

SECURITY DIRECTOR

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NEWS

Stanley draws blueprint for security

Tool maker to grow security revenues to half of total corporate sales

BY ANDREA GURAL

INDIANAPOLIS—With more than five major acquisitions under its belt over the past few years, Stanley Works officially announced its intentions for Stanley Security Solutions Group to the industry in late September, which include plans to grow the division to generate 50 percent of its corporate parent's sales.

Today, Stanley Security Solutions boasts about \$700 million



Stanley is building its national integration platform with its 50 offices and 3,500 employees.

in revenues from its product sales, and installation and ser-

vice mix of mechanical and electronic security offerings, said Justin Boswell, president of the security division. Through a combination of both organic growth and acquisition, the security piece of the Stanley pie will reach \$2 billion to \$3 billion in the next three to five years, he said.

"We look at the market as a continuum — as the technology has evolved, we see

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locking systems, standalone electronic systems, networked systems and enterprise level systems," Boswell said. "We are positioning ourselves in each segment with a direct sales and service model."

With companies such as access control provider Best Access, Canadian systems integrator Frisco Bay and UK-based software provider Blick in its fold, along with other strategic buys in markets such as revolving doors, custom security systems for correctional facilities and wireless nurse call, Stanley officials said its footprint is well-mapped out.

"There are a few areas where we will continue to source some solutions," Boswell said. "Customers want an open ended-system and architecture."

In tandem with that open-ended approach, Stanley's model also relies on a centralized procurement, application engineering and distribution approach and well as standardized processes throughout its operations, said Ron Couch, vice president of field operations for Stanley Security Solutions.

"We are building a true integration platform to serve customers in a consistent way," Couch said. On the installation side, panels are pre-built and fully tested at the factory, and are outfitted with the appropriate database before being brought to the customer. Such consistency in preparation prior to the installation also makes servicing easier and more cost-effective, Couch said.

To date, the company has 50 offices in North America, with about 3,500 employees. **SDN**