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ALAS opens its doors for Corporate & Governmental End Users

Miami, FL - The Latin American Security Association (ALAS) announces that it is creating a new category of members. Effective from October 15 ALAS will open its doors for Corporate & Governmental End Users. This decision comes as ALAS is recognizing the need in the Latin American market for End-User support.

"As the need for electronic security systems is growing fast, and the systems are getting more complex by the day, there is a clear need for End-Users to get support from the industry, and this is something we as an association have to answer to" says Frans Kemper, ALAS Executive Director.

As the only Electronic Security Association with 100% focus on Latin America, ALAS is in the perfect position to offer Corporate & Governmental End-Users the support they need. ALAS will be the intermediary between the Industry and End-Users, but we also will provide courses and resources for the End-Users.

Soon, ALAS will have an online library available for its End-User members. "The problem is that it is very difficult for End-Users to educate themselves on Electronic Security. There are no magazines directed towards End-Users, neither are there many books available. End-Users are not focused on products, but rather on solutions. And herein lays the problem" says Kemper. "The industry has to adjust to this tendency and ALAS will take a leading role in this" he adds.

According to ALAS Executive Director, the Association will also work with the Trade Shows to answer to this tendency. "With all the new IP technologies around and day-to-day new integration software, it is extremely difficult to keep up and make the right choices for your company. After all, the Corporate & Governmental End-Users are the final customers who are using the systems and solutions that our industry delivers. This is a shared responsibility for the industry. A responsibility for the security of people and assets" says Frans Kemper.

ALAS takes this serious and therefore opens its doors for End-Users, either Corporate, or Governmental. ALAS is already conducting customized courses for End-Users at their request, and certifying the technicians responsible for installation and maintenance of alarm systems in large operations.

Also, imagine a corporation or (semi) government department with many offices spread out over the country, wired (or wireless) towards a central location for monitoring and recording/archiving, it is important that the many technicians, also spread over the country, are trained and certified up to the same level. The often

short time based maintenance calls do not allow for sending technicians from other cities. This has to be a local solution. ALAS can play an important role in this education, and set up a certified training program for all involved technicians.

"We are expecting many end users to become ALAS member and take advantage of the benefits." Kemper concludes.

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The Latin American Security Association (ALAS) was founded in 1997 as the representation of the voice of the Latin American security industry and with a clear purpose in mind: to educate, to establish standards, and to elevate the level of professionalism. To achieve this objective, ALAS counts on the support of manufacturers, distributors and integrators from the United States, Canada, Latin America and Europe. For more information about ALAS, visit www.alas-la.org.

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