

SECURITY SYSTEMS NEWS

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Kastle puts feet on the street

By Chelsie Woods, editor

ARLINGTON, Va.—Kastle Systems has built a name for itself in the Washington, D.C. area, but now the systems integrator is looking to strengthen its reach in the six other markets it serves.

The company recently expanded its sales force to get the word out about its unique approach. Unlike some systems integrators who simply install a security system and then hand it over to the building manager to operate, Kastle Systems runs and remotely manages the security system for its clients, offering services such as adding or taking off badge holders for an access control system.

Gene Samburg, president and chief executive officer of Kastle Systems, a \$50 million per year business, came up with the concept 33 years ago.

"A lot of people maintain them, but we run the system," said Samburg.

"The key is that really doesn't make any sense. A real estate owner is the expert in collecting rent, but not running a security system."

Eight months ago, Kastle Systems hired Steven Rindner as executive vice president to handle the company's expansion efforts. Within the last three months, Kastle Systems added sales people, trained in working with building managers and real estate owners in New York, Chicago, Houston and Los Angeles, and will educate potential customers about the service the firm offers. Company officials plan to add additional sales people over the next few months to its staff of 450.

Already the company is making inroads, said Rindner. "Since we have begun accelerated efforts in New York,

we've seen a 100 percent increase in our sales," he said, and a 50 percent increase in Chicago.

Samburg expects Kastle Systems to grow 15 percent to 20 percent each year over the next eight years thanks to its stepped-up marketing efforts. The company currently provides security services for 1,675 buildings across the United States, representing more than 289 million square feet of space, with offices also in Dallas, Houston, Philadelphia and Sydney, Australia.

So far the reception from Kastle Systems clients who hear about the company's full-service approach has been positive. "When the customer hears the message it's a slam dunk," said Samburg. "Why would a building manager decide he needs to be a security expert?"



Steven Rindner