

Entec Systems, Inc.

Integrated Systems Solutions



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Small Company Ethics, Large Company Performance

"When you choose Entec Systems, you can expect an honest proposal and quality work," says Brent Laws, president and founder of the company. "We like what we do, and as a result, clients take notice. They know we're going to deliver quality service and a quality product. Our business is truly relationship driven. We are in business to provide solutions for our customers."

Entec is best known for its expertise in the fire alarm industry, and is a platinum-level, award-winning distributor in the Southeastern United States for Gamewell/Fire Control Instruments (FCI). The company can handle a range of projects, from small office spaces to million-square-foot office buildings, including the design, engineering, installation, certification and equipment required on a given project. Entec is often called on to perform high-rise retrofits, working with existing buildings whose safety equipment no longer meet standards or are no longer serviceable.

"Fire detection systems are required by local code in a vast array of different types of occupancies including hospital, medical, educational, office and industrial facilities," says Laws. "Our ability to provide the correct design and expertise for our clients is a result of experience and knowledge. All our technical personnel are required to be certified with the National Institute Certification in Engineering Technologies (NICET) or complete training for NICET certification.

"We have a wide range of customers, most of which we have served for years. Our customers' projects can range in size from 1,000 square feet to more than one million square feet. Providing prompt service and care for all sizes of projects is critical in maintaining a solid, satisfied customer base," he says.

Developing an integrated security company

Entec Systems, founded by Laws in 1999, is a commercial building systems integrator offering complete fire alarm, security, surveillance and access control for the Atlanta/ north Georgia market.

Says Laws of his recent success in commercial building systems, "I actually co-founded another security company in 1989 and sold out interest in it 1999. The former company dealt exclusively with fire alarm systems. I had the idea to build an integrated security company. I saw market trend and decided to capitalize on it."

So far, Laws' instincts have been good. His company has experienced close to 100 percent revenue growth in recent years. And, since its humble beginnings, Entec has gone from a one-man show to an average of 10 to 15 employees depending on the size of the job.

"We try to get quality people, not only those with specific security industry experience. We hire low voltage electrical installers and field engineers, and look for people with electrical engineering or technical school background."

Running a smaller operation allows Laws to maintain contact with all his clients. And he is not afraid to roll up his sleeves on some of the firm's larger projects, an aspect that has won him a lot of repeat business. "We work for our customers, but more importantly we work with them to understand the needs of their buildings and tenants to make sure everything flows smoothly on a given project. Working with our customers, we are able to match system needs to available budgets and design solutions that provide superior protection for life and property."

In the life safety and fire side of the business, suggests Laws, there are different requirements for different types of occupancy. High-rise projects are different than industrial projects, and schools are different than doctors' offices. Having a lot of trained personnel, along with the background and research capabilities to perform a variety of projects, is a strong Entec advantage. "We can tailor proposals to meet specific requirements. We can take a blueprint from a customer and design a system from a shell drawing, including what is needed by code and local authorities, and produce a finished deliverable," he says.

Committed to helping customers

Oftentimes, what initially seems like a budgetary concern is merely a matter of educating the customer. In an initial consultation, Laws takes the time to personally sit down with the customer to determine their needs, whether they are responding to vandalism, accountability or operational problems. "Customers may pick up a brochure and see something they think they need, without understanding building codes or other issues," says Laws. "They want bells and whistles, which may not be appropriate for their situation. We find out what they are trying to accomplish, and go from there."

Alternative solutions for customers on a limited budget include the installation

of a core system with expansion capabilities, and five- to seven-year lease opportunities. "Advances in technology have enabled us to offer our customers innovative platforms to build quality systems that are able to expand and grow with their business while still remaining within realistic budgets," explains Laws.

Because of Entec's commitment to the customer, its highly trained and experienced staff, and its commitment to quality, the business just keeps on coming. Today, Entec is often called upon for its reputation and ability to complete installation of new life safety systems while keeping existing systems functioning. In fact, based on its reputation for system replacement, the company has recently retrofitted a number of fire alarm systems in high-rise buildings for the Atlanta Housing Authority.

In October 2005, Entec was contracted to provide a life safety system in a new 400,000-square-foot Staples Automated Distribution Warehouse. The life safety system had to accommodate the unique design of a three-level conveyor mezzanine system, which required careful engineering and coordination among owners, Authorities Having Jurisdiction (AHJ) and Entec's design team to meet this complex facility's needs. Despite these challenges, Entec was able to successfully design and install a system that exceeded customer expectations, well within established timelines and budgets.

"We offer large company performance and small company ethics — a characteristic you don't find often in this business. We're interested in developing partnerships with our clients. Our desire is to take care of their needs for the long term, not just sell them the biggest, shiniest box," Laws says. "The uniqueness of what we do is driven by the technology, and we strive to change and update our capabilities to give our customers the best possible security and safety system options."

— Corporate Profile

