

Ardee man David determined to beat economic downturn



Gene Yore talks to local businessman David Courtney

DAVID Courtney is an Ardee businessman who is determined to beat the current economic downturn and make this country competitive once more. David is the owner of Advanced Digital Security Ireland (ADSI) which is based at Ardee Business Park. The company provides the latest CCTV security systems coupled with modern satellite and internet-based technologies.

David comes from Lambstown Ardee and now lives in Hale Street. A former pupil of Monastery National School Ardee and De le Salle College Dundalk, David studied business and tourism at Athlone Institute of Technology. David worked most of his career in the security industry and has successfully run his own security consultancy dc communications in Ardee during the past year. He has developed ADSI to concentrate wholly on security technology applications specialising in CCTV and access control systems for the commercial and domestic markets.

“Unfortunately,” said David, “crime rates have been steadily increasing with the economic downturn. “Here in the north east, there has been a 26 per cent increase in burglaries. We’ve concentrated on delivering a value added product to the cost conscious customer, without compromising on the technology we use.”

“The systems we offer suit retail units, schools, hospitals, hotels, and construction sites amongst other commercial facilities. “Home security solutions are also popular using technology most appropriate for modern lifestyles. Terms of quality are backed by a comprehensive service and maintenance plan which can also be adapted to incorporate existing systems.”

David's plan was to set up a business providing local employment and also to sustain his network of sub-contractors. The Louth County Enterprise Board were involved in the start-up process, and Ardee Community Development Company provided the company's modern office space in the Ardee Business Park. Tullyallen-based Ardagh Consultants helped put in place organizational structures, and the Ardagh Business Network has enabled ADSI to gain business through word-of-mouth marketing and referral through other local based businesses. “I agree strongly with the saying that if you do what you've always done, you'll get what you've always got,” said David. “A new approach to business networking and being located at the M1 motorway allows us to service and expand our customer base north and south.”

Plans are well underway to recruit a permanent team of qualified, experienced field technicians, as well as additional sales and administration staff. David's target is to grow to six full-time, as well as part, employees by the end of the year. He believes he can keep ADSI systems ahead of his competitors.

“The development of live remotely monitored CCTV is one of the most exciting technologies to come on stream,” said David. “This allows companies to install a video monitoring system that replaces traditional security guards with a network of cameras. “This system allows the monitoring station to issue live audio warnings to the premises while also getting gardai to the premises and notifying owners. From as little as €6 per day this represents real cost savings.”

It has not been easy getting the business to this stage of development and 2010 will provide many challenges. But David has courage and confidence and believes his company ADSI will continue to prosper.

You can contact ADSI at 041 – 68 58 68 3. [www. advancedsecurity.ie](http://www.advancedsecurity.ie) or info@advancedsecurity.ie