

SECURITY DIRECTOR NEWS

THE BUSINESS NEWSPAPER FOR SECURITY DIRECTORS

Stanley beefs up prison unit

By JOHN MCCARTHY

INDIANAPOLIS—Stanley Security Solutions launched a new vertical market division focused on the national corrections market in late March with the purchase of Pennsylvania-based Pinnacle Electronic Systems. Stanley combined its existing Integrator.com brand with Pinnacle to form Stanley Correctional Services. David Beeler, national director of correctional sales for Stanley Security Solutions estimated that the new entity now comprises 25 to 30 percent of the U.S. correctional security electronics market — a dominant position in an industry populated mainly by small local and regional players.

“We’re kind of like the Microsoft of this industry. We’re like the engineering firm. Others are low voltage integrators,” said Beeler. Integrator.com’s established presence in the

SEE STANLEY JAILS ON PAGE 20



With its purchase of Pinnacle, Stanley Security Solutions has launched Stanley Correctional Services.

Stanley jails

CONTINUED FROM PAGE 19

Midwest, with approximately 400 end user projects completed, combined with Pinnacle’s completion of approximately 300 projects in the Northeast, positions Stanley Correctional Services to become a national provider to the corrections industry, something neither company was able to do on its own, said Beeler.

The new division is supported by the backbone of nationwide Stanley services, providing access to a fleet of service vehicles and a 24-hour call center. This creates an advantage over competitors, who have attempted nationwide service from a single location, said Beeler. Stanley is gearing up for expansion in what many presume to be a growth industry, acknowledged Beeler.

However, he added that trend forecasting in the corrections market is hard to come by be-

STANLEY

Security Solutions

cause the building of new facilities is often the result of prisoner overcrowding and lawsuits, rather than long-term planning. Still, he feels demand for new electronic monitoring systems in prisons and jails, is growing.

In the United States, electronic monitoring now plays a role in ensuring and documenting the humane treatment of prisoners according to Beeler, something he believes many governments around the world are feeling increasing pressure to consider. Stanley’s acquired expertise in this area has led to work with end users in Puerto Rico and Singapore, with a large project currently being proposed in a yet to be named Middle Eastern county, he said.

The folks at Pinnacle echo the optimism at Stanley according to regional sales manager Bob Betty.

“When we looked at it during the acquisition we felt it would benefit our customers because we’ve always been stretched,” said Betty.

Being part of a much larger company gives workers brought in with Pinnacle a chance to specialize, instead of being “jacks-of-all-trades” said Betty. He said the new enterprise is also benefiting from the dovetailing of skill sets, with Pinnacle having specialized in project management and installation and Stanley bringing engineering expertise. **SDN**