

## THE TRUMP CARD



“More often than not, we tend to look at the industry from a manufacturer’s perspective and talk about where the technology is going to take us. Clearly, with the pace of technology and IP advancements this plays an important role. However, I personally tend to look at the industry in terms of where the customer will take us. Allowing the customer to lead, doesn’t make a company a follower—rather it makes them a listener and one better qualified to satisfy the needs of customers because they have a deeper understanding of their pain points. One step that Protection 1 has taken to focus on this is through our “Your Voice” research. Select members of our senior management team, including myself, meet with customers and prospects alike asking a variety of scripted and free form questions to get to the problems and pain points faced by security buyers. For example, when dozens of National Account buyers were asked what they wanted in the “ultimate security provider” it was not a new technology solution they were looking for. Technology will continue to be a driver but not a differentiator in our industry. Where technology will matter in company performance is how they use it to provide tools that enable their employees to deliver on what resonates with the customer experience. For new entrants—as well as incumbents in the industry—the customer trumps whatever direction we may be inclined to set. And the one that can deliver outstanding delivery will grow in this space.”—*Tim Whall, chief executive officer, Protection 1.*

