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Ask Jim Henry, chairman and CEO of Henry Bros. Electronics Inc., what gives his firm a competitive advantage in the field of integrated security systems and he'll have three answers: "experience, experience, experience."

For more than 20 years, state-of-the-art, integrated, corporate security systems have been synonymous with Henry Bros. Electronics. In that time, Henry says the firm has built a reputation on providing clients with full turnkey services — from consultation and engineering, all the way through installation and ongoing maintenance.

This attentiveness to the customer and expertise in its field is what morphed Henry Bros. Electronics from a small radio and television repair shop in Paramus, N.J., in 1950 to the nationwide expert in integrated security systems it is today.

The company's proven method can be broken down into WHAT Henry Bros. Electronics does, HOW it does it, and WHERE the field of integrated security systems is taking the company.

## WHAT

Henry Bros. Electronics' expertise is in its broad knowledge and experience with the many leading-edge technologies utilized in today's electronic physical security systems. These include closed circuit television, with digital and Internet protocol capabilities; access control; biometrics; commercial alarm systems; wireless communications systems for tunnels and high-rise buildings; mobile digital video recorder systems for mass transit; and emergency preparedness planning.

With more than five decades of experience, Henry Bros. Electronics has developed a network of strategic partners as additional resources for product-specific guidance. "Henry Bros. Electronics chooses its supplier partners very carefully, qualifying them technically as well as by their reputation for honesty, history of support and business stability," Henry says. "Our relationships are based upon open and honest communication and in always keeping the customers' expectations a priority."

## HOW

When a new customer seeks Henry Bros. Electronics' expertise and services, it can expect a five-tiered plan for turnkey projects.

**Consulting and planning:** Consulting and planning are the initial phases of determining a security solution for a project. Henry Bros. Electronics has developed a planning process that identifies all systems, policies and procedures that are required for a security system to meet a client's current needs and accommodate its projected requirements.

A customer's objectives are identified, the site surveyed, vulnerabilities assessed, system alternatives evaluated, a plan recommended, and preliminary implementation scheduled. This allows customers of



HENRY BROS. ELECTRONICS, INC.

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Henry Bros. Electronics to budget their security needs to their growth as a business.

**Engineering and design:** The engineering and design process involves preparing project specifications and working drawings by a team of engineers, systems designers and computer-aided design system operators.

Throughout its engineering and design process, Henry Bros. Electronics' goal is to understand its clients' operational preferences in order to design a system that is functional, cost effective, and that accommodates present and future requirements.

Rather than represent a single equipment manufacturer, Henry Bros. Electronics prefers to tailor individual projects with the most specified tools and equipment possible. Technical proficiency, combined with market knowledge, allows projects to be as specialized and unique as possible.

**Systems installation and management:** Under the supervision of project managers, Henry Bros. Electronics' technicians install hardware, integrate hardware and software, and validate and test the system. Components that may be integrated in a security system include the following: access control systems, intrusion detection systems, closed circuit television systems, critical condition monitoring systems, and network connectivity that can expand a local security system into a closely controlled worldwide system.

**Systems training:** Upon completion of a systems integration project, Henry Bros. Electronics typically provides customers with system documentation and training in the operation and maintenance of the system.

**Maintenance and technical support:** Henry Bros. Electronics provides maintenance and technical support services on a scheduled, on-call or emergency basis. These services include developing and implementing maintenance programs for any Henry Bros. Electronics' security system that has been designed, engineered or integrated with existing systems.

## WHERE

Henry's 20-plus years of experience have shown him where the market can take a business, and vice versa. Preparing for market fluctuations is what has elevated Henry Bros. Electronics above its competition.

"Today's integrated security systems — post September 11, 2001 — have grown dramatically in size and complexity, thereby attracting billion-dollar players into the market," Henry says. "Although motivated and focused entrepreneurs can successfully build and sustain a \$500,000 to \$2 million business in this industry, it is much harder in today's world to grow beyond \$2 million in sales without access to significant capital.



"That was the rationale Henry Bros. Electronics used in 2001 when we decided to go public. That move has enabled us to continue our growth in order to achieve \$100 million in annual sales in the next few years so we can leverage our fixed costs and position ourselves to secure and execute larger projects."

Additionally, the experience gained by successfully performing on larger projects increases the value of teaming and subcontracting sought by the "billion-dollar giants," as Henry puts it, of the electronic security integration business.

This mindset has taken Henry Bros. Electronics' business from projects near its original home in northern New Jersey all the way to the Pacific Coast.

In April 2005, Henry Bros. Electronics was awarded a contract to install an integrated security system for the Galen Center at the University of Southern California. The Galen Center will be a 10,230-square-foot facility that hosts USC's men's and women's basketball and volleyball teams, and can also serve as host for cultural events. Scheduled to open in fall 2006, the Galen Center is the latest of Henry Bros. Electronics extensive work on USC's campus. Henry Bros. Electronics will install and integrate a variety of security solutions, including digital video recording, alarm monitoring and emergency communication systems.

Henry Bros. Electronics is finalizing the security systems for 7 World Trade Center, a contract it was awarded in early 2004. In addition to the many new life safety features of this building, the integrated security system includes video surveillance, biometric access control and is the first implementation of turnstile access control with the Otis seamless entry destination dispatch elevator control system.

Earlier this year, Henry Bros. Electronics announced the extension of its contract with the Port Authority of New York & New Jersey for an additional two-year period. The terms of the contract include system expansion and the introduction of new technology at JFK International Airport, Newark Liberty International Airport and LaGuardia Airport. The new technology is expected to include biometric authentication, digital and networked video, and mobile video verification devices.

With a proven track record for success and a time-tested methodology of servicing customers on projects large and small, the company is expected to continue its prominence among national security integrators.



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