AURA
Always Safe

The monitoring center playbook

Closing the verified response gap by connecting alarm events to a licensed network of security response partners, powered by smart tech.

The response model has changed

When an alarm activates, the expectation is simple: someone shows up.

For decades, the industry relied on law enforcement to fulfill that promise. Today, that model has changed.

"Police... don't have the bandwidth in major American cities to get to crimes that are not as pressing from their perspective."

— Dale Bullough, Co-Founder and CEO of StopIt

The result is a surge in "Verified Response" policies across the United States. In cities like Dallas and Las Vegas, law enforcement will no longer dispatch to a residential or commercial burglar alarm without physical or visual evidence of a crime in progress.

Monitoring centers are caught in the gap.

Video verification has improved credibility, but it has also raised expectations. When an incident is confirmed but no one intervenes, the monitoring center – not law enforcement – carries the operational and reputational consequences.

"People don't buy alarm systems to receive notifications. They buy them because they want someone to respond when something happens."

— Brandon Smith, Vice President of AURA

The strategic decision for monitoring centers is no longer whether to offer response, but how to deliver it. You can either build and manage a fragmented local vendor network or plug into a scalable response infrastructure that reliably closes the gap.

Monitoring is measured on outcomes, not escalations

Historically, monitoring centers were evaluated on procedural speed: how fast an operator answered and how accurately they followed protocol.

Today, customers measure something different: **outcomes**. When an incident occurs, customers expect a physical presence at the site. If no one responds, the value of the monitoring service itself is called into question.

Simply telling a customer that law enforcement was notified – but may not intervene – does not close the loop. It highlights a service failure.

"The alarm industry is starting to realize that detection alone isn't enough anymore. Customers expect action, and AURA is helping the industry deliver that at scale."

— Brandon Smith, Vice President of AURA

Centers that cannot guarantee response risk losing customers to churn and being forced into defensive conversations about limitations rather than outcomes.

The reality of manual coordination

As the need for private response becomes more apparent, some monitoring centers have begun exploring whether it could be managed internally.

In practice, however, the operational complexity quickly becomes clear. Managing private response independently creates significant friction for monitoring centers. Teams must manually coordinate with local guard vendors, confirm availability, validate licensing and insurance requirements across states, and chase updates during live incidents.

During live incidents, operators are forced into "dispatch trees" – wasting critical seconds calling through vendor lists, estimating responder ETAs, and often waiting on hold with PSAPs.

> *"Providing a real guard response sounds simple, but operationally it's very difficult to do well. Coverage gaps, staffing, and managing multiple markets quickly become a major burden for monitoring centers trying to do it on their own."*
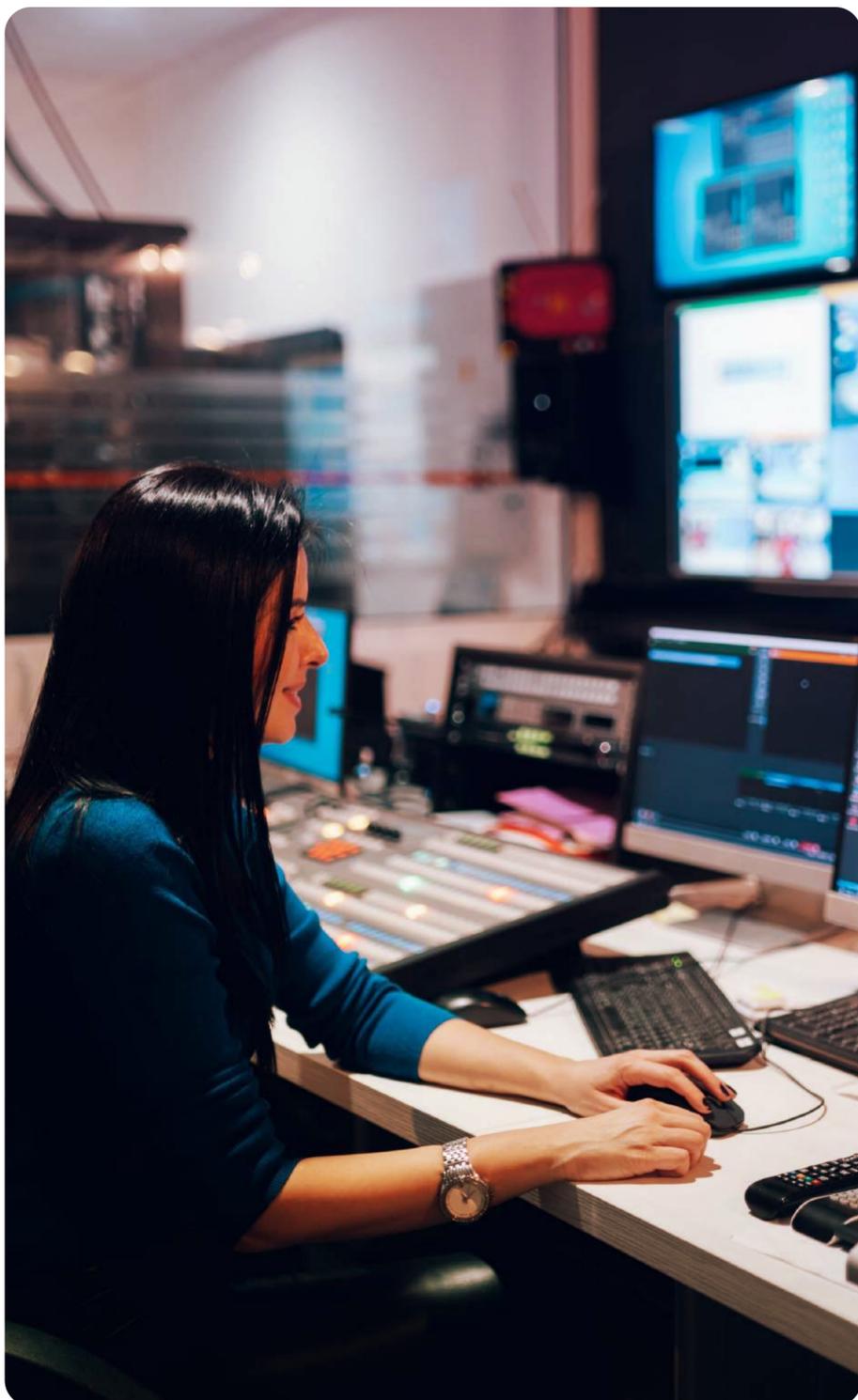>
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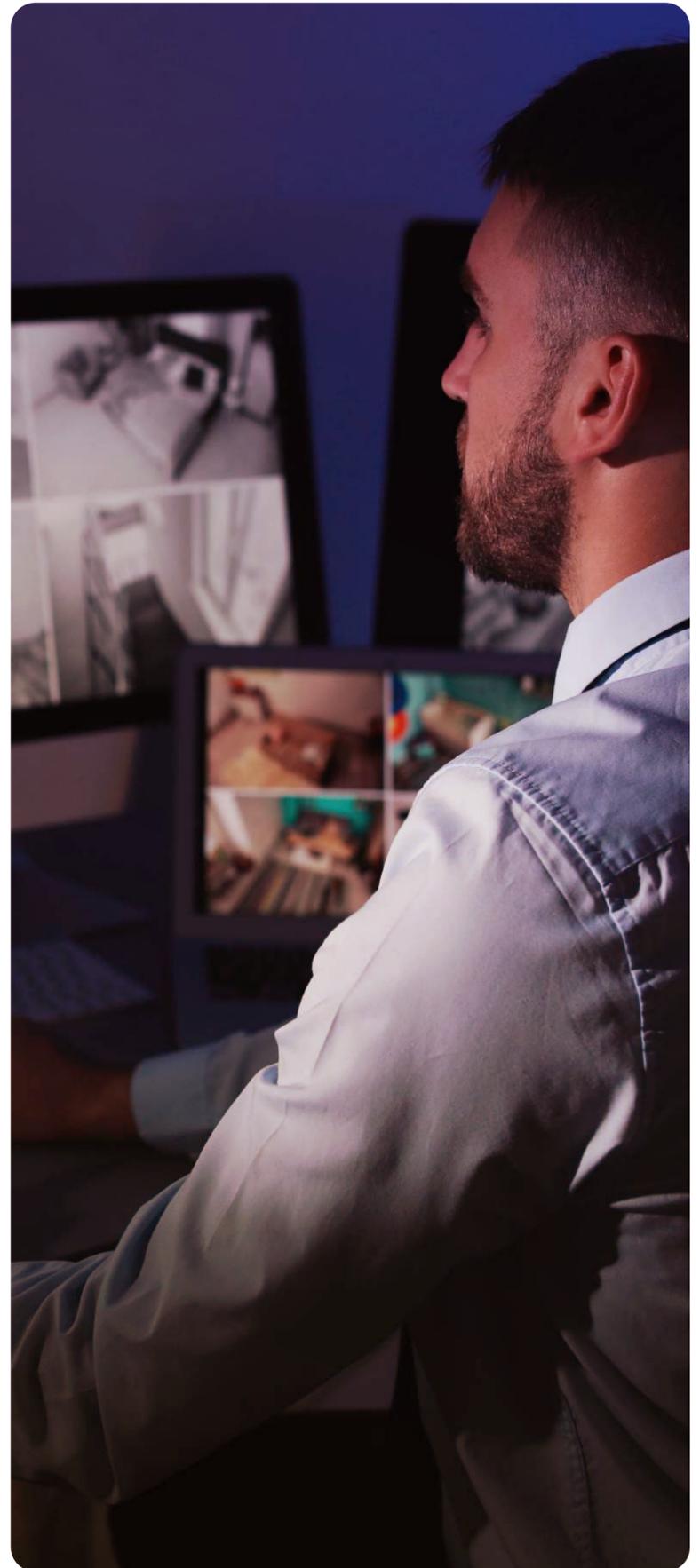
⚠️ The true cost of response is not the dispatch fee; it is the accumulated friction of manual process that drains operator capacity and introduces uncertainty.

The three strategic paths

Monitoring centers face three realistic directions:

Reliance on public resources

Continue relying solely on law enforcement and disclaiming responsibility for attendance. While simple, this creates massive sales objections in commercial portfolios where "Verified Response" policies are in effect.

Internal orchestration

This provides control but introduces staggering fixed costs, compliance obligations, and insurance exposure. Scaling into new markets requires recruiting and managing field personnel, shifting your focus away from monitoring excellence. For most monitoring centers, scaling this model nationally is cost prohibitive.

Plug into scalable response infrastructure

Partnering with a platform that coordinates a national network of licensed security responders allows monitoring centers to plug into an existing network that integrates directly with their workflows, turning response into a scalable service without adding headcount.

"We looked into it as a company for years because its a natural evolution... but it's cost prohibitive."

— Dale Bullough, Co-Founder and CEO of StopIt

Coordination: The missing layer

A plug-in guard response layer does not replace your monitoring platform; it acts as the coordination layer between verification and physical intervention.

When an operator confirms suspicious activity, the system routes the incident automatically to the nearest licensed responder using real-time location data.

Guesswork is replaced by live tracking, and anecdotal evidence is replaced by time-stamped digital proof of service delivery.

For operators, this removes repetitive dispatch tasks. **For leadership,** it provides total visibility into response times and service consistency across every region you serve.

Dale describes the impact from the control room perspective:

"One of the greatest things was just how much it takes off of our monitoring team... don't need them doing research, I don't need them having to spend hours on phones.They just need to be monitoring."

— Dale Bullough, Co-Founder and CEO of StopIt
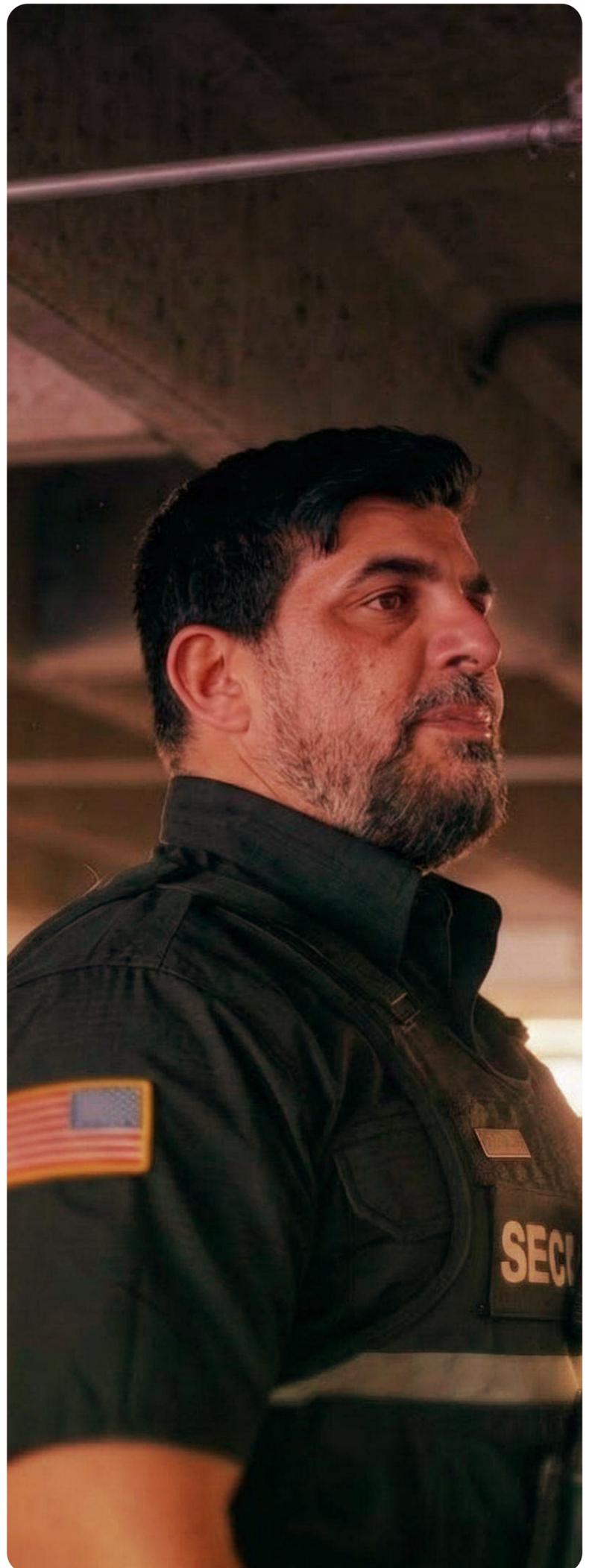
The commercial impact of infrastructure

When response is built into the service, monitoring centers unlock new commercial advantages.

Teams can confidently position guaranteed private response as a core deliverable.

"Response has traditionally been viewed as a cost in the alarm industry. What we're showing is that it can actually become a meaningful new recurring revenue stream for monitoring centers and their dealers."

— Brandon Smith, Vice President of AURA

Retention improves because customers experience consistent outcomes. Expansion opportunities emerge as you can package response as a premium tier for multi–site commercial portfolios.

Dale describes how this shift affects customer confidence:

"Now I feel there's an even higher degree of confidence in our ability to get prevention at sites."

– Dale Bullough, Co–Founder and CEO of StopIt

You gain the power of a national patrol fleet without the capital, liability or payroll burden.

Case Study: StopIt, Dallas, TX

StopIT, a US-based video monitoring center, provides live security monitoring to commercial real estate portfolios, construction sites, auto dealerships, offices, and other properties across the US.

As verified response policies expanded and law enforcement response became less predictable, StopIT needed a reliable way to guarantee physical response when incidents occured.

By integrating AURA directly into their monitoring workflow, StopIT enabled operators to dispatch a licensed security responder within seconds when suspicious activity is detected.

"AURA was incredibly easy to work with and incredibly price effective. Doing it on an on demand and an ad hoc basis, makes it absolutely feasible to give our system the teeth we've always wanted."

— Dale Bullough, Co-Founder and CEO of StopIt

18 min

Average guard response time to verified incidents.

25%

Of callouts led to the removal of suspicious individuals from the property.

Full visibility

Live responder tracking and digital incident reporting.

Protecting your core competency

Building a distributed field workforce requires an entirely different operational discipline. By plugging into response infrastructure, monitoring centers extend their reach without diluting their core focus.

The AURA platform does not require "ripping and replacing" your current systems. Integration occurs via API or structured workflows that fit into your existing dispatch process.

Operators continue to verify incidents exactly as they do today. When response is required, the integrated platform handles dispatch, tracking, and reporting. The monitoring workflow remains intact while the response capability expands.

"Most monitoring centers were never designed to run a guard operation. When they try to build response internally, they quickly realize how operationally heavy it becomes."

— Brandon Smith, Vice President of AURA
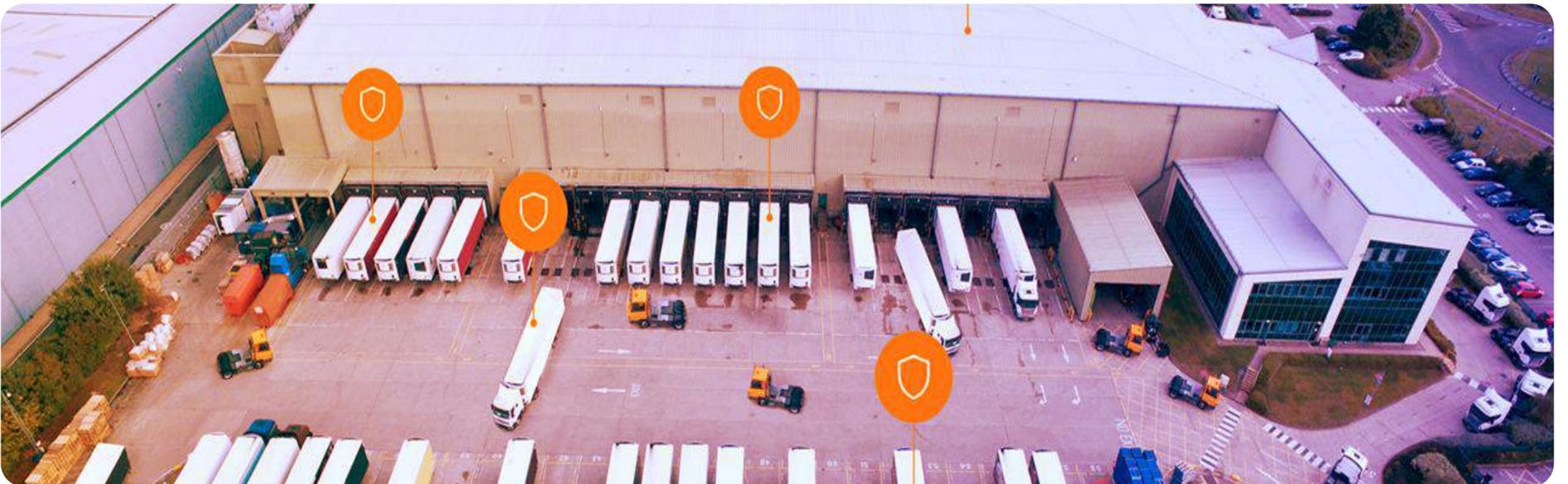
The infrastructure decision

The industry has evolved from alarm handling to video verification. The next stage is outcome assurance.

"With more cities moving to verified response policies, the risk of non-response is growing. If the industry doesn't solve that problem, customers will eventually lose confidence in the system."

— Brandon Smith, Vice President of AURA

Outcome assurance requires a reliable, scalable response infrastructure. Managing it manually creates friction; building it internally creates complexity. The third path – plugging into a national response infrastructure – allows monitoring centers to scale with confidence.

The buyer takeaway

The competitive advantage is no longer how fast you escalate an alert. It is whether you can resolve the incident with certainty.

Reviewing your response model?

Speak to one of AURA's experts about how a plug-in guard response layer can integrate into your existing workflow.

Book a demo