

## Bold Group celebrates Cybersecurity Month

October brings some big plans to help you protect your business!

Welcome to Cybersecurity Awareness Month at Bold! To get in a cybersecurity state of mind, consider this fictitious scenario:

*The CEO of Edison (a luxury electric vehicle manufacturer) insults Kim Jong-un, Marshal of the Democratic People's Republic of Korea, during a podcast interview. Kim learns of the insult and tweets that he will retaliate. North Korea's state-sponsored hacking group, Lazarus, implants malware into Edison vehicles, causing the cars' touchscreens to ceaselessly play James Franco movies. Lazarus then threatens further destruction unless the Edison company pays a Bitcoin ransom. This includes a promise to hack the vehicles' autopilot feature – a threat*

*made credible when Lazarus demonstrates the hack on talk-show host Stephen Colbert's vehicle. The Edison company*

*recognizes the horrific possibilities of the threat and pays the ransom.*

It's mildly comical, but not removed from reality. In November 2014, the North Korean hacker group "Guardians of Peace" attacked Sony Pictures in a similar manner, threatening violence if their film *The Interview*, a comedy that parodies the assassination of Kim Jong-un, was

released. Sony initially caved, earning a soft rebuke from President Obama: that producers should "not get into a pattern where

[they] are intimidated by these acts". *The Interview* was ultimately screened at select theaters and released on streaming sites.

The event raised challenging questions. Guardians of Peace were a state-sponsored entity who attacked a private enterprise film company headquartered

in Culver City, California, with no ties to North Korea. If the government of North Korea were responsible for the



attack, what is the appropriate response? Can Sony retaliate in-kind? Can the US government? President Obama said "We will respond proportionally..." But what constitutes a proportionate response? Acts of terror were threatened, so is this an act of war? Can we definitively attribute a cyberattack to legally justify such a response? What international laws govern this?

The answers to all these questions were disappointing at the time, and not much better today. Cyber threats are legion, growing in sophistication. The threats they pose are not limited to governments (as demonstrated here); everyone is a target.

Bold Group celebrates Cybersecurity Awareness Month because we recognize awareness is a big part of winning the cybersecurity fight. Throughout October, we'll engage with you on the gravity of the threat, but we'll also provide insightful recommendations on how to harden your defenses. Blog posts, videos, weekly support tips, surveys, and infographics will all support that goal. More to follow!

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# A Manitou Story

Or... “A tale of a software brand name”

Once upon a time (back in 2017), Bold released a new version of our flagship Manitou product with a great amount of anticipation, not-just-a-little fanfare, and a stylish new moniker: ManitouNEO. The reason for the name was twofold - first, to show it off as the brand new product it was (“NEO” being Greek for “new”), and second, to set it apart in everyday conversation with customers from the legacy 1.6.4 platform (for true development purposes, ManitouNEO was actually Manitou v. 2.0).

But two years have passed, and well, new doesn’t last forever; so, this past January, the decision was made to let the “NEO” drop off Manitou, and return (as planned) back to our flagship name. Over the past eight months, we’ve been gradually phasing out the NEO name in marketing, development, BoldU, and other materials.

So, moving forward, you will see and hear us call our flagship product once again simply “Manitou.” If there is need for differentiation between the two versions, we refer to them as the Manitou Web Client (or Manitou Web Client 2.x) and the Manitou Legacy Client. But no matter which version of Manitou we’re speaking of, you know we’re discussing our top notch, award-winning alarm monitoring software!

## Manitou®

# Early registration is now for the final SedonaOffice UC!

Just announced... Hall of Fame keynote speaker, Tim Gard!

We’re heading back to the island – one last time! Join Bold Group for the final SedonaOffice Users Conference, January 27-29th, 2020 in beautiful Marco Island, Florida! Wait, what do we mean, “final?” Don’t worry – there will still be training and networking for SedonaOffice, but the SOUC as we know it is going to evolve into a new and improved event in 2021!

And because it’s the last SOUC, we’ve pulled out all the stops! We’ve revamped our class lineup with some new instructors, new classes for executives and managers, and a “high-impact” track to re-offer popular classes you might miss the first time around. We’re bringing back the party everyone was talking about last year: “Ready Player One” (but since it’s going to be a do-over, it must be “Ready Player Redeux,” of course.) This year, we’re starting the party early, and having dinner up in 10K Alley, too...game on!



Bring your game face, because the party is back in 10K Alley!

Finally, we’ve got a Keynote Speaker lined up that is truly one-of-a-kind! Tim Gard will be joining us on Tuesday morning to share his unique and often comedic insights on how attitude impacts your productivity, your relationships, and your life. Tim is an elite member of

the National Speakers Association Hall of Fame and is known for bringing tears of laughter to audiences worldwide with his simple ability to combine ideas not normally associated with each other in the right place at the right time. Tim will teach you to be more resilient and resourceful using your own comedic style; you do not want to miss his entertaining presentation!



Tim Gard is coming to the SOUC! (And he’s probably bringing rubber chicken feet.)

Early registration is going on now through October 31st. Your first two attendees are \$895, then any additional attendees from the same company will receive a \$100 discount (when registering as a group). Visit the SOUC website at [www.bit.ly/2020SOUC](http://www.bit.ly/2020SOUC) for all of the information!



# Development News

From the desk of Travis Papay:

## Integration Update:

Bold is happy to announce a major milestone in product integration: Bold's financial management solution, AlarmBiller, is now integrated with Manitou alarm monitoring software. In addition, our SedonaOffice integration has been refreshed for the RESTful API. Now, Bold users can more efficiently and accurately operate their central stations with fewer opportunities for error, while helping the user to operate in the platform that best suits them.

The integration is dynamic and adapts to the needs of the user. Manitou users can determine which direction they want information to flow; that is, they can choose to push data from Manitou to AlarmBiller or SedonaOffice, or they can have information flow the other way. A central monitoring station could see more benefit by pushing data from Manitou into AlarmBiller or SedonaOffice, while another business model might benefit from routing data in the opposite direction.

Dealer billing is especially useful, as it allows dealer invoices that are manually generated in Manitou to post to SedonaOffice or AlarmBiller. Options include prorating, multiple billing cycles (monthly, quarterly, annually), offset billing timelines (billing ahead tracks deferred revenue), and fixed or variable quantity-based rates. Invoices are processed through Manitou reports and posted to SedonaOffice.

Dealer charges can be one-time, recurring, or they can be based on the amount of time operators spent handling alarms for a dealer. Billing that is sent to AlarmBiller or SedonaOffice is calculated based on what happens on the account in Manitou.

A dealer's customers can be billed directly through SedonaOffice on the dealer's behalf, with the added benefit of dealer-branded invoices. This option is available regardless



Director of Development Travis Papay leads the Bold development team.

of whether the dealer itself is billed by the central station through SedonaOffice or AlarmBiller. For this to work, Manitou customers must be created as subaccounts of a SedonaOffice or AlarmBiller master customer.

As we return to the basics of customer support, this new integration is just one of many developments coming out of Bold to help users realize increased success and efficiency.

## Manitou Update:

In the spirit of constantly striving to improve customer success, Bold developers are hard at work to ensure that Manitou is always improving. Here's the latest on Manitou 2.1.9!

**New Feature: Copy from Enhanced Notification Script** | This feature improves upon the Enhanced Notification Script by making it even more user-friendly. Previously, users created new Enhanced Notification Scripts from scratch. Now you can quickly create a new Enhanced Notification Script by cloning an existing script, making the required changes, and saving the new script variant under a different name. This is helpful in instances where the operator needs to make a new script that varies slightly from an existing one. The newly created script will apply to similar use cases as the cloned script, but is specifically tailored by the operator for a unique use case.

**New Feature: Manitou API Online Documentation** | It's simple enough: We've added online documentation for the Manitou REST API so you can be sure you've got the proper documentation with the version you have installed. This is especially useful for third parties as they conduct integrations for Bold users.

**Enhancement: HA Change to Use Trigger-Supported Data Types** | This is a database migration enhancement that uses newer data types that are supported by triggers. This helps lay a foundation for upcoming replication technology. We have also added a ModifiedDate field to dbManager for the same reason.

# Cybersecurity... tailored for your company

## Bold Group's Security Intelligence make cybersecurity achievable and affordable

If you read about the Sony Pictures Entertainment hack at the beginning of this *Bold Broadcast*, you may be wondering how to solve the problem of cybersecurity. It's especially worrisome considering that many hacking groups are state-sponsored, and thus have significant resources.

### Enter Bold Group's Security Intelligence.

Luckily, you don't have to solve those problems. You just have to secure your own network, and Bold is here to help.

Our cybersecurity products are scalable and tailorable to you. With Network Navigator, you can proactively monitor your customers' IoT devices (IP cameras, for instance), ensure their health, and track their availability. If those devices require a firmware update or security patch, Network Navigator can securely push those updates.

You say you're monitoring more than a few devices? Network Navigator can monitor thousands of devices when it is configured through the backStage server. backStage is crucial, because while your customers' increasing reliance on smart home devices can enhance convenience and physical security, the tradeoff is often decreased cybersecurity when these devices aren't appropriately configured. You're monitoring those devices, so to protect your central station from the cybersecurity threats they pose, consider the possibilities afforded by a managed cybersecurity package.

Bold offers managed firewall and managed intrusion detection services, which both run on the stages backStage 1U server. Bold users can get one service or both, and each can run on the same server. The managed firewall and the managed intrusion detection system are powered by the Open Threat Exchange, a repository for sharing information about all the latest threats and vulnerabilities, so you know they are up-to-date and secure.



Vigilant. Loyal. Cuddly.  
Network Navigator



Before you need resucing.  
backStage



Your vulnerabilities are toast.  
vCISO

The globe's largest companies can hire cybersecurity teams with exceptional depth. So how can your central station emulate that? Bold's cybersecurity experts have developed vCISO, the virtual Chief Information Security Officer. While the CISO at major corporations manages a team of cybersecurity experts, the Bold vCISO offers the same level of professional security at a fraction of the cost. Now Bold users can run periodic vulnerability scans, intelligently prioritize vulnerabilities, and allocate resources accordingly. All this comes with the peace of mind that the customer's network is secure, and if it all sounds pricey to the frugal set, rest assured that Network Navigator presents significant opportunities for RMR.

Good cybersecurity doesn't have to be out of reach to anyone, and when you're secured, you don't have to face the daunting challenges of companies like Sony. Can you afford NOT to be protected?

### The Bold Group Roadshow

TMA Annual Meeting  
October 12-16  
Napa Valley, CA  
[tma.us/annual-meeting](http://tma.us/annual-meeting)

Security Central Dealer's Conference  
October 15-17  
Bermuda Run, NC  
<https://www.security-central.com/dealerconference.html>

Connect2019  
October 24-29  
Phoenix, AZ

Total Tech Summit  
November 4-6  
Fort Worth, TX  
<https://totaltechsummit.com/>

TMA Fall Ops  
November 11-13  
Bloomington, MN  
[tma.us/fall-ops/](http://tma.us/fall-ops/)

ISC East  
November 20-21  
New York, NY  
[isceast.com](http://isceast.com)

2020 SedonaOffice UC  
January 27-29  
Marco Island, FL  
[www.bit.ly/2020SOUC](http://www.bit.ly/2020SOUC)



# Success comes in stages®

Bold Group's stages® division celebrated some exciting successes over the summer! Their team brought its latest customer onboard on September 1 as Ademco Far East (Singapore) had a successful Go-Live with stages®. Ademco Far East provides alarm monitoring for Singapore and 6 other countries in Southeast Asia. With 12 months of planning, the Go-Live event progressed without any issues over the Labor Day weekend. Toby Koh, General Manager at Ademco, commented, *"We appreciate all your efforts. Clearly, we made the right choice."*



Gary Stevens, Product Operations, and Melinda Reiss, Bold Director of Marketing, meet with customers at the Bold Users Conference.

Also, the Mequon Network Operations Center (NOC) began after-hours support for the Manitou and Phoenix product lines over the summer, offering Bold customers 24/7 live support. Consequently, the short-term improvement in customer service has been significant and continues to rise.

Finally, the stages® staff took part in the Bold Users Conference, held right up the road from their Irvine offices at the Queen Mary in Long Beach! The team was able to spend some quality time with stages®, Manitou, and SIMS customers, and contribute some excellent class content not only about stages® itself, but also different forms of cybersecurity.

Coming up, for Cybersecurity Month, stages® Director of Technology Bill Brousseau will be presenting Bold Group's TMA Virtual Product Review on Thursday, October 24th, with information about our Security Intelligence products! Be watching your email for more information in the coming weeks!



Bryan Weissman, Senior Support & Development, walks the red carpet with "Miss 'Bold'-en Globe" at the Bold Users Conference.



Bill Brousseau, Director of Technology, taught some of the most popular classes at the Bold Users Conference!

# A new video to celebrate customer successes!

Bold Group is excited to show off this our new video showcasing four of our customers! Special thanks to Michael Davenport of Savannah River Nuclear Solutions, Steven Susman of Supreme Security Systems, Devon Ritch of Doyle Security, and Travis Bower of AvantGuard for sharing their experiences! Check it out!



# Let's be social!

Have you visited Bold's social media sites? We keep them updated with lots of useful info, including Bold news and blog posts, articles of interest from the security industry, upcoming events, training opportunities, and sometimes, a little bit of fun! Connect with us on Facebook, LinkedIn, and/or Twitter, and follow our YouTube channel for our training and informational videos!



# Bold says Bon Voyage to the BUC!

We had a fantastic time aboard the Queen Mary this past August for the final Bold Users Conference! Thanks to everyone who joined us in Long Beach as we ushered in new President Matt Narowski, welcomed our stages® and SIMS customers for the first time, and walked the red carpet with some special guests! We're not done with learning and networking at great Bold conferences; we're just changing it up a bit! Stay tuned to see what the new, evolved events we have in store!



These are just a few of the pictures from the BUC! See them all and download them at <http://bit.ly/BUCphotos>

## Closing Thoughts



As we enter the month of scary thrills, here are some facts you may not have known about Halloween:

- Halloween is the common name we all know, but it's also called All Hallow's Eve, Lamswool, Snap-Apple Night, Witches Night and Samhain.
- Halloween is the second-highest grossing commercial holiday after Christmas.
- It's a popular holiday for sure, but not everyone loves it! Samhainophobia is the fear of Halloween.
- Original trick-or-treaters received mostly fruits and nuts, not candy. (That wouldn't go over well today!)
- Chocolate makes up about three-quarters of a trick-or-treater's loot, according to the National Confectioner's Association.
- 86% of American's decorate their homes in celebration of Halloween.
- About 99% of all pumpkins sold are used as Jack 'O Lanterns for Halloween.
- With two-million annual visitors, 50,000 of which are in costume, the Greenwich Village Halloween Parade is the largest Halloween celebration in the world.
- The famous magician Harry Houdini (1847-1926) died on Halloween night.