



COMPANY ANALYSIS

ADT COMPANY

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Table of Contents

ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	2
2.0 COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	3
2.3 Products/ Services	4
2.4 Technology	4
2.5 Business, Marketing, Operational Strategy	4
3.0 COMPANY ANALYSIS	6
SWOT Analysis	6
4.0 FINDINGS AND DISCUSSION	9
4.1 Findings	9
4.2 Discussion	13
5.0 RECOMMENDATION AND IMPROVEMENT	17
6.0 CONCLUSION	18
REFERENCES	19

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EXECUTIVE SUMMARY

The number of burglaries has been a significant challenge for many years across the world. The analysis is also based on the SWOT analysis aspect to evaluate the strengths, weaknesses, opportunities, and threats of the innovative home security system markets to the users. About 2.5 million burglary cases are reported per year, with at least a home break occurring every 13 seconds across the world. More than 23 percent of such burglaries occur through the first-floor windows of the house, while a limited amount of two percent dares to go through second-floor windows. The discussion identified several challenges leading to burglaries through the windows such as minor security aspect as most windows are transparent, the structure of the windows makes it easy for the thieves to break in, expensive hardware and total cost of ownership, incomplete home coverage, incorrectly calibrated equipment and poorly maintained windows are security risks among other factors. The best remedies to these security risks include equipping the window with modern window locks, installing security cameras, tempered glass windows, Plexiglas or Polycarbonate Windows, and installing window sensors, among other things. The study recommends that home security be the priority for the homeowners and organizations by applying the best security features in the modern market.

2.3 Products/ Services

ADT Company has provided a few services for home that need security. The services are such as the service of home security system, fire and life safety, smart home automation, security for renters, and for multifamily solution. They also have the products that apply security that can be used for home or smart home. Service for home security system included the digital panel, entryway contacts, wireless keychain remote, motion detector, yard signs and window decals and 24/7 monitoring. All the services are theft protection guarantee and the service and repairs job also included. Client will get more than just a smart security system with ADT home security packages. They have peace of mind knowing that more than 17,000 people across the United States are working to protect what is most important in client or customer life.

2.4 Technology

In ADT Company, they have used a few technologies in order to produce the products that can be used for home security. One of the technologies that they have used is mobile application ADT Security. With an ADT Interactive Security system, users can manage and control their home or business in real-time and from any location – including users' Android or Apple devices. ADT Interactive Security, and motion detection, provide users with real-time visibility and control over the places users care about the most. ADT Company also provides sensor technology for their products which can make home more secure and can avoid some burglary issues. But, their sensor technology still can be improved to be more powerful and advanced.

2.5 Business, Marketing, Operational Strategy

Traditionally, the ADT Company has focused its marketing efforts on how they monitored home security can assist customers in times of crisis, such as fires, burglaries, or carbon monoxide leaks. However, according to a recent announcement by ADT, the company is now shifting its focus away from emergencies and toward the common security concerns that plague homeowners on a regular basis. “In My Mind's Eye,” ADT's new campaign, focuses on how ADT can provide consumers with the peace of mind they seek on a daily basis. Advertisements centered on this theme