PSA University Course Catalog

PSA University Free Courses

PSA University have over 70+ free courses to utilize. More courses will be added each month.

A Camera is No Longer Just a Camera ●●

Length: Approximately 1 hour

Cameras are increasingly becoming more like multi-use sensors for hyper integrated systems. In this one-hour interactive session the experts from the PSA Emerging Technology Committee will discuss the capabilities of these new cameras including machine learning, smoke and vape detection and LIDAR and what it means for the security integration landscape.

Access Control 101 ●●

Length: Approximately 15 minutes

This course is intended for new technicians and is a basics course on access control.

Are You Sacrificing Long-Term Strategic Goals by Overloading Your Finance and Accounting Team? ●

Length: Approximately 1 hour

What additional work are you putting on your finance and accounting teams? By oversaturating your finance and accounting teams, are they able to focus on the work that will put your company in a good position going forward? In this PSA Finance and Accounting committee session an expert panel of industry professionals will discuss the challenges created by overloading your team as well as highlighting what they should be focused on and how they can put your company in a good position for what is coming.

Assess Your Inventory, Assets, and Data ●

Length: Approximately 1 hour

The assessment of your cyber inventory, assets and data is one of the most important things a security integrator can do to protect themselves as it will help them recover when a cyber-attack happens. In this interactive discussion by the PSA Cybersecurity Committee our panel of experts will discuss this often overlooked but critical step in keeping your business running in the event of a cyber-attack.

Building a Managed Service Pricing Model ●

Length: Approximately 1 hour

How does a security integrator determine which managed service solution is right for them? For an integration company transitioning to managed services, pricing ranks among a top consideration along with sales and service delivery. Finding the right managed solutions for your clients and building the right pricing model and compensation plan are critical steps and require careful consideration. A misstep can hinder an integrators prospect for growth and profitability. In this PSA Managed Services Committee session, panelists will describe the elements of delivering managed services as well as the different pricing models and their core attributes to help decipher the best fit between the model and how customers want to buy services.

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
●Security ●Soft Skills ●Technical

Building a Sales Community ●

Length: Approximately 1 hour

Many security industry sales teams are on an island in their roles. In this session by the PSA Sales Strategy committee our panel of industry veterans will discuss how to build a sales community, why these groups are so successful and show attendees how to find some of these groups.

Company Culture - You've Got it Whether You Want it or Not ●

Length: Approximately 1 hour

Your company's culture starts at the top. A company's culture can impact almost every aspect of an organization, but the how and why is sometimes difficult to grasp, and specifics can be challenging to pin down and even more difficult to change. In this PSA Leadership committee session, our panel of industry leaders will discuss how leaders are responsible for creating company culture, how to translate vision into culture, the challenges of maintaining culture through acquisitions and how to take your company culture into the future.

Culture and How to Engage ●●●

Length: Approximately 1 hour

There is no doubt that engagement is important to people's satisfaction and productivity at work. Yet, we find that roughly two-thirds of people are not engaged at work. One way to make an organization irresistible is to create a culture of engagement. In this PSA Corporate Social Responsibility Committee panel presentation, attendees will hear from industry peers on how culture and engagement is implemented at other organizations and some best practices on how to effectively change a company's culture. Although changing organizational culture takes a lot of time and effort, taking these steps to integrate these principles into your workplace will create a culture of engagement and pay long-term dividends.

Cybersecurity: Detect & Protect ●●

Length: Approximately 1 hour

In this one-hour interactive panel discussion with experts from the PSA Cybersecurity Committee attendees will learn how to detect threats at the perimeter level as well as ways to protect their systems and the systems they deploy.

Cybersecurity: Governance and Buy-In ●●

Length: Approximately 1 hour

Sound governance of cybersecurity is the bedrock of standards and maturity. Equipping the organization with clear measures of transparency, accountability, confidentiality, integrity and other areas has a positive effect on security management. Enforcement of the security programs is an also important part of accountability and governance. The level of awareness and interest of executive management in securing the enterprise and maintaining this status is important in any security activity. Support from the onset should be obtained, managed and maintained throughout. The support of the internal and external stakeholders is necessary to support adoption of the mandates embedded in the security strategy. In this PSA Cybersecurity Committee presentation, industry peers will discuss important steps an organization needs to take in order to have a comprehensive cybersecurity program.

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
●Security ●Soft Skills ●Technical

Cybersecurity: Understanding the Threat ●●

Length: Approximately 1 hour

Systems integrators are under constant threats of cyber attacks. From infiltrations on infrastructure and breaches to spear phishing, threats are varied and don't discriminate organizations from individuals when looking for a target. In this session by the PSA Cybersecurity committee our panel of security industry thought leaders will help integrators to define the terms of risk management, identify the various cyber threat vectors and to know what kinds of specific threats they face as security integrators and what they can do about these threats.

Diversity, Equity & Inclusivity ●●●

Length: Approximately 1 hour

DE&I, you've heard about it but what does it mean? What is its business impact to your company?
In this one-hour interactive session by the PSA Corporate Social Responsibility Committee our panel of experts will discuss with attendees what they need to know about diversity, equity, and inclusivity in the world of security integration.

Effective Sales Communication for Security Professionals ●●●

Length: Approximately 1 hour

Knowing when to listen, overcoming challenges and managing expectations are important skills for any security sales professional to possess. In this interactive education session by the PSA Sales Strategy Committee, a panel of industry sales experts will show attendees how to reach the decision-makers, become trusted advisors to clients and get customers to commit.

Expanding the Scope of Managed Service Solutions ●

Length: Approximately 1 hour

The types of managed service solutions available to security integrators is continuing to grow and evolve. In this session by the PSA Managed Services committee our panel of security industry thought leaders will discuss some of the new and upcoming solutions utilizing the recurring revenue model and how they can help security integrators.

Forecasting and Budgeting Best Practices ●

Length: Approximately 1 hour

In previous sessions, PSA's Finance & Accounting Committee has shown why forecasting and budgeting are critical. In this follow-up session, the committee will show attendees hands-on examples and provide practical tips on how to conduct forecasting and budgeting. Panelists will provide example data sets and identify key drivers that security integrators need to know.

Growing Sales Professionals ●

Length: Approximately 1 hour

Companies with rising sales, or who see potential for revenue growth, often times seek to increase the size of their sales force. Doing this isn't as simple as hiring the right talent. Companies need to plan for fitting the new sales reps into the existing sales structure. How do systems integrators recruit and grow the next generation of sales professionals while retaining the existing team of multi-generational salespeople? In this session by the PSA Sales Strategy committee, our expert panel of industry professionals will discuss how to recruit a new generation of salespeople, the differences in training a sales team made up of different generations and understanding what factors motivate your sales team to stay with your company.

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
●Security ●Soft Skills ●Technical

How to Get Started in Sales ●

Length: Approximately 1 hour

When building a sales team, one of the first items to address is to define and document the duties of each role and how success will be measured. Based on that, new hires must be placed in positions they are well suited for in relation to their skills and ambitions. Also, new salespeople should fit within the culture of their sales team and the company as a whole. In this PSA Sales Strategy Committee session, attendees will hear from industry peers and how they grew their sales teams while positioning employees for career success.

How to Handle Increasing Competition in the Managed Service Space ●

Length: Approximately 1 hour

With increased adoption of managed service solutions comes additional competition for integrators working in the same space. In this interactive session by the PSA Managed Services Committee, a panel of industry experts will discuss with attendees how to deal with expanding competition in the markets they serve.

Increasing Cyber Awareness for Security Integrators ● ●

Length: Approximately 1 hour

Security Integrators are a gateway for cyber-attacks. Preventing a cyber-attack starts with buy-in from employees. Making employees at all levels aware of the threats and training them in how to deal with these threats is essential for all security integrators. In this session by the PSA Cybersecurity committee our panel of security industry experts will show you the steps to take to minimize the risk of a cyber-attack.

Increasing Operational Efficiency Through Technology ● ● ●

Length: Approximately 1 hour

Delivering quality service, in as little time, and using as few resources as possible is the goal when it comes to operational efficiency. Technologies can benefit almost every business to help obtain improved efficiency. How can systems integrators leverage emerging technologies to increase operational efficiency? In this PSA Emerging Technology committee session, our panel of technology experts will show how technology can streamline your business through productivity monitoring, system usage, remotely managing and monitoring and more!

Intrusion 101 ● ●

Length: Approximately ½ hour
This is an introductory course on intrusion systems intended for new technicians.

Leading Into the Future ●

Length: Approximately 1 hour

The current hiring marketplace for top talent is competitive, challenging, and aggressive. Today's hiring marketplace has pushed organization to identify how to attract top talent and how crucial it is for processes to be in place for employee retention. In this PSA Leadership Committee education session, industry peers will share their experiences, challenges and best practices when hiring and retaining talent in today's competitive hiring marketplace.

● Cybersecurity ● Finance ● HR ● Leadership ● Managed Services ● Operations ● Sales
● Security ● Soft Skills ● Technical

Leading People and Producing Results ●

Length: Approximately 1 hour

Although no one leadership style is a perfect fit for all situations, it's critical to know your natural approach. In this one-hour session by the PSA Leadership Committee, a panel of industry leaders will look at the Blake Mouton Grid to identify a leader's degree of task-centeredness versus their people-centeredness. This translates to their organization's concern for people vs concern for production. *Note: Leadership Matrix Self-Assessment included with the course

Managed vs Hosted Services ●

Length: Approximately 1 hour

What is the difference between managed and hosted services? In this one-hour interactive session by the PSA Managed Services Committee our panel of industry experts will discuss with attendees what constitutes a hosted vs managed service as well as building out the infrastructure and staying competitive in an evolving market.

New Strategies for Recruitment ●

Length: Approximately 1 hour

The recruitment landscape has changed rapidly, and recruitment strategies have had to adjust to this change. In a candidate driven market, pre-pandemic hiring strategies now appear outdated and new strategies are required. In this interactive session by the PSA Corporate Social Responsibility Committee, our panel of industry experts will show you new strategies to attract talent to your company.

Operations and Sales - A Roundtable Discussion ●●●

Length: Approximately 1 hour

Operations vs Sales is the reality at many security integration companies, but it doesn't have to be this way! In this one-hour interactive roundtable discussion Sales and Operations professionals will discuss how to build a culture of positive collaboration and trust between the two teams.

Organization and Time Management for Security Sales Professionals ●●●

Length: Approximately 1 hour

"Time is Money" according to the old proverb and this is even more true for security sales professionals. In this panel discussion by the PSA Sales Strategy committee our panel of industry experts will show attendees best practices to prioritize and maximize their time.

Performance Management Best Practices (PSA) ●●

Length: Approximately 15 minutes

This course is designed to equip managers with tools to support the annual Performance Management process.

Planning for the Future - Building a Strategic Plan ●

Length: Approximately 1 hour

Having a mission and vision for your company provide a rallying point which gives clarity to the day-to-day operations. Knowing what you are building as well as your products and who you are servicing is essential when building your mission and vision. In this session by the PSA Leadership committee our panel of industry experts will show you how to build your strategic plan.

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
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PSA Onboarding Toolkit ●●●

Length: Approximately 15 minutes

We know joining a new team can be exciting, as well as a bit unsettling with all the unknowns. We are committed to supporting your journey, and we have brought together resources to help you quickly learn about your role, who we are, how we operate and how our employees make all the difference. This plan will serve as your blueprint for success over the next several months. This plan is intended to help you: Clarify your role and the business; Understand your short-term priorities and goals; Build key relationships essential for your success; Facilitate a smooth transition into the new role.

Seeing the Future of Your Business: Forecasting Best Practices ●●

Length: Approximately 1 hour

When security integrators use their current and historical data, they can more accurately predict future trends. In this one-hour interactive session by the PSA Finance & Accounting committee our panel of finance experts will show attendees why forecasting is critical for security integrators as well as sharing best practices to analyze financial data to help your business succeed.

Supporting Your Managed Service Offerings ●

Length: Approximately 1 hour

Once a managed service offering has been sold the work of supporting the solution begins. In this PSA Managed Services committee session, a panel of industry peers and experts will discuss what it takes to support a managed service offering after the sale has been made. Some of the best practices shared in this discussion will include installations and labor, as well as, knowing what resources need to be available to best support the solution.

The Evolving Relationship Between Security Manufacturers and End Users ●●

Length: Approximately 1 hour

Manufacturers of security equipment are increasingly selling direct to end users, cutting out the integrator and allowing the end user to choose which route to pursue. In this interactive session by the PSA Emerging Technology committee our panel of industry experts will look at this charged topic from the integrator's, end user's and the manufacturer's perspective and discuss the pros and cons.

The Lifecycle of a Project - 1: The Handoff ●●

Length: Approximately 1 hour

Laying the foundation for the handoff from Sales to Operations is critical to the success of a project. Communication and interoperability between Sales and Operations helps maintain client confidence allows you to extend your relationship with your customer. There are many stages to an efficient project hand off and in this PSA Operations Committee session, a panel of industry peers will discuss the best practices and pitfalls in the handoff of a project.

The Lifecycle of a Project - 2: Project Planning Methodology ●●

Length: Approximately 1 hour

Project planning is a key step in the lifecycle of a project. This is arguably the most critical of the phases of project management. In this PSA Operations committee session, our panel of security industry experts will show you the steps you need to take when planning a project including reviewing estimates, building and updating your bill of materials, and knowing your preconstruction deliverables.

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The Lifecycle of a Project - 3: Shop Drawing and Product Data ●●

Length: Approximately 1 hour

Reviewing shop drawings and product data is a critical step in the lifecycle of any project. In this session by the PSA Operations committee a panel of security industry operations experts will walk you through the process from reviewing safety and compliance deliverables to making sure you have the correct documentation in place for a successful project.

The Lifecycle of a Project - 4: Project Planning and Logistics ●●

Length: Approximately 1 hour

In the fourth session of the Lifecycle of a Project series the PSA Operations Committee will take attendees on a deep dive into the steps of planning a project and arranging logistics. This panel of security industry operations experts will show attendees their methods for project planning and logistics with examples of tools they use to ensure project success.

The Lifecycle of a Project - 5: Execution on Site ●●

Length: Approximately 1 hour

In the fifth session of the Lifecycle of a Project series the PSA Operations committee panel will discuss the process of a successful handover from the Project Manager to the Lead Technician through to the daily on-site closeout. In this interactive session attendees will learn from a panel of experts the steps to take when a security project begins the on-site phase.

The Lifecycle of a Project - 6: The Last 5% ●●

Length: Approximately 1 hour

In the final session of the Lifecycle of a Project series the PSA Operations committee will take attendees on a deep dive into the steps of closing out a project including system closeout documentation, on-site commissioning, and job costing. This interactive one-hour session will allow attendees to learn from a panel of industry experts and peers.

The Power of Finance ●●

Length: Approximately 1 hour

A high-performing finance team functions as the driver of the organizational strategy, serves as a role model to the rest of the company and holds itself and others accountable for achieving outcomes. However, cultivating effective teamwork can be challenging and complex. In this PSA Finance & Accounting Committee session, a panel of industry peers will discuss methods of establishing an engaged and highly effective financial team, along with the needed reports and measurements for a healthy financial organization.

The Responsibility to Do Good ●●

Length: Approximately 1 hour

Companies are increasingly making a concerted effort to operate in ways that help to enhance society via the business model of corporate social responsibility. In this interactive panel discussion with the PSA Corporate Social Responsibility committee, attendees will learn why it's important for companies to get involved with corporate social responsibility initiatives externally such as taking part in community improvement efforts and internally with employee assistance programs.

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Training Your Team to Identify Cybersecurity Threats ●

Length: Approximately 1 hour
Having effective cybersecurity training for your team is critical to defend your company and the customers you serve. In this session from the PSA Cybersecurity Committee, our panel of cybersecurity experts will show you how to develop training processes to protect against persistent cyber threats.

Transparency in Managed Services Sales ●●●

Length: Approximately 1 hour
Transparency is an important and surefire way to gain trust and build relationships with your managed service customers. How do you go about building that trust? In this interactive panel discussion with the PSA Managed Services committee attendees will learn how to talk about CapEx vs OpEx and different strategies for approaching a situation differently depending on which gatekeeper they're talking to.

Unconscious Bias ●●●

Length: Approximately 45 minutes
This course on Unconscious Bias covers the following issues: What is unconscious bias? How does unconscious bias work? When is unconscious bias most active? Types of Bias and how can you overcome your biases?

Understanding Economic Indicators ●●●

Length: Approximately 1 hour
What are the economic indicators that security integration professionals need to be aware of? In this one-hour interactive session by the PSA Finance & Accounting Committee our panel of experts will discuss what economic indicators and drivers you need to know as well as how to interpret them.

Utilizing CRM for KPI Development ●●●

Length: Approximately 1 hour
Customer Relationship Management software gives you the tools for acquiring, developing and retaining customers. In this session by the PSA Emerging Technology committee our panel will show you how to utilize your CRM to develop KPIs to take your business even further.

Why Forecasting and Budgeting are Critical ●

Length: Approximately 1 hour
Forecasting and budgeting are essential duties of your finance and accounting team but do leaders and other departments understand why? In this session by the PSA Finance & Accounting team our panel of industry leaders and finance & accounting professionals will show you the reasons that forecasting and budgeting are critical as well as the role that operations, sales and leadership teams play in making sure that your finance and accounting team has the right data.

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Vector Firm and PSA University Courses & Bundles

PSA University has teamed up with Vector Firm to offer courses to our PSA members at a discounted price.

Vector Firm Bundle Package: 10 Courses ($799) ●●

The Vector Firm Bundle Package consists of the following 10 courses: Public Speaking, Habits of Sales Excellence, Having Difficult Conversations with Customers, Qualifying Leads and Opportunities, Building an Annual Sales Plan, Writing an Executive Summary, How to sell to current customers, Prospecting in 2030, How to Ask Probing Questions, and Closing the Sale. See more course details outline below. Courses are available a la carte as well.

Public Speaking ($99) ●●

If you do an online search for "public speaking", there will be thousands of links to articles about learning to improve your public speaking abilities. Where should you start? I suggest starting this Friday with our live webinar. We will deliver a plethora of ideas in an organized manner that are not dependent on each other – giving you the ideal situation of picking one or two or ten ideas and running with them.

Habits of Sales Excellence ($99) ●

Most salespeople are working past capacity in response to requests from customers, inquiries from prospective customers, and internal demands. Acting with intention has become a rare trait, which is why powerful habits are so important to salespeople today.

Having Difficult Conversations with Customers ($99) ●●

If you've been in business over the last two years, then you've had difficult conversations with customers about lead time, price increases, or delays. These conversations are not ending anytime soon. Fortunately, there are ways to turn these discussions into opportunities to differentiate yourself and your company. We'll cover these methods in this month's session.

Qualifying Leads and Opportunities ($99) ●

Whether it's a known project with a familiar customer or a brand-new lead that you don't know, qualifying is necessary for success. In this session, we'll cover the three primary objectives of qualifying and go deep on the questions to ask for every opportunity.

Building an Annual Sales Plan ($99) ●●

Everyone seems to talk about a sales plan this time of year, but it's rare for an annual sales plan to be created and implemented. In fact, I'd be willing to wager quite a bit of hard-earned cash that 90% or more are not even looked at after Feb.1. This session will change that! We will cover a sales plan template – one for integrators and one for manufacturers – and talk through how to use it.

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Vector Firm and PSA University Courses & Bundles

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Writing an Executive Summary ($99) ●

The world of b2b selling will require stronger writing skills than it has for decades. Combining a decrease of personal meetings with an increase in distractions results in a demand for executive summaries. In this session, we'll teach you how to write an executive summary for your type of proposals.

How to Sell to Current Customers ($99) ●

While new accounts make up the life blood of a business, current customers can be considered the heart. In this session, we'll discuss five ideas that will help you win more business from your current customers.

Prospecting in 2030 ($99) ●

Nope, we didn't make a typo. We've done a lot of work on what the business-to-business environment for system integrators and security manufacturers will look like in 2030, and we've created a prospecting strategy that will work in that world. In our 30-minute webinar, we will lay out these concepts and provide a useful action item.

How to Ask Probing Questions ($99) ●

Since our first day in sales, we've been told about the importance of asking questions of our prospects and customers. Needs analysis questions, probing questions, implication questions, or whatever your company called them – the goals were to learn about their account and make them feel validated. Well, times have changed. Understanding your customer is still critical to success, but how a salesperson asks the questions is more important than the actual questions. Ask them in the traditional manner, and you're likely to get one-word, abrupt, and wrong answers. However, a well-positioned sales professional can get their prospect or customer to open their vault of information, providing a transparent dialogue that your competition isn't getting.

Closing Sales ($99) ●

Although the act of closing sales is different today, the core objective is the same and the challenges are similar. In fact, I believe it is more challenging today to close sales because we have less control. In this session, we'll share multiple concepts and several ideas that will help you close sales in today's buying environment.

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
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IPVM and PSA University On-Demand Packages

PSA University has teamed up with IPVM to offer courses to our PSA members at a discounted price.

Advanced Access Control On-Demand Course ($229) ●

Length: Approximately 12 hours
After completion, students understand how current physical access technologies best achieve security goals and are used in access systems. IPVM offers the most comprehensive access control course in the industry. Unlike manufacturer training that focuses only on a small part of the system, we look at the whole picture - design, operation, maintenance, and how all parts of an access system work together. IPVM has two courses on access control, reflecting increased interest for accessible education on the subject. The primary difference is that Access Control 101 will cover concepts at the beginner's level, while Advanced Access Control will focus on more technical material, allowing deeper coverage of complex topics.

Modules:
- o   Credential Basics
- o   Advanced Credentials
- o   Readers
- o   Controllers
- o   Management Software
- o   System Operation
- o   Life Safety Codes & Building Codes
- o   Doors, Opening, & Locks
- o   Electric Strikes
- o   Maglocks
- o   Networking & Cabling

IP Networking On-Demand Course ($229) ●●

Length: Approximately 12 hours
Learn to set up an IP video surveillance system: configuring a managed switch, connecting IP cameras, VLANs, QoS, bandwidth management, and network security. Aimed at people with limited experience managing IT networks. This is the only networking course designed specifically for video surveillance professionals. Lots of network training exists but none of it really explains how it relates to actual video surveillance systems or focuses on video surveillance problems.
Modules:
- o   Bandwidth
- o   Addressing
- o   Network Hardware
- o   PoE, VLANs and QoS
- o   Protocols
- o   Network Cabling
- o   Installation
- o   Remote Access
- o   Cybersecurity
- o   Hacking
- o   Wireless
- o   Managed Networks

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales

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Surveillance Cameras On-Demand Course ($229) ●●

Length: Approximately 12 hours

Learn to design video surveillance systems based on 900+ tests and unique research, teaching the underlying technologies and tradeoffs of current cameras. This is the only independent surveillance camera course, based on in-depth product and technology testing. You can start ASAP and finish whenever you want.

Modules:
- o   Basic Lenses
- o   Advance Lenses
- o   Image Quality
- o   Streaming
- o   WDR / FPS / AGC / DNR
- o   Low Light
- o   PPF
- o   AI/ Smart Cameras
- o   Form Factors
- o   Panoramic and PTZs
- o   ONVIF / API & SDKs
- o   Camera Selection

Video Analytics On-Demand Course ($229) ●●

Length: Approximately 12 hours

Understand how video analytics work, what problems they have, and how to responsibly sell or deploy. This course is for anyone who currently or plans to manage, design, sell, or support video surveillance systems using video analytics.

Modules:
- o   Fundamentals 1
- o   Fundamentals 2
- o   Measuring Accuracy
- o   Accuracy Problems
- o   Architecture
- o   Hardware
- o   Person / Face / Vehicle
- o   Advanced Objects / Behaviors
- o   Facial Recognition
- o   LPR / ANPR
- o   Demographics
- o   Providers / Market Overview

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
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Video Installation On-Demand Course ($229) ●●

Length: Approximately 12 hours

Learn the basics for installing video surveillance systems. We teach you, step by step, the right way to install, the right tools to use and how to overcome the key challenges you will face installing.

Modules:
- o   Tools / Safety
- o   Tools Advanced
- o   Cables
- o   Terminating
- o   Indoor Camera Installation, Part 1
- o   Indoor Camera Installation, Part 2
- o   Outdoor Camera Installation, Part 1
- o   Outdoor Camera Installation, part 2
- o   Whips & Mounting Features
- o   Install Factors
- o   Aiming & Focusing Cameras
- o   Systems Commissioning

Video Surveillance 101 On-Demand Course ($229) ●●

Length: Approximately 12 hours

Understand the most important terms, technologies, and trends in the video surveillance industry. Aimed at people with limited technical exposure to video surveillance systems. The IPVM Video Surveillance 101 course is uniquely designed to help those new to the industry.

Modules:
- o   Fundamentals
- o   Cameras
- o   VMS / NVRs
- o   Analytics
- o   Storage and Cloud
- o   Video Surveillance Business
- o   Watch Anytime
- o   Personal Help / Call / Office Hours
- o   Certificate

VMS/VSaaS On-Demand Course ($229) ●●

Length: Approximately 12 hours

Understand the trends, terms, and technology for VMS and VSaaS. Based on the latest reporting at IPVM, analyzing and testing products to determine which are best and worst at various capabilities, and what companies are emerging.

Modules:
- o   VMS / VSaaS 101
- o   VMS / VSaaS Architecture
- o   VMS / VSaaS Recording 1
- o   VMS / VSaaS Recording 2
- o   VMS / VSaaS Management 1
- o   VMS / VSaaS Management 2
- o   VMS / VSaaS Camera Integration
- o   VMS / VSaaS Advanced Integration
- o   VMS / VSaaS Investigation and Search
- o   VMS / VSaaS Analytics Integration
- o   VMS / VSaaS Live Monitoring
- o   VMS / VSaaS Remote Monitoring / Mobile Apps

SecurityCEU.com and PSA University Courses & Library Subscription ($175)

PSA University has teamed up with SecurityCEU.com to offer courses to our PSA members at a discounted price. Additionally, the entire SecurityCEU.com Library Subscription is available to PSA Member companies. This allows PSA members to take all the courses in the core catalog for one low price. The courses included in the Library Subscription and that can be bought a la carte are as follows:

Access Control Specialist Level I (ACS) Series ●●

The Access Control Specialist Level One course is the industry's standard for understanding the basics of access control. The series is divided into six courses that cover everything from the basic overview and history of access control systems up to modern day biometric and smartcard applications.

Included in this series:
· Course 1: Access Control Overview
· Course 2: Credentials
· Course 3: Binary and Card Data Formats
· Course 4: Smartcards
· Course 5: Biometrics
· Course 6: IP Conversion

IP Video Series ●●

The IP Video training series is a comprehensive series of ten (10) modules that will teach you everything you need to know about today's advanced Video Surveillance Systems. Covering everything from basic system components and design to equipment selection, installation, and integration with existing analog systems, IP Video will put you on the cutting edge of the field.

This series is comprised of the following courses:
· Course 1: IP Video Overview
· Course 2: IP Video Basic Networking
· Course 3: Compression and Transmitting Video over the Network
· Course 4: IP Cameras
· Course 5: Lenses and Lighting
· Course 6: Digital Video Monitors and Storage
· Course 7: Advanced Analytics
· Course 8: Video Management Systems
· Course 9: IP Video Integration
· Course 10: Legal Issues

●Cybersecurity ●Finance ●HR ●Leadership ●Managed Services ●Operations ●Sales
●Security ●Soft Skills ●Technical

IP Networking for Security Series ($229) ●

IP Networking can be complex and confusing. The use of acronyms and an ever-changing landscape certainly does not make it any easier to learn and understand. In this series, we start with the very basics and work our way toward the more complex aspects of IP Networks. The series focuses on elements that a security professional will likely encounter and is written from a security perspective. Even those with a good understanding of the technology will benefit from this series.

Included in this series:
·   Course 1: Basic Networking
·   Course 2: Common Network Protocols
·   Course 3: Network Transmission Mediums
·   Course 4: Networking Hardware
·   Course 5: Network Administration and Security

Structured Wiring and Termination Technician (SWATT) ●

The SWATT Certification is a 5 module, 6-hour course and teaches you everything you need to know about planning, running, and terminating structured wiring. The course covers network cabling and their various termination standards. The course also covers phone cabling and punch down blocks, coaxial cabling as well as tools required to finish the job.

Included in this series:
·   Module 1 - Architecture
·   Module 2 - Components and Tools
·   Module 3 - Installations
·   Module 4 - Terminations
·   Module 5 - Testing and Documentation

NICET Level 1 Prep Course - Fire Alarm ●

This course is designed for individuals who wish to achieve certification in the field of fire alarm systems from NICET. After completing this course, you will be able to:

· Explain what NICET Certification is and how it will benefit you
· Complete the NICET application process for certification
· Take the appropriate texts to the exam
· Prepare for the exam by understanding the topics covered within it including:
    o Installation, Maintenance, and Submittal Preparations and System Layout.

NICET Level 2 Prep Course - Fire Alarm ●

The NICET Fire Alarm Level 2 preparatory course is designed to prepare you to take NICET's Fire Alarm Level II exam. This course will cover the topics you can expect to encounter. The course is also a great learning opportunity even for those technicians who don't wish to take the
NICET Level 2 prep exam.

This course is comprised of the following modules:

· 2.1 Installation
· 2.2 Commissioning and Testing
· 2.3 Troubleshooting
· 2.4 Site Conditions
· 2.5 Basic Electricity and Power Supplies
· 2.6 Startup and Programming

Wireless Technologies Series ●

The Wireless Technologies courses are an in-depth series that provides a detailed look at the advantages and challenges presented by the installation of wireless alarm systems. The components include instruction on wireless devices, a look at wireless standards, and troubleshooting techniques to use with wireless systems.

The Wireless Technologies series is composed of three (3) high-quality courses:

· Course 1: Wireless Components and Physics
· Course 2: Wireless Standards
· Course 3: Troubleshooting Wireless Systems

Troubleshooting Series ●

The Troubleshooting Series is designed specifically to address the needs of the technician in the field. The courses begin with the basics of electricity and circuits and move on to general troubleshooting techniques and tools that every technician in the field should be familiar with, regardless of the type of system they install. The courses then progress to specific topics and speak directly to the nuances, tools, and techniques particular to that topic.

Included in this series:
· Course 1: Troubleshooting: Basic Electricity and Circuits
· Course 2: Troubleshooting: Tools and Techniques
· Course 3: Troubleshooting: IP Networks
· Course 4: Troubleshooting: Wireless Systems

Codes and Standards Series ●

The Codes and Standards Series is designed to teach technicians in the low voltage industry about the various governing bodies that set standards for the services they provide. This series also covers the codes that must be followed when installing and maintaining these systems. The various codes can be difficult to find and interpret after locating them. These courses are designed to teach the student how the respective code books and publications are organized and how to reference and cross-reference. The goal is to teach the student HOW to effectively reference the codes and interpret them, not teach the individual codes and standards.

Included in this series:
· Course 1: Chapter 1 - Codes and Standards Overview
· Course 2: Chapters 2 & 3 - Wiring & Protection, Wiring Methods & Materials
· Course 3: Chapters 5 & 6 - Special Occupancies, Special Equipment
· Course 4: Chapter 7 - Special Conditions
· Course 5: Chapters 8 & 9 - Communications Systems, Tables

Customer Service in the Security Industry ●

Everybody who deals with customers becomes the face of the organization to the end user. It is critical that all employees have the basic skills necessary to professionally communicate with customers regardless of the situation. This course goes through the basics of communicating with users, making customers feel positive about the interactions and dealing with difficult circumstances.

Included in this course:
· Module 1: Communications
· Module 2: Enhanced Customer Service Skills
· Module 3: Handling Difficult Customer Situations

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Sales in the Security Industry ●●

This course was developed specifically for sales professionals in the security industry. The concept of the sales cycle is simple to understand, but the nuances of making it work effectively on a consistent basis can be elusive. We discuss tried and true methods along with best practices to make your sales efforts more productive. Even seasoned sales professionals will come away with strategies to improve their results. The (4) one-hour modules include:
Prepare, Present, Propose and Process.

This course will cover the following topics:
- Sales vs. Marketing
- New Product Introductions
- Opening a Discussion
- Understanding the Customer's Needs
- Handling Objections
- Competitive Presentations
- Strategic Selling
- Selling a Relationship
- Closing the Sale
- Maintaining the Relationship

Basics ●

The Basics course is designed to prepare you for all the basic skills needed in the following areas:

- Electricity
- Mathematics
- Physical Science
- First Aid
- Individual safety

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NEC Training ●

Our NEC Training for the Low Voltage Contractor is designed to provide a comprehensive understanding of the of the 2017 NFPA 70 National Electrical Code. As a low voltage contractor, gaining proficiency in this chapter is crucial for your work in the security, fire, and life safety industry.

In this course, you will delve into the general layout of the NEC code, exploring the chapter names and the topics covered within each chapter. Understand how the code's provisions apply specifically to low voltage contractors and the implications for their work in the industry.

This course serves as the foundation for a series that covers the entire NEC code relevant to low voltage contractors. You will be equipped with essential knowledge to navigate and apply the code effectively in your projects, ensuring compliance and safety in electrical installations.

Mastering the NFPA 70 National Electrical Code is essential for low voltage contractors to execute their responsibilities with precision and adherence to industry standards. As you progress through this course series, you will gain a comprehensive understanding of the code's requirements and its application in the security, fire, and life safety domains.

Perimeter Security Detection Training ●

The Perimeter Security Detection Training - Level 1 course is the first step in mastering the art of perimeter security. Effectively protecting building perimeters requires not only selecting the right devices but also optimizing their placement for maximum impact and cost-effectiveness.

In this course, we start by defining perimeter detection and understanding the significance of this essential security aspect. Identify key devices used in perimeter detection systems and explore their roles in safeguarding building perimeters.

Delve into the world of perimeter sensor technology and gain insights into the various types of sensors used for perimeter security. Understand the advantages and limitations of each sensor technology, weighing the pros and cons of their deployment.

By the end of this module, you will have the knowledge to choose the most suitable combination of technologies for different building types and end-user applications, whether residential or commercial. Develop a comprehensive understanding of the physical barriers that constitute a building perimeter and how intrusion detection systems play a pivotal role in protecting these barriers.

Our Level 1 training equips you with the foundation to design and deploy effective perimeter security systems that strike the right balance between robust protection and cost considerations. Whether you're an aspiring security professional or an industry veteran seeking to enhance your expertise, this course offers invaluable insights into perimeter security detection.

Writing Effective Incident Reports ●

This course provides a thorough overview of the key aspects of crafting an effective incident report. Given the unique legal implications of such reports, it is critical that security professionals understand the proper way to document witnesses, evidence, and events for their organization as well as public safety and law enforcement officials.

This course will cover the following topics:
· Report Types
· Inference Versus Fact
· The Importance of Details
· Avoiding the Appearance of Bias
· Clear and Concise Writing
· Wording – Spoken and Written
· Sequencing Events
· Witnesses
· Creating Documentation to Withstand Legal Scrutiny

Certified School Security Professional Level I ●

The Certified School Security Professional (CSSP) Level I is a comprehensive training program to help school security practitioners and parents answer the question "How do we protect our children when they are at school and away from our home?" CSSP Level I provides training on the awareness of K-12 school security problems and the associated legislative landscape. Learners will be made aware of the broad range of challenges schools need to consider when creating comprehensive security plans. CSSP Level I is anticipated to meet the needs of individuals interested in familiarizing themselves with school security and safety issues. It also serves as an introduction to these issues for school level officials, security practitioners, and school security committees.

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Introduction to Cyber Security ●

This course is developed in partnership with Tom Upgrove of Internetwork Service. Tom is a Principle at InterNetwork Service and Co-Founder at CIASecure. Tom holds numerous industry certifications and is well known for his work in data protection, risk management and threat assessments.

The world of interconnected computing devices surrounds us today and will continue to influence almost everything in our lives. Initially TCP/IP wasn't designed with security in mind and only after vulnerabilities were discovered did the field of computer security develop. The term cyber could be used for many things but today it is accepted as any information in a digital data form. Hence Cyber Security is about protecting digital data from the many dangers that can destroy it.

This course will cover the following topics:
·   Elements of Cyber Security
·   Risks Involved
·   Threats to Computer Systems
·   Defensive Strategies
·   System Access, Authorization & Accounting
·   Protocols and How they Work
·   Encryption
·   Protocols and the Tools to Measure Them
·   Best Practices in Cyber Security

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Network Design for Intrusion Protection ●

Identifying unauthorized use, misuse and attacks on information systems is defined as intrusion detection. An intrusion detection system (IDS) is a device or software application that monitors a network or systems for malicious activity or policy violations. In this course we will first learn about the Internet and Intranets as well as understanding public and private Security Zones, Firewalls, and types of Firewalls. From there we will define networks and types of networks including the Flat Network, Public Internet, VLANs, SD-WAN and MPLS, and Leased Lines.

It is important to understand that any malicious activity or violation is typically reported either to an administrator or collected centrally using a security information and event management (SIEM) system. A SIEM system combines outputs from multiple sources and uses alarm filtering techniques to distinguish malicious activity from false alarms. In this course we will start to understand the dangers including the Bad Guys, Botnets and Crime Gangs, Nation State, Hacktivist, and Script Kiddies. Next, we will define defense in depth including the layered approach and learn about what can happen and how to prevent it using a Prophylactic approach.

Introduction to Cloud Security ●

Cloud computing is both as similar to traditional computing as it is different. If you have ever had Hotmail, Yahoo, Gmail or any other Web based email address then you have been cloud computing. Before the adoption of cloud computing network engineers would draw pictures of clouds in their network diagrams to represent the unknown connections between their company and the company they were connecting to. In this course we will gain a better understanding of Cloud Computing specifically by defining NIST as a service model and a deployment model. We will explore the service model options including IaaS, PaaS & SaaS then look at the deployment model categories including Private, Public, community & Hybrid.

Then we will go on to define security in the Cloud, specifically the risk in cloud computing. Then we will discuss the three categories of security including Logical security, Physical security, and Premises security. Next, we will learn about the factors affecting Cloud Security and how multi-tenancy, virtual networks & hypervisors add to the complexity. Then we discuss Hypervisor Security, specifically the vulnerabilities attributed to management console, management server, administrative VM, VM, Hypervisor, and Hypervisor escape. Finally, we learn how to protect data in the Cloud using physical and encryption methods as well as how to deal with incident response in the Cloud. All of this can be facilitated by sharing the knowledge about information security standards and guidelines, including ISO 27001, HIPAA, Sarbanes Oxley, PCI, FISA, ENISA, IEEE, ANSI, and NSA.

Phoenix 6 Drone Courses & Study Guides
($150 each, Bundled at $400)

Introduction to CUAS and Law ●
This course aims to impart and introduce the fundamental knowledge needed to understand Counter Uncrewed Aerial Systems (CUAS), including current United States law and legislation. It is directly related to the established courses regarding Drone Vulnerability and Risk Assessment (DVRA) and Drone Emergency Response Planning (DERP) and is directly linked to the foundations of each as you gain a better understanding of the fast-paced evolution of commercial drones and how to begin implementation of the "air domain" in your security approach and program. Includes companion study guide.

Drone Vulnerability Risk Assessment ●
This course aims to impart fundamental knowledge in carrying out a Drone Vulnerability Risk Assessment (DVRA). It provides a structured approach to assessment and introduces basic concepts to kickstart your ability to add it to your security program. This course is particularly beneficial for government operators of counter unmanned systems and any business looking to incorporate the "air domain" into their security protocols. The course is designed to lay a solid foundation upon which you can further build. The DVRA will serve as the bedrock for your comprehensive drone risk mitigation strategy and seamlessly integrate with your existing business security program. Includes companion study guide.

Drone Emergency Response Plan ●
This course aims to impart fundamental knowledge in carrying out a Drone Emergency Response Plan (DERP) and is directly linked to the foundations established in the Drone Vulnerability and Risk Assessment (DVRA) course. This course is particularly beneficial for all security professionals either government or private sector operators responsible for a comprehensive security program. It is designed for any business looking to incorporate the "air domain" into its security policies, procedures, and operating protocols. The DERP will serve as the bedrock for your comprehensive drone risk mitigation strategy and seamlessly integrate with your existing business security program. It will establish a framework for "response" and "action" during a drone event. The course is designed to lay a solid foundation upon which you can further build. Whether you are a government or private sector security professional or a business aiming to safeguard your operations from drone-related risks, this course will provide you with the essential tools to enhance your security protocols in the evolving "air domain." Includes companion study guide.

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