

The 2nd annual SD&I Fast50

BY DEBORAH L. O'MARA
APRIL 5, 2013

Now in its second year, the SD&I Fast50 is a capsule and chronicle of America's Fastest Growing Systems Integrators, lending insights into the specialty contracting arena we call burglar and fire alarms. But today, it's much more than that. The industry continues to morph and change with the times and technology. Whether a dealer or an integrator, these contractors are the face of the industry and the marketplace—providing services and solutions that run the gamut from traditional intrusion detection alarms to interactive services to monitoring and hosted video and access control.

And, if the results of the second annual Fast50 are any indication, America's Fastest Growing Systems Integrators are getting pretty good at changing their business models, learning new technologies and adapting to new revenue opportunities.

The entrants in the 2013 Fast50 program were deep and diverse in all areas except one. Most, close to 94 percent, were private companies, with the remainder public entities. That seems to be indicative of our industry as a whole; that it is comprised primarily of independent small- to medium-sized businesses. And interestingly enough, these same companies, those with 1 to 50 employees, will be charged with the bulk of video surveillance installations in the future, according to the latest industry research statistics.

Public or private, all the companies who entered the Fast50 program are to be lauded for their continued success, even in this ongoing recession we are experiencing. Coupled with massive technology overhauls and changes—and more to certainly come in the near future—the systems integration audience seems willing and able to change with the times and move to the area of new services, such as those mentioned above and certainly those which are IP based, hosted and interactive models of doing business. With this willingness to change comes new challenges—such as training employees and learning new technologies and as always—technology continues to be a major challenge among readers (according to SD&I readership studies).



Top ranked company: Securityhunter

America's Fastest Growing Systems Integrator for 2013 was Securityhunter, led by Mike Rogers PSP, CPP and chief executive officer. The Baltimore, Md., company has been in the industry since 1988 but it is only in the most recent several years that Rogers has seen the results of lots of late nights and customer hand-holding: some very significant government contracts that skyrocketed the company's revenues. Securityhunter has been recognized by the federal government as a best value provider of both physical and logical access control solutions. The company was awarded a \$500mm blanket purchase agreement to provide these services both nationwide and overseas.

Currently, hundreds of federal facilities are being secured by Securityhunter. Projections for 2012 growth were

expected to be in excess of 200 percent as the company leveraged its strategic market position.

Best practices for growth

As part of its Fast50 coverage, SD&I magazine asked ranked companies to assess what they attribute their growth to. For Mike Rogers, he attributed the company's continued growth in the marketplace to having an understanding of federal procurement practices as well as having a reputation as being a credible, reliable, high-touch organization. "I am personally involved on every sale which is very unique for a company of our size," said Rogers. "Over the last year, we spent more time focusing on keeping a very close working relationship with our distinguished subcontractors and earning their respect and trust which has opened other opportunities."

Rogers said that as CEO, he is spending more time in business development which allows him more time to touch the majority of Securityhunter's clients by way of visits or phone calls. "Much of our growth has been from our understanding of how to use our BPA for federal contracting. We're now moving towards multiple award contracts as a means to sustain rapid growth. We met our sales objectives last year and this strategy should sustain us for an anticipated 50 percent growth rate," Rogers said.

