



## YELL AMAG TECHNOLOGY SYMMETRY™ SYSTEM MANAGES SECURITY CENTRALLY

Yell is a leading international directories business, operating within the classified advertising market in the United Kingdom, the United States, Spain and Latin America. The best known products and services include Yellow Pages, Business Pages and the online advertising website Yell.com.

Yell began life in 1966 as a 'Yellow Pages' section in the Brighton telephone directory. Yellow Pages, as part of British Telecom, grew to become the UK's leading provider of classified directory advertising and associated services. In April 2000 the Yellow Pages division of BT became Yell and in June 2001 Yell was purchased from BT by a consortium of private equity investors. In July 2003 Yell was listed on the London Stock Exchange and became Yell Group plc and is now competing within the global market.

Yell recently decided to hold a competitive tender to find a company to provide an IP-based security solution.

Considerable analysis of the market concluded that AMAG Technology were to be selected as the provider to upgrade systems at 41 UK sites. This was a direct result of the flexibility and functionality that the Symmetry™ Security Management System (SMS) solution delivered while seamlessly integrating IP-based access control, video and intercom.

Symmetry SMS was installed throughout the computer network infrastructure within Yell to connect to multiNODE Door Controllers located on remote sites. Administration from the remote sites is provided using Windows Terminal Services Thin Client Technology without the need for dedicated terminals.

In addition, IP audio intercoms and video cameras were integrated into the system to enable the central security control room within Yell to remotely manage visitors when the remote sites are unoccupied. Further auxiliary inputs also enable the IT Department to monitor the status of remote communications room equipment, such as air conditioning, power failure and fire suppression systems. The system installed had to fulfill two major requirements: It could be centrally managed; plus, the intercom and camera solution was able to be integrated and controlled using a single software platform.

Yell recognized that by specifying a centrally managed system, it would save time and money through the security team administering access rights from a single hub. The Symmetry SMS also allows the staff rights be personalized, which means that access to specific buildings can be automatically controlled by the status or clearance level of an individual.



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John Buckley, Operations & Compliance Manager

The integrated intercom and camera system solution tightly linked to the central management requirement and allows the security team to grant access to people remotely. As Yell owns sites that are not manned all of the time, previously they had needed to send out personnel to individual sites to open gates and doors.

“It was important for convenience and also safety that we could see and speak to anyone that wanted to get into a Yell facility. AMAG Technology created the system that met our requirements,” said John Buckley, Operations & Compliance Manager, Yell.

The security solution comprises:

- Symmetry Enterprise System with Terminal Services Server.
- Photo ID, visitor management, graphic maps, threat level manager, data import/export options.
- 41 color fixed IP cameras, positioned externally adjacent to main entrance doors, together with 41 audio intercom call stations.
- 41 IP intercom handsets for local door release and visitor reception.
- 122 Mifare Card & PIN readers with associated door controllers.
- 400 auxiliary monitor point alarms.



**AMAG Technology**

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