

# INTEGRATED SECURITY, INC. PROFILER



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## INTEGRATED SECURITY, INC.'S PHILOSOPHY ON QUALITY

There is hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey.

It is unwise to pay too much, but it's more unwise to pay too little. When you pay too much you lose a little money, that is all. When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing you bought it to do. The common law of business balance prohibits paying a little and getting a lot ~ it can't be done. If you deal with the lowest bidder, it's well to add something for the risk you take. And if you do that, you will have enough to pay for *something better*.

*John Ruskin 1819-1900  
Critic—Essayist*

## CONTACT INFORMATION

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Our purpose at Integrated Security, Inc. is to provide YOU, our customer, with the highest level of service possible in all facets of the security industry. Our driving principle is to ALWAYS inform our customers of the MOST EFFICIENT means to achieve their goals and to PROVIDE this in a TIMELY, PROFESSIONAL, and FRIENDLY MANNER.

## A HISTORY OF ISI

FOXBORO, MA – Founded as Reliable Lock & Key in 1972 by Stephen Ehrlich in the Weir section of Taunton, Massachusetts, the tradition of providing quality security at a fair price was born. Shortly after the inception, Mr. Ehrlich began to build an impeccable reputation by providing his clients with fast, dependable service throughout Southeastern Massachusetts. As the industry began to change, so did Reliable Lock & Key. With the swell of electronic security to the marketplace, Reliable changed their name to Reliable Lock & Alarm, Inc. in 1991 to better reflect the turn the business had taken. It was around this time that Steve opened up a small storefront locksmith shop and service center in Foxboro Massachusetts, keeping the Weir Street headquarters as the main operations center. This shop began to build a strong client base in that area as well.



*Stephen Ehrlich*

Throughout the early stages of Reliable, Steve's son Michael was heavily involved in the operations of the business, as well as becoming one of the youngest Certified Master Locksmiths in the country. In the early 1990's Mike would leave to become New England Regional Manager for the country's largest wholesale supplier, and later the Eastern New England Field Representative for the nation's top high-security lock and cylinder manufacturer, Medeco High Security of Salem, VA. In July of 1998 Mike would reunite with his father to create a revolutionary concept in the security industry.



*Michael Ehrlich*

July of 1998 brought big changes to Reliable Lock & Alarm, and the local security industry as a whole. Reliable merged with two other security providers in Massachusetts and Rhode Island and formed Integrated Security, Inc. With an already established client base in Massachusetts, Integrated Security, Inc. was now able to bring on board an established Rhode Island area, increase our technical staff and begin to service all of New England with the same ideals that made Reliable Lock such a success, commitment to the customer and their security needs with timely responses and solutions.

At the formation of Integrated Security, Inc. (ISI), Michael Ehrlich was appointed President & CEO of the corporation, with Steve Ehrlich being named as Vice-President & Treasurer. The concept of the true security integrator was born. ISI began to incorporate facets of the industry that was normally left to separate companies. "One-stop shopping" became the theory, where a client could have their doors, frames, locks, alarms, access, intercoms and cameras installed, serviced and maintained with one phone call.

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## HISTORY OF ISI

(From Page 1)

August 2000 brought more changes and advancement for the young company. ISI consolidated their Taunton Headquarters and their Foxboro storefront shop into one 6,000 square foot facility located just off two major interstate highways in Foxboro Massachusetts. This move not only addressed operational issues, but also allowed our tech staff to service New England with greater ease and efficiency, positioning them to reach major cities like Boston and Providence within minutes.

For over thirty years, ISI had upheld strong values of client commitment and quality service, setting a standard within the security industry. Management of ISI has made a commitment to continuous improvement and corporate growth.

## CORPORATE SNAPSHOT

In Business Since...	1972
Dedicated Account Executive	<input checked="" type="checkbox"/>
In-House Training Program	<input checked="" type="checkbox"/>
24 Hour / 7 Day Emergency Service	<input checked="" type="checkbox"/>
Computerized Key Records System	<input checked="" type="checkbox"/>
UL Listed Equipment and Monitoring	<input checked="" type="checkbox"/>
Full Service Security University	<input checked="" type="checkbox"/>
Use of own Employees rather than Sub-Contracted Help	<input checked="" type="checkbox"/>
Proudly Serving All of New England	<input checked="" type="checkbox"/>
Proof of Liability Insurance with Errors and Omissions	<input checked="" type="checkbox"/>
Financing Available	<input checked="" type="checkbox"/>
Also: SELL, INSTALL, and SERVICE Locks, Safes, Phones, Intercoms, Access Control Systems and CCTV	<input checked="" type="checkbox"/>
<b>GUARANTEES CUSTOMER SATISFACTION</b>	<input checked="" type="checkbox"/>

### ISI IS GOAL ORIENTED

- To provide security services of the greatest value with the highest level of service.
- To build a strong, profitable, and people-oriented company.
- To provide an environment of productivity and achievement.
- To set the standards of professionalism in the security industry.

### ISI'S UNIFYING PRINCIPLES

- We are goal oriented; we believe in the laws of positive mental attitude.
- We stand as a symbol of professionalism.
- We subscribe to the highest standards of quality.
- We believe that honesty and integrity are the basis of successful relationships.
- We provide an environment in which everyone is held accountable for performance.
- ***We are committed to excellence.***

### ISI'S THEORY OF CONTINUOUS IMPROVEMENT

Achieving total client satisfaction in everything we do is our goal. Like success, however, client satisfaction is a journey, not a destination. Of critical importance is constant improvement of:

- Quality of Service
- Response Time to Client Needs
- Strong, Lasting, and Mutually beneficial Client Relationships

## THE ISI CREED

As a total, integrated security firm, ISI will provide the best ongoing security services available. We are respectful of the trust our clients place in us, and we must handle this trust as conscientious professionals. We understand that our company is only as strong as its customer base, and is measured by the level of service and quality of treatment we provide. Our purpose, hard and fast, is to provide our clients with the finest security and, thus, *peace of mind*.