

AI-Assisted Monitoring:
Operational Reality
Beyond the Hype

Access Control Creates
New Opportunities for
Security Providers

Getting to Know
SimpliSafe CEO Hilary
Schneider

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Beyond the Horizon

Exploring the technologies, business trends, and leadership
strategies shaping the future of professional monitoring



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Q&A with DC Jayasundera with Jaya Consulting



Company Location: Palo Alto, CA
Years with the Company: 7
Time in Current Position: 6 months

Brief Overview of Previous Positions and Responsibilities:

Previously a junior partner responsible for strategy implementation and digital value creation of a consulting partnership, Thalamus Labs (a TMA member)

What is the scope of your executive role and responsibilities currently?

As Managing Partner of boutique consulting firm JYC, DC leads the firm's client engagements and growth initiatives. A growing part of our work involves helping companies move beyond traditional service models by leveraging operational data, video analytics, artificial intelligence (AI), and automation using connected assets and service crews. As a firm

located in the heart of Silicon Valley, we keep ourselves up to date with the latest technologies, providers, and what's around the corner, often building internal prototypes and accelerators, from pioneering work in traditional machine learning and deep learning to latest automation using generative AI.

Briefly share your company's mission and goals.

JYC's mission is to help business and residential services organizations with distributed assets or blue-collar service crews to create "deep digital" value. We identify new revenue opportunities, modernize operating models, adopt emerging technologies such as AI and analytics, and execute transformation programs from concept through implementation.

As opposed to OTS (off-the-shelf) technology providers, JYC's goal is to help monitoring companies identify where technology can solve business problems, improve operational performance, create new recurring revenue streams, and strengthen customer value propositions. Furthermore, we help organizations build scalable business models and operational capabilities that drive sustainable growth well beyond a typical PoC.

What has been your greatest professional achievement to date?

My greatest professional achievement has been helping a residential services company bridge the gap between technology innovation and measurable business value, thus opening the floodgates for the entire route laundry industry to move from coin-operated legacy operations to modern digital operations creating more economic value.

As a junior partner at a boutique firm, we worked with the EVP and team across 50+ branches and over one million remote machines, to transform the business model from B2B to B2B2C and a new digital operating cadence, generating \$150M+ in new EBITDA. Experiences like these have reinforced my belief that the most impactful work happens when technology, operations, and business strategy come together to solve real customer problems and create sustainable value.

What are some of the most significant challenges facing our industry today and, in your mind, what do companies need to do to succeed?

In the monitoring industry, end customers are increasingly expecting outcomes and operational value, not simply alarm response. At the same time, organizations are faced with an overwhelming number of options for AI, video analytics, automation,

and new service models while facing workforce challenges, increasing technology complexity, and pressure to differentiate.

Success will require monitoring companies to think beyond technology adoption alone.

The organizations that thrive will be those that:

- Focus on solving customer business problems, not just monitoring events
- Implement AI with proper governance, guardrails, and human oversight
- Leverage video and operational data to create new services and recurring revenue streams
- Develop scalable workflows and operating models that support growth
- Invest in workforce enablement alongside technology modernization

The opportunity is significant for organizations willing to evolve from monitoring providers into broader operational intelligence partners.

What advice would you give to a young professional in the security monitoring industry today?

Stay curious and continuously learn through the uncertain periods still ahead of us!

The industry is evolving rapidly as AI, analytics, automation, cloud platforms, and video technologies become increasingly important. While technical skills are valuable, understanding customer problems and business outcomes is equally important.

The most successful professionals will be those who can connect technology, operations, and customer value. Focus on developing strong problem-solving

skills, embrace new technologies, and never lose sight of the real-world outcomes your work creates for customers and communities.

If your organization is not ready to evolve, find one that does.

How do you like to spend time outside of work?

Outside of work, I enjoy mentoring entrepreneurs and young professionals and giving back through community initiatives. Youth rugby coaching at East Palo Alto Razorhawks combines leadership, teamwork, and personal development; Volunteering at a local makerspace, Maker Nexus, the largest such space in the country, contributes to creativity and innovation. **M**

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