



www.thaisecurity.com
Master Safety



www.thaisecurity.com



 **Master Safety**
security solutions ... since 1988
Your trusted partner in security



038-426-423



mastersafety1988@gmail.com



Master Safety Enterprises Ltd. (0205532001764) 124/55 M10, South Pattaya Road, Pattaya City, Chonburi, Thailand, 20150
Tel. 038 426 423, 038 489102, Mobile 089 719 3555
E-mail. mastersafety1988@gmail.com, Facebook: mastersafety 1988
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Company History

- Established in 1988
- Initially Bangkok based
- New Ownership - 2013
- Partners
- 3milb company

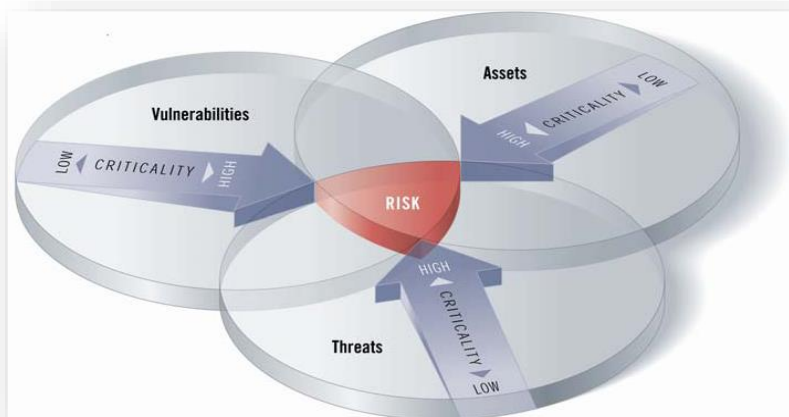
Customer base +- 1500



Mission

To be the recognized leader in the provision of risk-based, integrated security and loss control solutions in Thailand.

We expertly manage the risk exposure of customers by providing them with quality integrated security solutions supported by appropriate technology, in accordance with world-class systems and procedures. Through this stakeholder value is created.





CUSTOMERS: CCTV SYSTEMS

- Panajathani Tower,
- Dow Chemical (Siam Polystyrene),
- Sunbeam Hotel, Mountain Beach Hotel
Asia Hotel, Nova Lodge, Siam Residence,
- Embassy of the Republic Of Turkey,
- DEA Offices Chiangmai, Flamingo Laguna Project,
- Krung Thai Bank Head Offices,
- Mermaids Beach Resort
Swissotel, Krung Thai Bank Phnom Penh,
- Asia Diamond Co. Ltd., Jai Gems Co. Ltd.
SS Agencies R. O. P. (Gem Exp.),
- Pert Mint (Thailand) Ltd. (Gold Mint),
- British Aerospace International,
- National Petrochemical Plc. (NPC),
- Diminco (Thailand) Ltd. (Diamond Exp.)
Hyatt Erawan Hotel, Nana Entertainment Co. Ltd., DZ Thailand Ltd. (Credit Card
Manufact.)
Cambodian Brewery Ltd. (Heineken),
- D'MA Pavillion Hotel, Diethelm & Co. Ltd. Distribution Center (Bangpa-in),
- Auto Alliance Thailand (Ford Mazda Plant),
- Standard Chartered Bank Head Office,
- Banque Nationale de Paris Head Office,
- Tuntex (Thailand) Plc. (Petrochem. Plant)
Dresdner Bank AG Bangkok Branch,
- BMW (Thailand) Parts Division,
- Siam Cement Co., Ltd.
Rolls Royce International Ltd., Extra Excel Intl.,
- Chokdee Hotel,
- Fairtex Hotel,
- Emerson Electric Thailand) Ltd.,
- Laurel Park (housing estate),
- Jomtien Complex Condotel tower
- A & B Taitronics Industries
- 213 CCTV Customers (residential and commercial)
- Last 12 months – x42 new customers



CUSTOMERS: ACCESS CONTROL & ALARM SYSTEMS

- Ziehl-Abegg Factory
- Siam Secure
- Krung Thai Bank Head Office,
- Thai Belgium Ltd. (Diamond cutting),
- Krung Thai Bank Cambodian Branch,
- Hoechst Thailand,
- Nordec Power Invest Co. Ltd.,
- Dow Chemical (Pacific Plastic) Maptaput,
- Quelle Co. Ltd.,
- SS Agencies R. O. P. (Gem Export),
- The Shell Company of Thailand,
- Perth Mint (Thailand) Ltd. (Gold Mint),
- Mahidol University,
- DZ Thailand Ltd. (High security printers),
- Diminco (Thailand) Ltd. (Diamond Exp.),
- Siemens Head Offices,
- Auto Alliance Thailand (Ford Mazda Plant),
- Diethelm & Co. Ltd. Distribution Center (Bangpa-in)
- Tetra Pak Manufacturing (Thai) Ltd.,
- Hongkong Bank (executive residences),
- Standard Chartered Bank Head Office,
- General Motors (Thai) Ltd.,
- Banque Nationale de Paris Head Office,
- CMIC Finance,
- Royal Dutch Embassy,
- Dresdner Bank AG Bangkok Branch,
- Sri Lankan Embassy,
- British Aerospace International,
- BMW (Thailand) Parts Division,
- Allen & Overy (Thailand) Co., Ltd,
- Rolls Royce International Ltd., Siam Stars Ltd. (Diamond cutting)
- Jomtien Park Villa Estate phase 2 & 3, Sedona Housing Project,
- Oceans Edge (Lift access, WiFi & Gate Automation),
- Royal Cliff Garden Condo (Lift Finger Print access)
- 1300 Customers (residential and commercial)
- Last 12 months – x 89 new customers



19 years of global security risk management experience, combined with reliable best of breed products, topped with exceptional customer care



- **Advisory Services**

Master Safety
24 Hr Central Monitoring Station
WARNING
32/11



- **Electric Fencing**
- **Doors, Gates (and gate automation)**



- **CCTV**
- **Visual Management Solutions**



- **Access & Egress control**
- **Time Management systems**



- **Burglar Alarm systems**
- **24/7 2nd Tier Monitoring**



- **Roller Shutters**
- **Garage & Windows**

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This vehicle is secured with a GPS tracking system



- **Vehicle tracking solutions**
- **Cars, Bikes, Trucks, Busses and Boats**

Need an Electrical Contractor?
Eastern Seaboard



eastseaboard@thaisecurity.com
091 757 7644

- **Electrical Contractor**



Frederik Truter: Managing Director Master Safety Ent.

Knowledge and skills as a proven security and **business manager**, extensive experience in leading multi-cultural teams in high risk areas, a team player in challenging transitional and changing business environments, a strong believer in effective stakeholder engagement, in touch with modern security challenges and appropriate risk-based and cost-effective solutions and experienced in **security management system- and process design and implementation.**

20 years experience in:

- Corporate Security Management,
- Senior Advisor to Oil and Gas and Mining Industries
 - Supply Chain Security

General management, strategic security environmental analysis and assessment, security risk management strategy and philosophy formulation, design risk based integrated concept of operations, draft policies and procedures, designing and developing a security management process for corporations, change and transition management, technology project management, information security management, system audits and reviews, contracts management.

Business Process

- Requirement
- Assess risk
- Determine detail user requirement
- Specify risk based solutions
- Costing
- Accept quotation
- Deposit and order
- Installation, commissioning
- After sales service

SECURITY STRATEGY

- Prevent (Deter),
- Detect,
- Alarm,
- Response

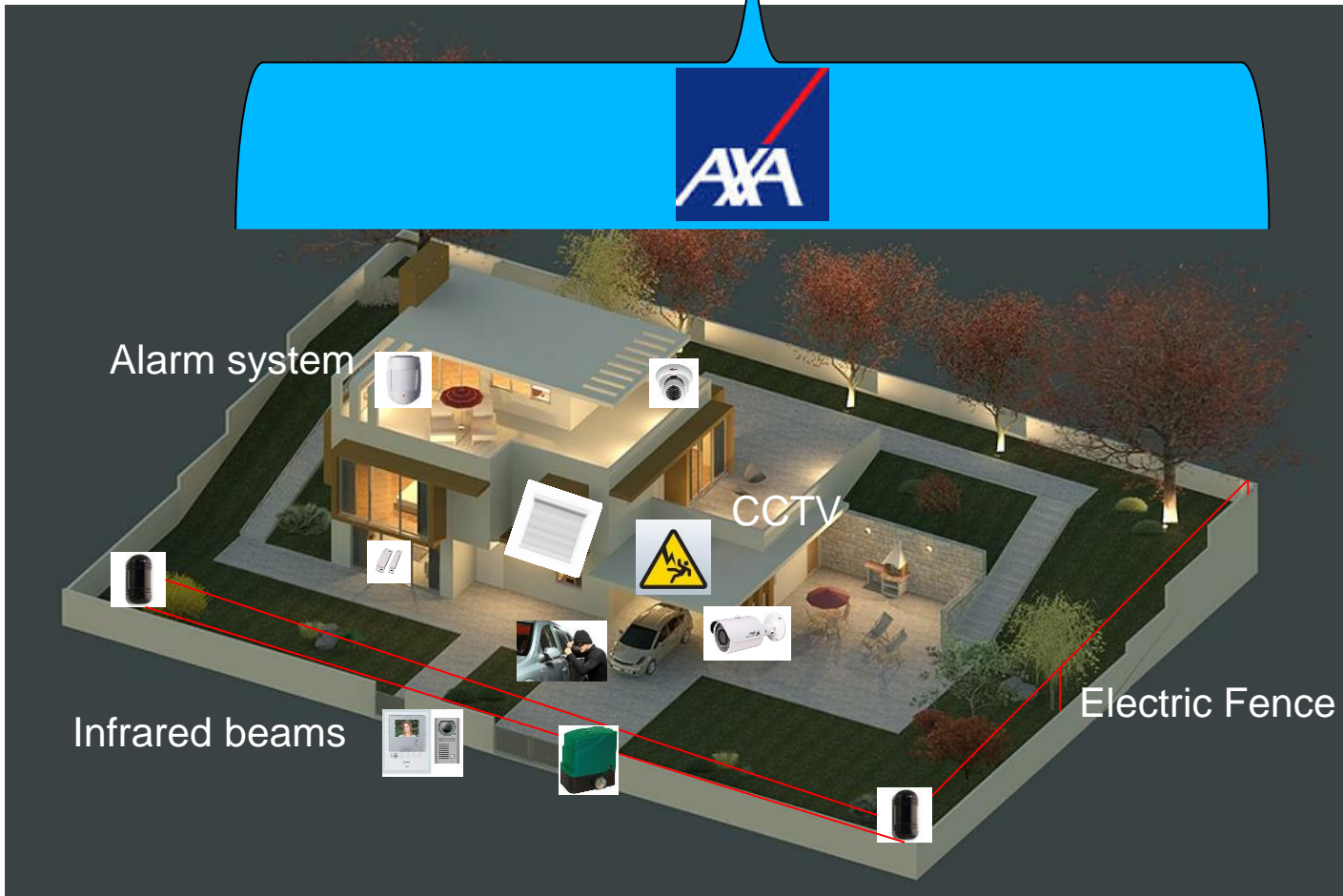
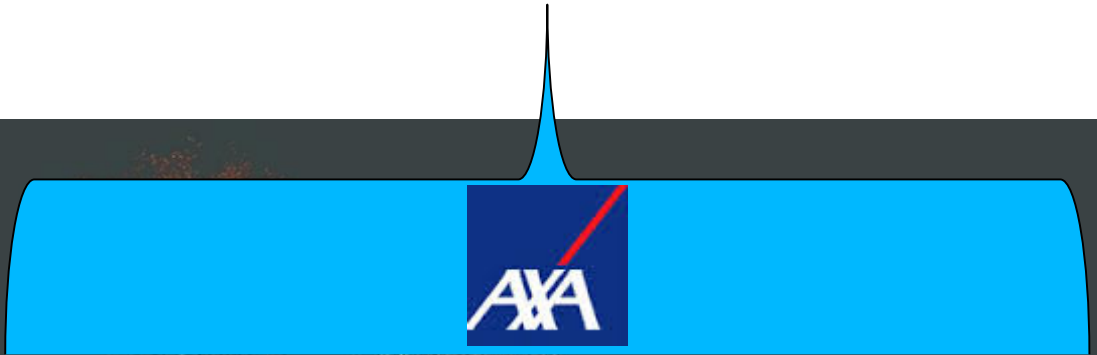
THREATS AND RISKS

1. Family
2. Assets
3. Property

NB: Risk control cost proportional to risk (cost/benefit) – depending on ‘risk appetite’

Risk = Probability versus Impact

Concept of security



Possible solutions

Perimeter security v internal security⁶

Risk Management Cost/Benefit

House = B3,000,000

Year 1:

- 1. Insurance = B 20,000 per annum**
- 2. Alarm = B 30,000**
- 3. CCTV = B30,000**
- 4. Electric Fence = B300,000**
- 5. Car Track = B 15,600 per annum**
- 6. Total cost per annum = B 395,600**
- 7. 13% of house value spend on risk control in year 1**

Risk Management Cost/Benefit

House = B3,000,000

Year 2 and on:

1. Insurance = B 20,000 per annum
2. Alarm = B 5,000
3. CCTV = B5,000
4. Electric Fence = B10,000
5. Car Track = B 15,600 per annum
6. Total cost per annum = B 55,600
7. 2% of house value spend on risk control in year 2

15% of house value in 2 years?

VERSUS PROBABLE LOSS

1. Value of Family? Priceless
2. Theft from house – B100,000?
3. Car theft – B 10,000 excess?

Note: 10% discount on Insurance!

So, what is reasonable amount to spend on security systems?

Shopping habits

SECURITY BUYING RATIONALE						
		Entry level	Life expectancy	Maintenance	Replacement	TOTAL
Alarm system	1	18000	1	5,000	18,000	41001
VERSUS						
less stress		30,000	3	3000		33,003
2 CCTV		25000	1	5000	25000	55001
VERSUS		35000	3	3000		38003

Master Safety Offering:

- Established business
- 1,500 customers – understand risk profile
- Skills to design solutions – not just fit
- Reputable, best of breed products
- Leverage best prices after 26 years as Master Dealer/Installer Eastern Seaboard
- Good Engineering team (Tai/English)
- Good after-sales service
- Care for our Customers

Risk Management Product Options:

- **We are not product bound**
 - Alarm systems – 3 reliable brands
 - CCTV – 5 brands
 - Gate motors – 2 brands
 - Electric Fence – 1 brand
 - Intercom – 2 brands
 - Shutters – 2 brands
 - Insurance – 2 Insurance Houses
 - Tracking – 3 options
 - Electric Contractor solutions
 - Tracking solutions
 - Insurance

Alarms



ALARM SYSTEM

P ▲ R ▲ D O X™



CCTV

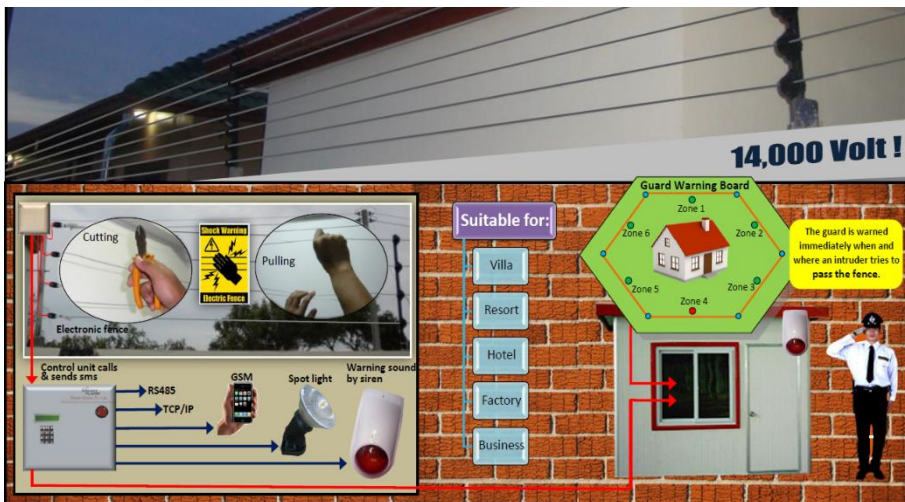
Analog, HD-CVI and IP



Gate/Garage Automation



Electric Fence



14,000 Volt!

Guard Warning Board

Zone 1, Zone 2, Zone 3, Zone 4, Zone 5, Zone 6

The guard is warned immediately when and where an intruder tries to pass the fence.

Suitable for:

- Villa
- Resort
- Hotel
- Factory
- Business

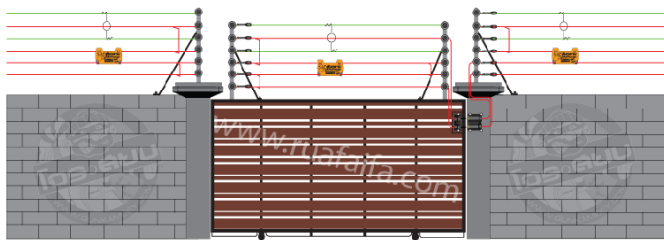
Control unit calls & sends sms

RS485, GSM, TCP/IP

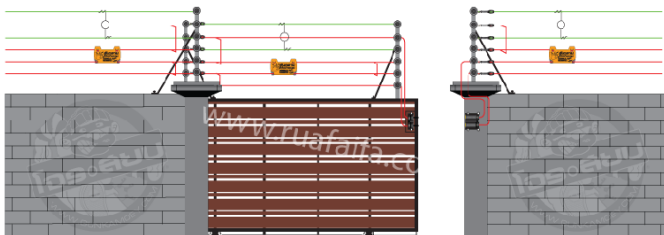
Spot light, Warning sound by siren

Electronic fence

Cutting, Pulling, Check Warning, Electric Fence



รูปแบบการรั้งของกั้นรั้วไฟฟ้างาน ประตูประตูเหล็ก << ปรึกษาการทำงานและงบจริง >>





Vehicle Tracking



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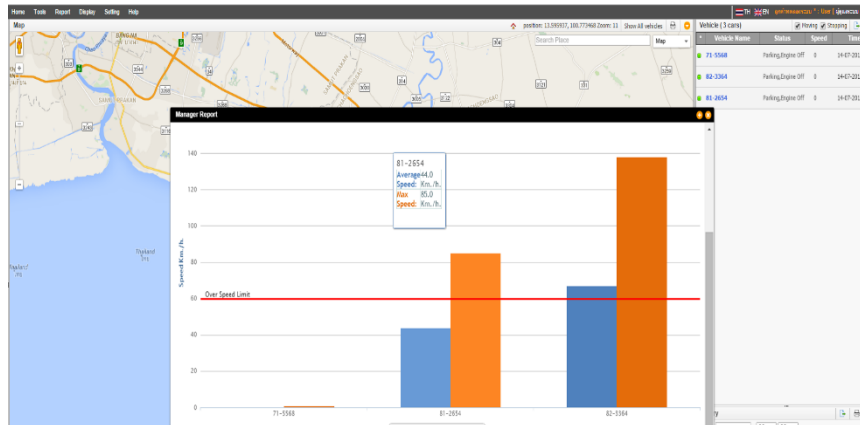
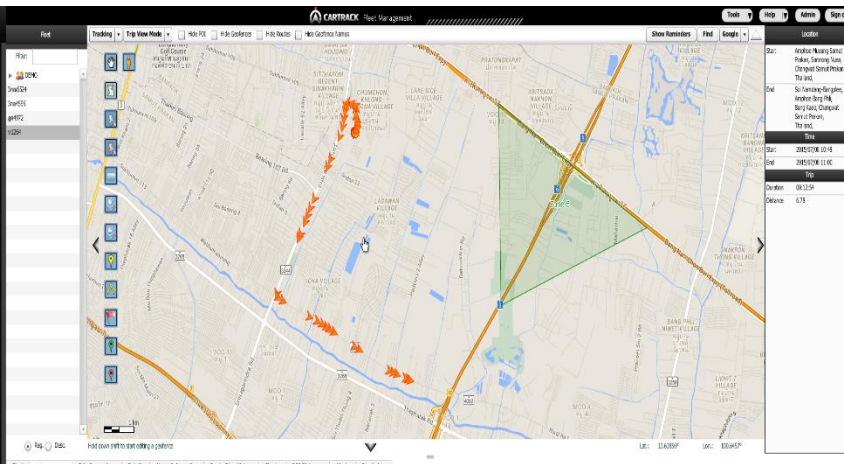
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This vehicle is secured with a GPS tracking system



E-mail alerts !



Main Considerations

- **Power integrity at home**
 - Grounding
 - Surge protection
- **Alarms**
 - Hard wire v wireless
 - All doors and windows
 - 2nd line, internal PIR
 - Restrictions on wireless – Repeaters
 - Choice of SIM cards
 - Remote management
 - Response ability
- **CCTV**
 - Risk areas, kind of camera, lens selection
 - Identification requirements
 - Analogue, HD-CVI or IP
 - Motion detection
 - Quality of data cabling
 - POE
 - Position and security of recorder
 - Disk data capacity
 - Remote viewing
 - User friendly software

Thank you

Questions?