



PM AM

FALSE ALARM MANAGEMENT SYSTEM

FAMS Service Proposal

A Modern Public Safety Technology Partnership

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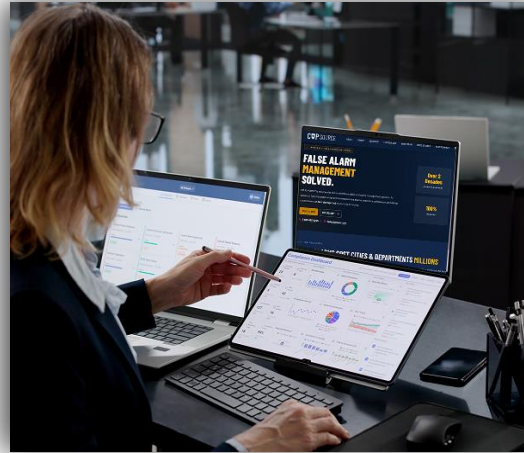
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SECTION 1

1. SITUATION

Law Enforcement agencies today are being forced to do more with less, which can put a continual strain on department staff. Cumbersome record keeping, tracking, billing, and incident information are in disparate systems, making the process of managing and billing for false alarms difficult.

PMAM is the number one provider of fully managed false alarm billing software services in the country. PMAM has a proven track record with our False Alarm Management Solution (FAMS).



FAMS is 100% cloud-based, and displays data in real-time. Officers and other key personnel have access to FAMS reports, scorecards, and data, 24/7 via the Internet. FAMS's servers are hosted with SSL Certificates providing secure encrypted communication between client browsers.

With live, real-time data, City officials and employees have nearly unlimited options for data analysis. Our web-based system empowers users, and you are not restricted to only a handful of "standard" reports.

Another advantage of having a web-based system like FAMS are updates such as new functionalities and features to our core service which are available instantaneous and seamless, at no additional charge.

SECTION 2

2. PMAM Approach

We approach every engagement as if you were our only client, no matter if you are using FAMS as a fully managed service or standalone product, our process is always the same:

- Discovery and assessment of your current needs, systems, and processes.
- Based upon the discovery, recommendations on how FAMS can best suit your needs.
- Implementation of FAMS.
- Setup of web portals for citizens and alarm companies.
- Training staff on how to use FAMS.
- Ongoing support, should your staff encounter any issues.



PMAM utilizes an experienced management and development team, and employees with an outstanding record for solutions in customized software development. We practice disciplined, well-defined, and effectively monitored software development processes for delivering quality software that meets cost and delivery schedule commitments.

PMAM is a recipient of Microsoft’s “Sequel 2005 Front Runner Status,” recognition granted to only 185 companies worldwide. PMAM has received a similar recognition for Sequel 2008. This designation demonstrates PMAM’s ability to quickly study, build and deploy applications using the secure MS SQL Server 2005 and documents our ability to satisfy technical requirements. Its greatest significance beyond assurance of the quality of our technology is our ability to respond rapidly to unforeseen requirements for potential modification of the system to meet needs.

PMAM has received its CMMI Level 3 certification, from the Software Engineering Institute at Carnegie Mellon University, the most prestigious certification worldwide for software development processes. PMAM is also a Microsoft Gold

Certified Partner that further contributes to our ability to exceed functional and technical requirements, while delivering projects on time and within budget. No other vendor in this market has received this recognition.

PMAM was incorporated in 1999, and created FAMS in 2003 to effectively manage and reduce the cost of commercial and residential false alarms to municipalities and other public entities.

In addition to FAMS, PMAM has launched a series of SaaS (Software as a Service) enabled hosted and managed enterprise products that include PMAM CRM (Customer Relationship Management), PMAM HCM (Human Capital Management), and PMAM Smart Select Recruitment and Staffing solution.

Our primary goal is to give you a superior product to reduce false alarms and increase revenue for your agency.

SECTION 3

3. FAMS SERVICE CAPABILITIES OVERVIEW

3.1 PERMITTING

The FAMS Document Specialist will review the existing permit registration form and, if necessary, work with City officials to finalize the permit registration form so that it meets with all the requirements of the City ordinance.

Permit registration can be applied online, paper applications can be sent by Postal service or citizens can download the application from City website built by PMAM.



3.2 NEW PERMITS

The FAMS program processes new registration applications for both residential and commercial alarm users. Citizens and businesses can apply online for permit registration or can use traditional paper applications.

City False Alarm Reduction Program

Home Contact US Log In

False Alarm Prevention False Alarm Information Business Alarms Important Information Online Training Cancel Permit

Registration Form

Permit Information

Location Type * Please Choose

Last Name * Last Name

Middle Name Middle Name

Location * Location

Validate Location

(Location Format: [Street Number] [Street Name])

Apt/Suite Apt/Suite

City/State * Please Choose

Telephone * Telephone

Email * Email

Permit Type * Please Choose

First Name * First Name

Note: If you attempted to Validate Location but are not able to do so, then please [click here](#)

(Note: Online payment option is available only if location is validated through "Validate Location" button.)

Full Address * Full Address

Zip Code * Zip Code

PMAM is totally unique in that it provides an unmatched citizen experience in each of our Counties' custom citizen portals. Immediately upon logging on to the City website, the citizen is guided through the permit application with a video demonstration. In just a few minutes, the citizen can

learn, apply, pay for, obtain an alarm permit or pay fees. PMAM has invested a great deal of time, money and effort in maturing these sophisticated processes. Our partner Counties constantly express the positive feedback they receive from their citizens and staff.

3.3 PERMIT RENEWAL

FAMS business rules-based, automatic billing process generates invoices and takes care of the permit renewal process. PMAM has several reports that may be executed by City officials to ensure all permit renewal notifications have been processed.

FAMS has detailed and concise processes to generate letters and invoices to residences and businesses. FAMS permitting processes to satisfy this requirement include:

- Permits requiring renewal in the upcoming month are automatically generated and a permit renewal invoices is sent.
- FAMS utilizes business-rules driven processes to issue ordinance notices and permits applications to all alarm holders that have false alarm incidents that are not matched to permits in the FAMS system.
- FAMS automatically generates first follow-up and second follow-up letters to non-compliant alarm holders, if they do not complete permit applications.
- FAMS non-compliance reporting determines which alarm holders create frequent false alarms. The City may wish to establish educational programs to work with these residents and businesses to complete alarm permitting and reduce false alarms.

3.4 CONTINUALLY UPDATING INFORMATION

FAMS business rules-based permit renewal program generates permit renewal invoices 30-days (30) prior to an expiration date.

On each invoice there is a section where permit holders can provide new contact and address details. If any contact information is changed on the return reply, your Customer Service Specialist may update the change in the FAMS database. PMAM recommends all of your Customer Service Representatives commit to a process to keep the contact information current for all permit users.

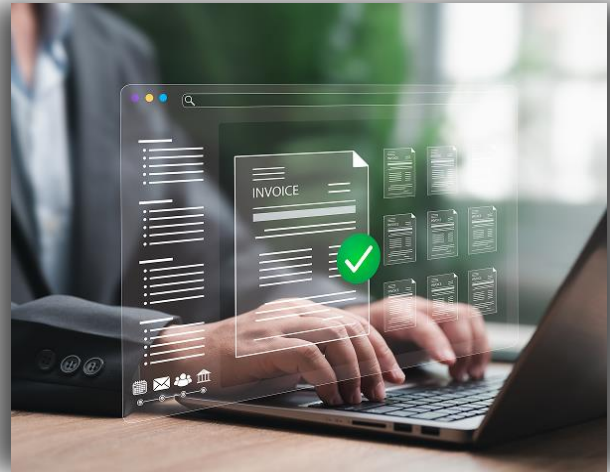
3.5 BILLING FOR FALSE ALARM FEES

FAMS's business rules-based, false alarm billing process is determined by the City's alarm ordinance. Contingent upon these rules, FAMS calculates the billing criterion and all associated

fees including false alarms that are billable, the rate at which each alarm is billable and the total fee for each location.

The system-produced invoices provide historic details and fees so the recipient of the invoice is aware of City ordinance requirements and if they are in compliance.

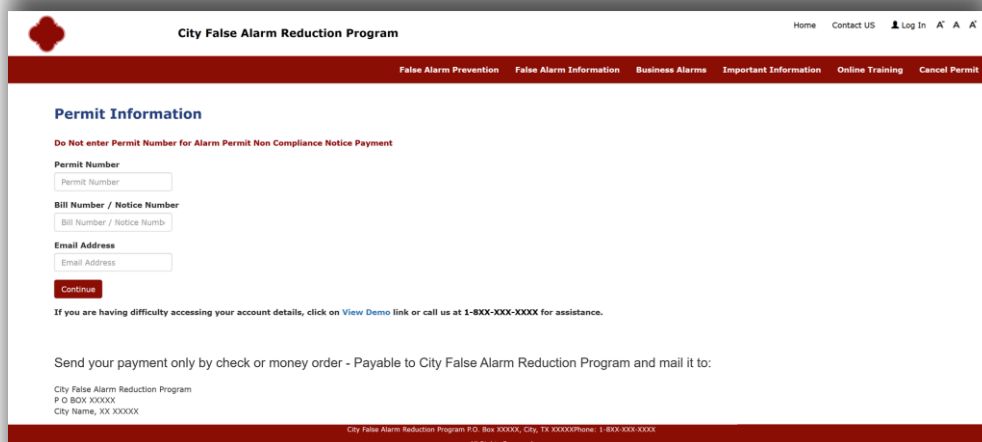
FAMS will follow the City's ordinance business rules to recognize non-billable false alarm instances. These rules will be effortlessly incorporated into the system. Additionally, FAMS can track organizations that have filed for Chapter 11 status. Business rules within FAMS will prevent billing these organizations.



- Several reports provided in FAMS allow your billing specialist to confidently certify that billing has been done correctly and all bills are ready to be printed.

PMAM's objective through using the FAMS billing processes is to achieve nearly 100% accurate billing and maximize bill collections. FAMS is able to achieve this through its intelligent, business-driven software processes to correctly bill renewal, false alarm fee and non-compliant alarm holders. FAMS meets billing objectives by using several reports to check the accuracy of the billing to ensure bills are correct and received on time.

3.6 COLLECTIONS



FAMS has a proprietary integrated billing and accounting software. Unlike working with external accounting applications like Quick Books, all billing, collections, account receivables are part of our 100% web-based system. As such, City officials are provided with online real-time access to view all account status at any time. This integrated approach saves time and money, and

Improve data accuracy since all the information is integrated as part of one system.

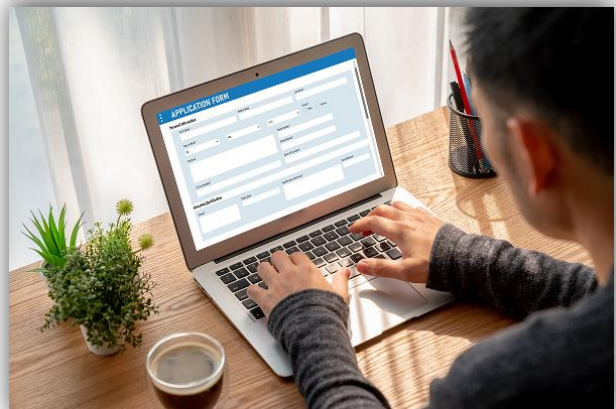
Our solution is capable of collecting and reporting cash, credit cards, and check payments through Payment Gateway integration with your processor. The reports detail the location and the person who received the payment, including full reconciliation details.

Collection efforts are maximized based on a scientific process by utilizing trend analysis. Trend analysis reports give collection specialists detailed knowledge to setup and execute debtor callback patterns using a scientific process that generates a call list, which your customer service agents may use for collection efforts.

3.7 CITIZEN SELF-SERVICE WEB PORTAL

PMAM's FAMS has an established web portal that will be customized for citizens to complete primary alarm registration, renewal and payment processing. It is critical to give citizens a self-service portal with 24 hours, 7 days a week availability.

We recognize technically sophisticated citizens are more likely to complete a web-based, self-enrollment rather than using mail-in or call center options.



The citizen web portal will accomplish the following processes and objectives:

- Citizens can apply for permits online and pay online. Utilizing this process, citizens can be Alarm ordinance compliant in minutes. FAMS will be updated in real time. This will allow first responders to immediately access the alarm and permit information.
- The online permit application process is written carefully so that the address entered by the citizen is verified with relevant GEO file. This prevents someone from obtaining a permit that

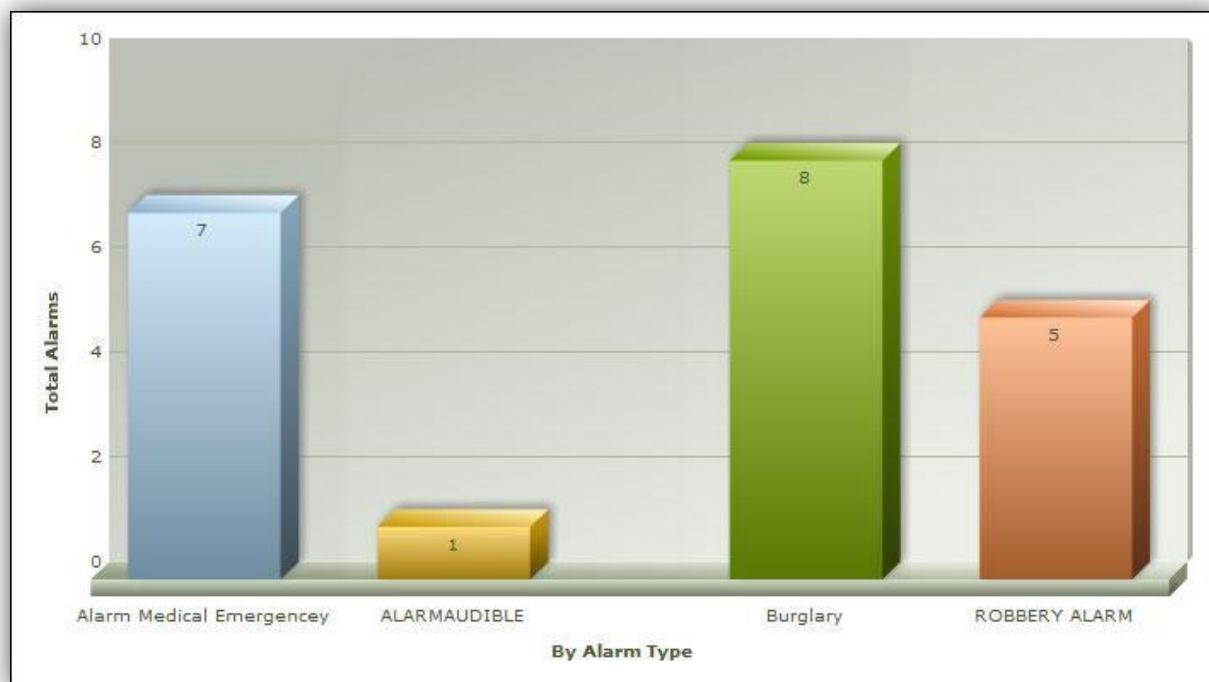
does not live within the City limits and will not get a police response from the City in the event of an alarm. The permit holder is made aware of all the conditions of the ordinance that he or she agrees to, before one can obtain a permit.

- Citizens, once signed up, can login into FAMS secured area to check all historical false alarm incidents, unpaid bills, permit information. Changes can also be made to Permits so all information remains current all the time.
- Citizens also enjoy the benefit of paying any renewal/false alarm fee that they receive during their residency.
- Citizens can change their contact information online. This ensures first responders have the most accurate data for each alarm permit.

PMAM's implementation team uses creative designs to make each portal unique and in line with the same theme as the City's website. The website is encrypted and secure to ensure safety for its users and information submitted. (SSL certificates are the responsibility of the City.) The portal will be setup by PMAM staff, at no other additional cost to the City.

3.8 REPETITIVE FALSE ALARM VIOLATORS IDENTIFICATION

FAMS

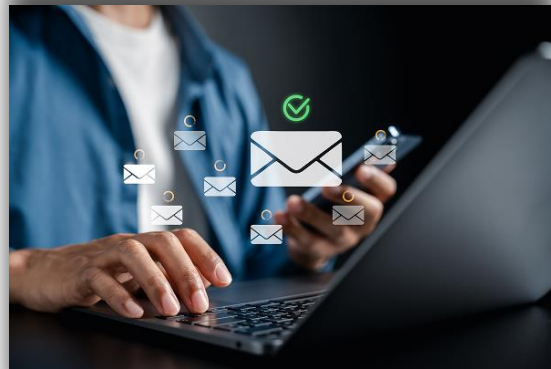


dashboards and scorecards systematically identify repeat offenders who cause a high number of

false alarms. These highly intelligent, analytical reports can then be utilized by your staff to engage high repeat offenders in multiple ways. This encourages repeat offenders to take corrective actions and prevent further false alarms from happening.

3.9 PROPRIETARY EMAIL ENGINE

FAMS includes an integrated email engine that will send out applicable messages to every permit holder that has had False Alarms in the previous month. The type of email message is intelligently selected by our solution, based upon the total number of false alarms in the last 12 months and the total false alarm calls in the previous month.



Your customer service staff can set the email program frequency specifically for the City.

With this type of communication policy, your staff will be able to reach out to every single false alarm violator, including those that had fewer than the free alarms allowed before they are invoiced. Early engagement with citizens and businesses helps to communicate and enforce the City's alarm ordinance. This proactive outreach effort increases false alarm awareness with the community.

3.10 FAMS HEARING AND APPEALS SUPPORT APPROACH

FAMS will provide the needed forms and instructions to the permit holder, once a Customer Service Specialist receives notification where a permit holder wishes to undergo the appeal process. This appeals form can be received by fax, email, USPS mail and through the citizen self-service web portal.

FAMS's appeal module is capable of scheduling appeals for the month and also for future dates. On occasions, the City may provide time slots that can only accommodate a certain number of appeals, in the event a permit holder requesting an appeal cannot be scheduled in a given month. FAMS tracks these permit holders on the basis of their call date and time and schedules them for an appeal hearing as soon as the City communicates a new appeal hearing dates.

Many Cities follow a process where they look at the appeal details and make a decision and prefer PMAM to communicate these decisions to the permit holder.

No matter whatever process the City chooses, FAMS's appeal module will support the entire documentation, decision, and post-relevant notes so the decision and the background documentation are available through the life of the permit.

3.11 REPORTING

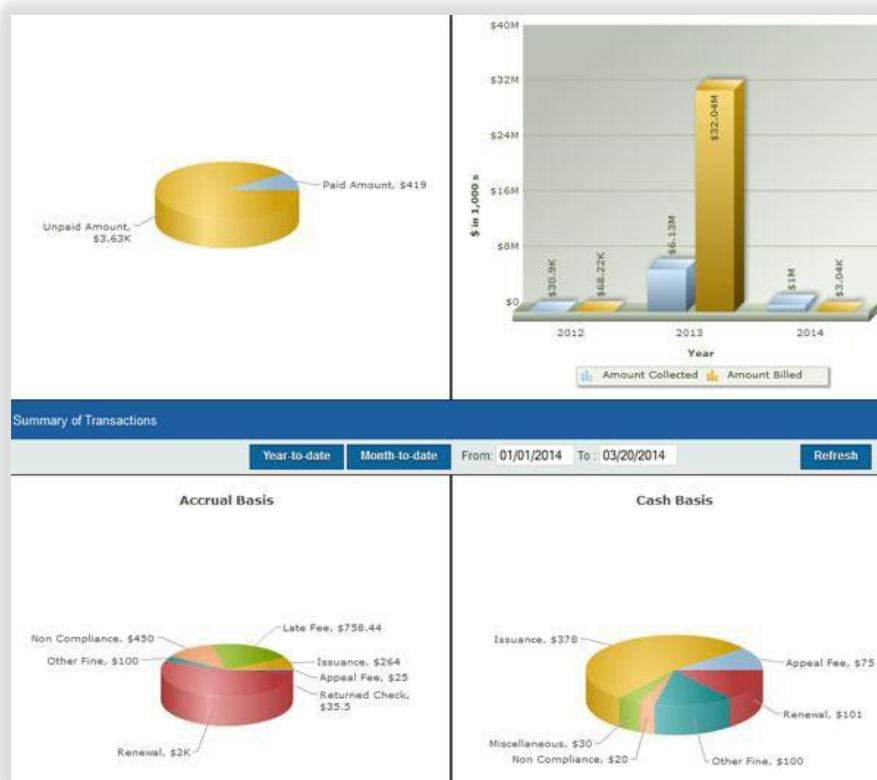
FAMS has numerous reports available to system users and decision makers. The majority of the reports have an option to export the results in PDF or Microsoft Excel formats. Several reports can be setup with multiple configurations, date ranges and status of a permit, etc.

FAMS is fully transparent because it is 100% web-based and has built-in, meaningful reports that are reviewed by City administrators, in real-time. FAMS data repositories allow 100% visibility and access to City staff.

FAMS has many specific reports for viewing billing and outstanding aging. Other reports also record the efforts that have been made by Customer Service Specialists in collecting a past due invoice. These reports are available in "Business Intelligence Dashboard" formats, Scorecards, "Payment Trend Analysis" as well as base reporting formats. All reports can be run for any period by providing the date range.

City officials desiring any permitting, billing, collections, false alarm reduction details, hearing process, security company and account receivables/aging details are able to get the information within minutes from these established web-based FAMS and configurable reports. This information is extremely helpful for budgeting and ongoing oversight of the false alarm program.

3.12 DASHBOARDS AND ANALYTICS REPORTS



FAMS is the pioneer alarm management solution that provides City decision makers with real-time statistical dashboards and analytic reports. City officials can monitor permit, false alarms, billing and collections information instantly at any time.

Additionally, PMAM had the vision in 2003 to utilize **“Drillable Reports.”** Data points on dashboards and reports incorporate a drill-down technique from the FAMS user interface to access unit level data.

At PM AM with our Product Suite, we offer a platform that’s 100% web based, accessible anytime, anywhere and PM AM provides full product support and training. Our platform includes three portals:

Administrative

User friendly with automated task to give you the most robust user interface. It is specifically designed for this application and includes a real time Dashboard, access to 100s of reports and the ability to export data via csv, pdf or excel formats.

Citizens Web Page

Customized easy to use reference for your citizens to use for all aspects of the program. Including permitting, paying fees, and ordinance and best practices information.

Alarm Company

Gives alarm companies in your area a database of their customers in your area which increases participation. Also gives you alerts of new alarm customers that have yet to obtain a permit and sends automated compliance reminder.

Empowers City Resources to deliver on Permitting, Accessing FA Data and Disposition Codes, Billing, Collections, Monthly Financial Reconciliations and Reports

SECTION 4

4. IMPLEMENTATION TIMELINE

Below is a schedule of the implementation process for putting in FAMS Product for your municipality.

- In the first week, we will arrange a kickoff to highlight what PMAM will require such as necessary paperwork signed, sample of incident data, and a clean copy of your false alarm ordinance.
- 8-10 weeks for implementation which consists of uploading data, building the 2 web-based portals.
- After the implementation phase, the next stage will be a demo and training to the municipality.



SECTION 5

5. PRICING

FAMS Full Service is a program managed by PMAM that involves various tasks such as customer service, billing, permitting, and collections.

FAMS Full Service

<i>City Percentage</i>	<i>PMAM Percentage</i>
65%	35%



(Mailing and banking fees will be paid by the City and will be deducted before split of revenue.)

No one time fees

This proposal is submitted by PMAM as the prime vendor. The City is allowed an unlimited number of users, but FAMS can only be used by City officials and any other City will not have any access to this clause of unlimited usage.

Proposal for the City of Madison

Background

The City of Madison is currently managing its city alarm ordinance internally. The department is exploring ways to enhance the program's effectiveness by increasing collections, maintaining low false alarm rates, and better serving its citizens. Consequently, city officials and PM AM have had extensive discussions. After reviewing PM AM's False Alarm Management platform and its impressive customer portfolio, the city wishes to engage PM AM's services as a turnkey solution to achieve its alarm management goals.

Proposal

PM AM proposes to receive 35% of the revenue collections, with the remaining 65% will be retained by the city.

Positive Outcome

By partnering with PM AM, the City of Madison stands to benefit from increased revenue collections and cost savings.

By improving collections and freeing up city resources currently devoted to managing the program, the city will achieve substantial savings and better service for its citizens.

5.1 CONTRACT STATEMENTS

PMAM submits this proposal for an initial term of 3 years. If written notice from the City to the Contractor terminating further services is not received by the Contractor at least sixty (60 days) prior to expiration of the Agreement, this Agreement shall be automatically renewed for a period of one (1) year on the same terms and conditions as set forth in the Agreement.

THANK YOU



Partnering for Safer Communities

Questions? We're here to help.

PMAM Corporation

www.pmam-copsource.com