely accepted in the US context, but the phrase it abbreviates has four common variants based on *personal / personally*, and *Identifiable / identifying*.

**PM**

*Project Manager.* Is a professional in the field of project management. Project managers can have the responsibility of the planning, execution and closing of any project.

**POE**

*Power over Ethernet.* A switch on a local network capable of powering low voltage IP Camera's.

**POS**

*Point of Sale.* Or "checkout" is the place where a retail transaction is completed and the point at which a customer makes a payment to the merchant in exchange for goods or services.

**POTS**

*Plain Old Telephone Service.* Basic wireline communication telephone network. Carried over hardwired copper infrastructure.

**PPC**

*Pay-per-Click.* The amount of money spent to get a digital advertisement clicked. Also an internet advertising model where advertisers pay a publisher (usually a search engine, social media site, or website owner) a certain amount of money every time their ad is clicked. For search engines, PPC ads display an advertisement when someone searches for a keyword that matches the advertiser's keyword list, which they submit to the search engine ahead of time. PPC ads are used to direct traffic to the advertiser's website, and PPC is used to assess the cost effectiveness and profitability of your paid advertising campaigns. There are two ways to pay for PPC ads: 1) Flat rate, where the advertiser and publisher agree on a fixed amount that will be paid for each click. Typically this happens when publishers have a fixed rate for PPC in different areas on their website. 2) Bid-based, where the advertiser competes against other advertisers in an advertising network. In this case, each advertiser sets a maximum spend to pay for a given ad spot, so the ad will stop appearing on a given website once that amount of money is spent. It also means that the more people that click on your ad, the lower PPC you'll pay and vice versa.

**PSAP**

*Public Safety Answering Point.* This is known as a 911 center where staff is in place to take calls for police, fire and EMS.

**PSTN**

*Public Switched Telephone Network.* The public switched telephone network (PSTN) is the aggregate of the world's circuit-switched telephone networks that are operated by national, regional, or local telephone operators, providing infrastructure and services for public telecommunication.

**PV**

*Page View.* A request to load a single web page on the internet. Marketers use them to analyze their website and to see if any change on the webpage results in more or fewer page views.

**Q&A**

*Quality and Assurance.* This is the practice of reviewing central station operator work to make sure they are following the assign protocol. This includes logging actions and recorded calls.

**QR Code**

*Quick Response Barcode.* Scan able barcodes used by marketers to bridge offline and online marketing. When people see them, they can take out their smartphone and scan the QR code using a QR barcode (installable on smartphones). The information encoded by QR codes can include text, a URL, or other data.

**QSR**

*Quick Service Restaurants.* I.e. fast service restaurants.

**RCC**

*Retail Council of Canada.* Toronto based Canadian retail educational council.

**RFI**

*Request for Information.* Issued by current or prospective customer.

**RFP**

*Request for Proposal.* Solicitation made through a bidding process to potential suppliers to submit business proposals.

**RFTC**

*Radio Frequency Thermal Coagulation.* Monthly recurring revenue for radio communication service.

**RILA**

*Retail Industry Leaders Association.* Second largest information center and conference show in the retail space.

**RLSPA**

*Restaurant Loss Prevention & Security Association.* Conference information center and conference for QSR.

**RMR**

*Recurring Monthly Revenue.* Monthly revenue for recurring services including monitoring, VEP, inspections, key service, lease and interactive services.

**RRF**

*Regulatory Recovery Fee.* An amount charged to customers by VIS to recover taxes and fees imposed by various entities for communications services.

**RT**

*Retweet.* A re-posting of a tweet posted by another user on Twitter. Retweets look like normal tweets except for the retweet icon.

**SaaS**

*Software as a Service.* Is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. It is sometimes referred to as "on-demand software". SaaS is typically accessed by users using a thin client via a web browser. SaaS has become a common delivery model for many business applications, including office & messaging software, payroll processing software, DBMS software, management software, CAD software, development software, gamification, virtualization, accounting, collaboration, customer relationship management (CRM).

**Schedule-A**

Primary proposal acceptance document used between NAD and clients.

**SCV**

*Second Call Verification.* When responding to burglar alarms if there is no answer or no code at the premises an additional call will be made to the SCV to see if they know the cause of the alarm.

**SEO**

*Search Engine Optimization.* Techniques that help your website rank higher in organic search results, making your website more visible to people who are looking for your brand, product, or service via search engines like Google, Bing, and Yahoo. There are a ton of components to improving the SEO of your site pages. Search engines look for elements including title tags, keywords, image tags, internal link structure, and inbound links -- and that's just to name a few. Search engines also look at site structure and design, visitor behavior, and other external, off-site factors to determine how highly ranked your site should be in the search engine results pages.

**SIA**

*Security Industry Association.* The association protects and advances our members' interest, by advocating pro-industry policies.

**SL**

*Service Level.* These are levels that are used to produce metric to measure performance.

**SLA**

*Service Level Agreement.* For marketers, an SLA is an agreement between a company's sales and marketing teams that defines the expectations Sales has for Marketing and vice versa. The Marketing SLA defines expectations Sales has for Marketing with regards to lead quantity and lead quality, while the Sales SLA defines the expectations Marketing has for Sales on how deeply and frequently Sales will pursue each qualified lead. SLAs exist to align sales and marketing. If the two departments are managed as separate silos, the system fails. For companies to achieve growth and become leaders in their industries, it is critical that these two groups be properly integrated.

**SO**

*Sales Order.* Primary proposal acceptance document used between VIS and clients.

**SSD**

*Solid State Hard Drivianitave.* A smaller condensed storage drive using integrated circuits to store data.

**STD**

*Short Term Disability.* Income protection insurance provided by the company for 13 weeks.

**STI**

*Short Term Incentive.* Yearly company bonus program for management.

**SW**

*Software.* Programs and other operating information used by a computer (e.g. PC workstation or server) or a computerized device (e.g. network camera).

**TAC**

*Technical Assistance Center.* Remote technical support for VIS subcontractors, employees, and customers. Also involved with equipment staging and configuration.

**TCO**

*Total Cost of Ownership.* Is a financial estimate intended to help buyers and owners determine the direct and indirect costs of a product or system. It is a management accounting concept that can be used in full cost accounting.

**TERM**

*Termination.* When a customer cancels their monitoring service the form used is called a termination form.

**TIF – TIFF**

*Tagged Image File Format.* Graphics file electronic format.

**TSP**

*Technical Service Partner.* Technicians/companies contracted and managed by NAD for installation and field service.

**TWV**

*Two Way Voice.* Two-way voice is an alarm panel communication method. When an alarm signal is received from a two-way panel the operator talks to the premises via the keypad in the home.

**UI**

*User Interface.* The junction between a user and a computer program.

**UL**

*Underwriter's Laboratory.* This is the company that sets standards for Central Stations and alarm system installations. Many fire and police jurisdictions require the Central Station to be UL certified in order to provide monitoring. This is known as the USA UL.

**ULC**

*Underwriter's Laboratory Canada.* This is the company that sets standards for Central Stations and alarm system installations. Many fire and police jurisdictions require the Central Station to be UL certified in order to provide monitoring. This is known as the USA Canada which has slightly different requirements.

**UV**

*Unique Visitor.* A person who visits a website more than once within a period of time. Marketers use this term in contrast with overall site visits to track the amount of traffic on their website. If only one person visits a webpage 30 times, then that web page has one UV and 30 total site visits.

**UX**

*User Experience.* The overall experience a customer has with a particular business, from their discovery and awareness of the brand all the way through their interaction, purchase, use, and even advocacy of that brand. To deliver an excellent customer experience, you have to think like a customer, or better, think about being the customer.

**VEP**

*Value Enhancement Plan.* Service contract recurring revenue.

**VIS**

*Vector Intelligent Solutions.* Entity established during acquisition of Industry Retail Group. Also used in sales and marketing to describe our complete solutions offering that encompasses NAD and IRG.

**VMS**

*Video Management System.* An advanced software platform designed to manage security video and related information in a command center or enterprise environment.

**VoIP**

*Voice over Internet Protocol.* Refers to equipment and services that utilize networks to carry voice communications, instead of traditional telephone systems/lines.

**VSI**

*Vector Security Inc.*

**WAN**

*Wide Area Network.* A network that covers a broad area (i.e. links across metropolitan, regional, national or international boundaries) using leased telecommunication lines.

**Wi-Fi**

A method allowing computers, smartphones, or other devices to connect to the Internet or communicate with one another wirelessly within a particular area.

**WMS**

*Workflow Management System.* A software system for the setup performance and monitoring of a defined sequence of tasks.

**WOM**

*Word-of-Mouth.* The passing of information from person to person. Technically, the term refers to oral communication, but today it refers to online communication, as well. WOM marketing is inexpensive, but it takes work and involves leveraging many components of inbound marketing like product marketing, content marketing, and social media marketing.

**WYSIWYG**

*What You See Is What You Get.*



**WYSIWYP**

*What You See Is What You Print.*

**YoY**

*Year-over-Year.* Changes in levels expressed with respect to the previous year. Year over year incorporates more data than month over month or quarter over quarter, so it gives you a better long-term view. To calculate percentage growth: Year X number minus Year Y number, all divided by Year X number, multiplied by 100.

**YTD**

*Year-to-Date.* A time period starting at the beginning of the current year and ending at the current date.

**Z-Wave**

Is a wireless communications protocol designed for home automation, specifically for remote control applications in residential and light commercial environments.