



Overview

PhysicalSecurityTechnologist.Com (PST) is a physical security portal & homepage and soon to be online community with a daily brief, enabling industry peers to share professional knowledge about physical security and IT security technologies, events, ideas and projects. Since 1999, the investors of PST have helped security & IT professionals make strategic decisions and stay current in the rapidly changing physical security & IT market through collaboration. PST's physical security technologies new platform will incorporate blogs, video (both interactive professionally produced and end-user), discussion groups, wikis and powerful APIs, facilitating targeted community interaction in which physical security and IT security advertisers can participate. This combination of community and advertising value will make PhysicalSecurityTechnologist.Com a leading destination for security professionals and a leader in online advertising.

Mission

We regard MassBiz LLC (Parent) and PhysicalSecurityTechnologist.Com (PST) as an unusually mission-driven organization. This focus runs so deep in our spirit that we think of it as programmed into our DNA as a matter of corporate strategy and as a specific, ongoing choice about the kind of organization we're trying to build in support of our members. Our mission has, as its center, the ambition to increase the effectiveness of our member security professionals and executives and of their enterprises. This mission is also reflected in a set of doctrines that stand as values of our organization and that guide the work that we support.

The Strength of Ideas

We believe that strategies that are founded on great ideas will win. That those strategies will prevail every time over an approach based on simply being big, or rich, or cunning, and that our job is to discover the best ideas for our members, wherever they are being tried, across our industry and around the world.

Spirit of Generosity

We use the language of membership to remind ourselves every day that this organization is centered over our members' interests, and not our own. That we will achieve our objectives only as a result of building value into long-term member relationships. For this reason, we suggest that our members interact with us and others as if they held an equity or managerial stake in our organization, as if our staff were their staff. Our company is founded on an assumption of generosity, of extraordinary sharing and support and concern, and not of malice or absence.

Economies of Understanding

We believe that a network-based model such as our own creates more value for its participants than does the traditional advisor or consultant-based approach. The collective experience and insight of the prospective tens of thousands of security professionals and executives in the global network has the potential to achieve commanding personal and corporate performance improvements and breaks the traditional compromise between cost and quality of information presented by traditional consultative sources and services.