



# ARTS

*Arta de a trai în siguranță*

## **CONFERINȚA NAȚIONALĂ a A.R.T.S. Ediția a VI-a**

### **“CRITERIUL PREȚULUI MINIM versus CALITATE ÎN SERVICIILE DE SECURITATE”**

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# Services for Electronic Safety & Security Systems – a commodity?

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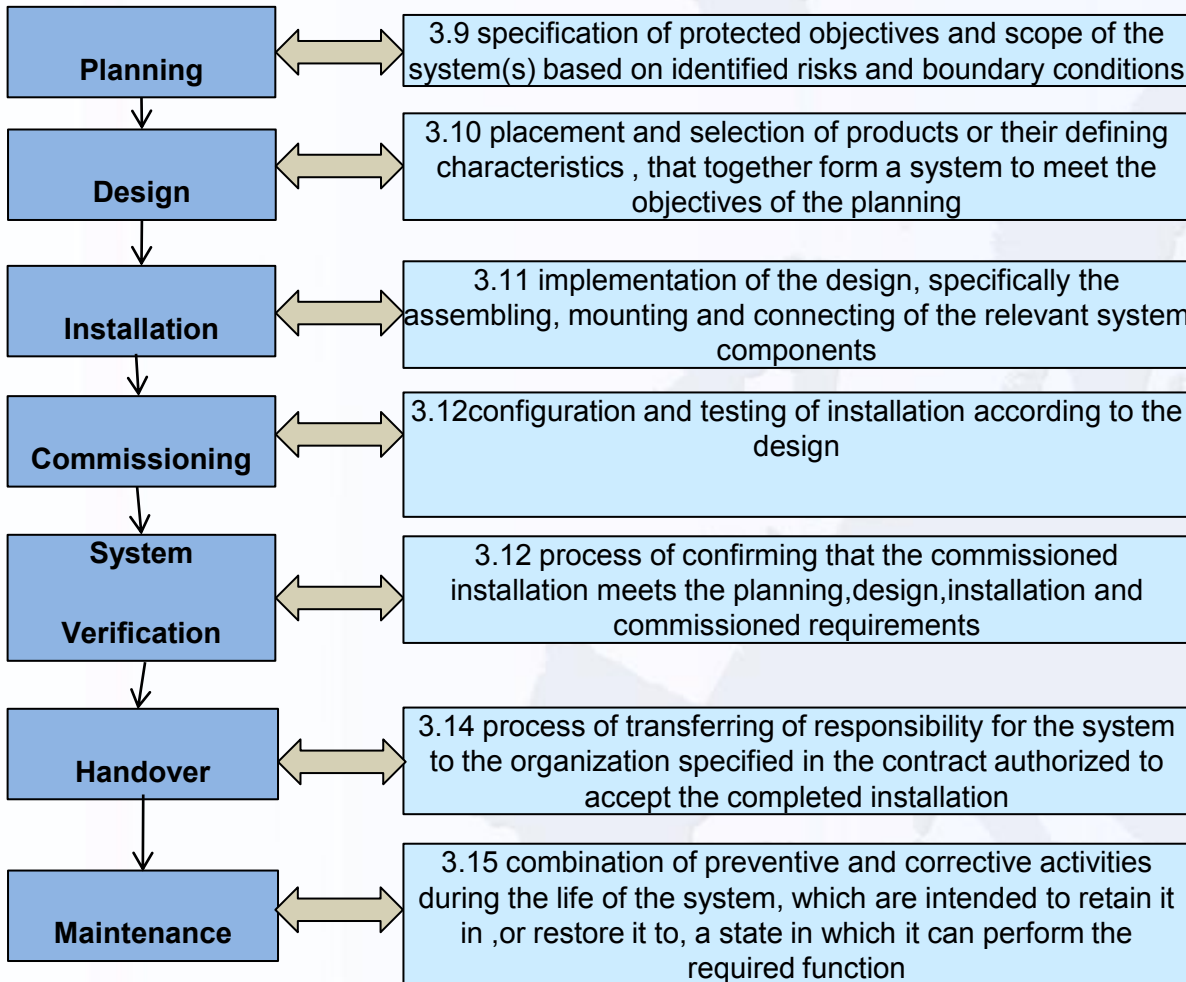
- The electronic safety & security industry has successfully introduced EN standards for products and through this, achieved a high quality of products
- However the “end-product” the industry delivers to the customer are “engineered systems” tailored to the risk to be protected – this means services
- Although the industry is still not fully recognized for the services it provides it has always believed in the quality of services, because:
- Bad service corrupt good products!
- This is why the industry has launched in 2011 the TC4 project

**High quality products – high quality services - high quality systems  
– satisfied customers!**

# The aim of Euralarm – Increase the quality in Services



## CEN/CLC TC 4 -> pr EN 16736



• **pr EN standard which will define quality requirements for service providers for the following systems:**

- fire detection and fire alarm
- fire extinguishing
- smoke & heat exhaustion
- voice alarm
- emergency exit control
- burglary prevention
- hold up prevention
- access control
- video-surveillance
- & combinations of the above

- Industry is willing to exploit the potential impact of the EN 16763 draft standard on the base of the services directive
  - See this as an opportunity to spread the quality of the application of products and services in the Fire and Security sector
  - Assist in allowing businesses to trade in the EU (with out lowering existing standards)
  - Provide users of systems and services a higher level of confidence when purchasing systems
  - Help remove the barriers for technicians and engineers to work across borders
  - Be the first step towards having a qualifications and career road map for the fire and security industry sector
  - Help prevent unqualified and shoddy products and systems de-grading the market



- Industry supports the idea that a company may be audited for its competency and capability
  - we know that from countries that have these type of certification schemes work very well
  - this should provide users of the service confidence with their purchasing decisions
- The EN-standard will help provide the road map to the development of industry sector professional qualifications
  - provide a clear career path for people wishing to join this industry
  - help define equal skills , knowledge and competence
  - Possibly move towards an EPC European Professional Card this enabling free movement of professionals



## Support from the EU Commission ....



The High Level Group on Business Services published his final report to DG ENT & DG Int. Market on April 9, 2014

Link to the HLGBS report: [http://ec.europa.eu/enterprise/policies/industrial-competitiveness/industrial-policy/hlg-business-services/index\\_en.htm](http://ec.europa.eu/enterprise/policies/industrial-competitiveness/industrial-policy/hlg-business-services/index_en.htm)



Euralarm judges the report in general as positive !



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- **Electronic Security Services** are recognized as special services that require specifically qualified personnel:

*..... Without related services, products and systems would not be able to fulfill their intended purpose of use of mitigating the risk at the place of installation. Electronic security services is a special service that require specifically qualified personnel to perform them because of the critical life safety and asset protection aspects .....*





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- **Developing and Up Skilling the Workforce**

*.....the Commission should proactively develop a future Skills Strategy that takes account of current economic and technological trends, ensuring that today's education systems are equipping people with the skills our Business Services will need tomorrow. Particular attention needs to be paid to up skilling today's workforce, and – in partnership with Member States - to ensuring that today's secondary level school*

- Euralarm recommend to its members to initiate training programs for persons willing to join the industry on vocational & college level.

- To attract the best, we need to give our service staff a career opportunity
- Qualified personnel works more efficient
- Higher customer satisfaction – higher customer retention
- Recurring business – higher profits



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- **Focus of Public Procurement**

*.... Member States, with support from the European Commission, need to ensure **implementation of the new public procurement framework, with a focus on outcomes, through life cost, value for society, quality and innovation, rather than lowest cost.** Aligning the interests of providers and clients through outcome-based contracts must be encouraged. The Commission and Member States should strive to reduce procurement participation costs for SMEs for example by promoting aggregation, collaboration and standards for procurement across Europe.....*



- Euralarm and its members have started with TC4 a campaign to increase
  - the visibility of services for the electronic safety and security systems
  - the quality of the services provided by its members
  - the recognition of the services for electronic safety and security systems as “specialized” services via **certification**
- The report of the HLGBS is a very good opportunity for our industry to:
  - promote the services of our industry sector and differentiate them from services provided by other industries active in building services
  - Increase the quality level of the provided services with operational excellence and well trained personnel
  - promote lifecycle cost concepts instead of lowest price tendering



- Fight for Quality
  - Services provided with good quality lead to customer satisfaction
  - Customer satisfaction leads to recurring business
- Respect the value of Services
  - Services have the same value as products
  - In the life cycle of the systems, service are more important the products
- Use the HLGBS report to
  - Promote our interest with on European level (Euralarm) and at national level (National Trade Associations)

**Thank you !**

**Questions?**

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