

# Imperial Events Security Services

## CASE STUDY



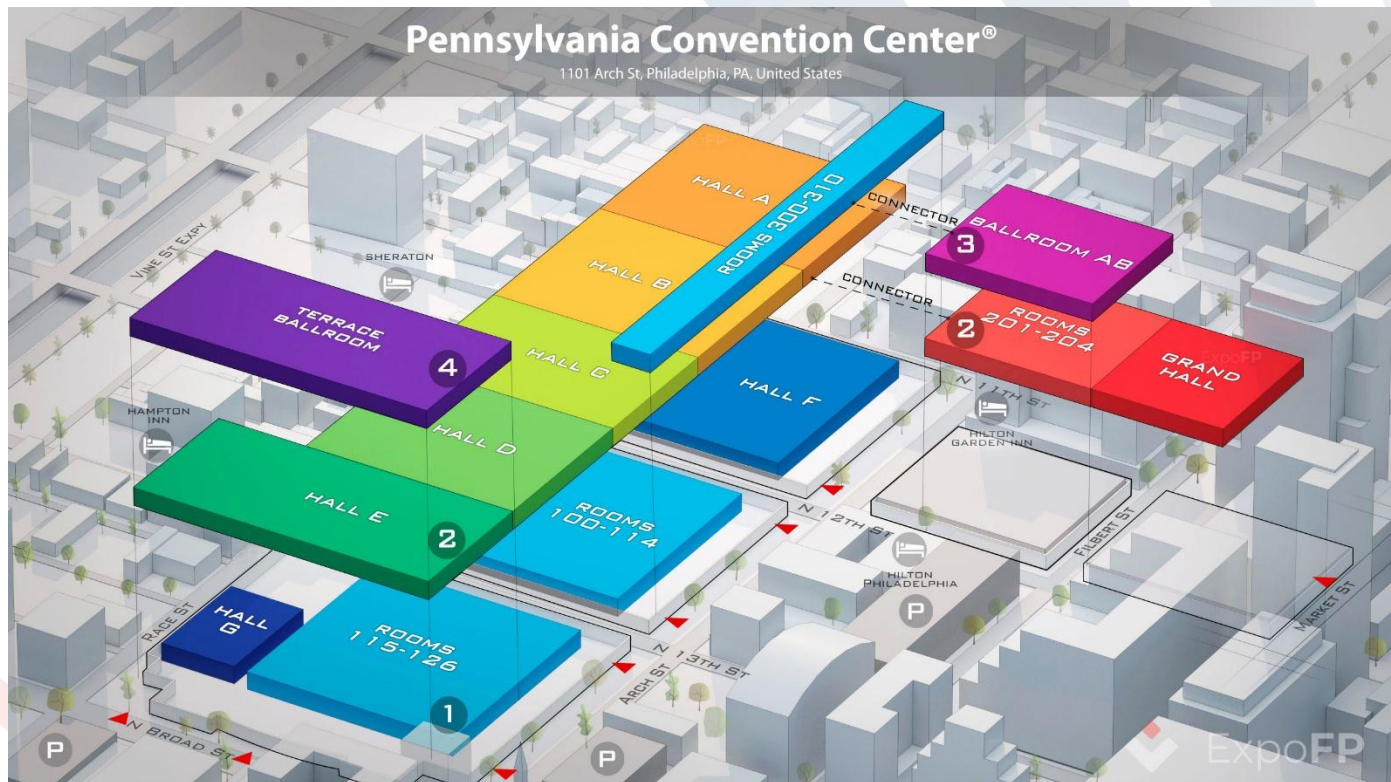
Growing from local to national security services with a flexible and scalable communications platform

**Hytera**  
US Inc 

## Introduction: Built Inside the Philadelphia Convention Center

Imperial Events Security Services (IESS) was founded to support operations at the Pennsylvania Convention Center in Philadelphia, where it established a reputation for delivering reliable, hands-on event security. Over time, the company evolved into a nationally recognized security management firm, supporting conventions, festivals, arenas, and consulting engagements across multiple states.

From the beginning, IESS operated with a leadership-driven model in which ownership and management remained directly involved in events. That model placed a premium on real-time communication, not only across large and complex venues, but eventually across cities and states as the company expanded.



## From Legacy to Hytera: Solving Reliability at the Start

In its early years, IESS relied on analog radios from a major well-known brand. While functional, they quickly became a liability as operations scaled.

Yusef Kassis, the IESS VP of Operations, explains that the issue was not just performance, but sustainability.

“When we first started, we were constantly replacing our radios. It became clear that we needed a more reliable and cost-effective solution, especially since our local dealer was not providing the level of support we needed.”

Frequent replacements and inconsistent service created operational inefficiencies at a critical stage of growth.

This drove IESS to search for a more dependable communications platform.

## Establishing a Foundation with Hytera Analog Radios

The transition to Hytera began with analog radios, specifically the TC-508 series. This marked a turning point in both reliability and vendor support.

“In 2010 we were introduced to Hytera through a new partner who explained the platform and its advantages. We started with the TC-508 analog radios, and they immediately solved the reliability and availability issues we had been dealing with.”

With this shift, IESS gained a stable communications foundation that could support daily operations without constant equipment turnover. At that stage, the system aligned well with the company’s needs, particularly within the contained environment of the convention center.



*Yousef Kassis briefing the security team*

## Growth Drives the Move to Digital

As IESS expanded its role within the Pennsylvania Convention Center, eventually supporting the vast majority of events in a facility spanning multiple city blocks, operational complexity increased significantly. The analog system, while reliable, could not keep pace with the scale.

“As the company grew and our responsibilities expanded, we realized that while the analog radios had been excellent for our initial needs, they were not designed to scale with us. The size of the facility increased, and our operations became more complex, so it was the right time to transition to digital.”

The move to Hytera DMR digital radios introduced clearer audio, greater capacity, and improved coordination across multiple zones and teams. Just as importantly, the radios remained simple to operate and durable in the field.

“Our workforce has diverse technical skills, so the radios need to be simple to use and extremely durable. These units hold up well under heavy use, and they continue to perform reliably even in tough conditions.”

Crucially, this transition did not require abandoning existing equipment. IESS continued using earlier radios where appropriate, building a layered system rather than replacing it outright.

### Expanding Coverage with Repeaters

As operations extended beyond the convention center into outdoor festivals and large venues, IESS deployed Hytera repeater infrastructure to maintain consistent communication coverage.

“We installed a repeater at the convention center and deployed portable Hytera repeaters for large outdoor events. This allowed us to maintain consistent communication coverage across different types of environments.”

This approach provided the flexibility needed to support both permanent and temporary event environments. However, as the company began managing events nationally, even this expanded infrastructure had limitations.

### Going Nationwide with PoC and Hytera BRIDGE

The next phase of growth fundamentally changed IESS’s communication requirements. As the company’s consulting division expanded, leadership teams began traveling across the country to oversee events. Maintaining real-time communication between remote management and on-site teams became essential.

“As we started managing events in other parts of the country, our team needed a reliable way to stay connected at these remote events. Portable repeaters worked in some situations, but they were not always effective in more complex environments.”

Some remote events involved communication in dense urban areas, stretching the limitations of the portable repeater. To solve this, IESS adopted Hytera Push-to-Talk over Cellular (PoC) radios, which operate over LTE networks and eliminate traditional range limitations.

**“The PoC radios have performed exceptionally well. We use them regularly, and they have been completely reliable. I can deploy them anywhere in the country with confidence that they will work.”**



*IESS Security Team at WonderCon in Anaheim, California*

At the same time, the company implemented the Hytera BRIDGE platform to unify its communications systems. This allowed remote leadership to remain directly connected to on-site radio traffic.

“The bridge allows me to stay connected to our remote operations from our Philadelphia SOC no matter where I am. I can listen to what is happening on-site, communicate with the team, and provide support in real time, even when I am in another state.”

This capability laid the groundwork for a future centralized operations model.

**“Our long-term goal is to build a centralized operations center where we can monitor and support events remotely, and the bridge is a key step toward making that possible.”**

### **A Dealer Partnership That Enabled Growth**

A critical factor in this evolution was IESS’s relationship with its Hytera dealer, TwoWayRadio.com. The company needed a partner that was responsive and capable of supporting a more complex and evolving communications strategy.

“Finding the team at TwoWayRadio.com was a turning point for us. They have been able to take our ideas and translate them into practical solutions that work in the field.”

Despite being based in Minnesota, the dealer provides full remote support for IESS operations in Pennsylvania and across the country.

“Their location has never been a limitation. They have supported us effectively every step of the way, regardless of where we are operating.”

This partnership enabled continuous system refinement without requiring local, on-site support.

### **Conclusion: A Hybrid System Built for Continuous Growth**

IESS’s communications journey reflects a deliberate strategy of building forward without starting over. Rather than replacing systems at each stage of growth, the company layered new technologies onto existing infrastructure, preserving prior investments while expanding capability.

The result is a hybrid communications environment where analog, DMR, repeater-based systems, and PoC devices all operate together through a unified platform. This approach allows IESS to maintain reliable on-site communications while extending command and control nationwide.

As Yousef summarizes the outcome:

“We have been able to grow our communications system alongside our business without ever needing to replace everything at once. Each step built on what we already had, which made the transition both practical and cost-effective. In fact, we are still using our original TC-508 analog radios in Baltimore”

Today, IESS operates with a communications architecture that matches the scale and mobility of its business, delivering seamless coordination across venues, cities, and states without sacrificing reliability or simplicity.



## Hytera US Inc Radio Solutions



### Hytera PD402i DMR Radios

#### Reliable Coverage for Ground Teams and Field Supervisors

The [PD402i](#) is a mid-tier DMR digital handheld radio for general event floor staff, badge checkers, rovers, dock security, and site supervisors. The PD402i supports the digital DMR standard and provides significantly cleaner audio than analog alternatives; a critical advantage in convention halls and outdoor festival environments where ambient noise is constant.

### Hytera HR652 DMR Portable Repeater

#### Extending coverage for larger remote events

The [HR652](#) portable repeaters provides remote on-site repeater infrastructure that extends DMR radio coverage across large venues and multi-floor facilities. The HR652 can be deployed in vehicles for mobile coverage and powered by the vehicle battery, and can be turned on and used immediately upon arriving at the site.



### HORIZON Push-to-Talk over Cellular

#### Nationwide PoC Platform for Calling Events Coast to Coast

IESS provides security at events from the Orange County Convention Center in Orlando, Florida to the Anaheim Convention Center in Orange County, California. [HORIZON](#) is a subscription-based PoC service that provides nationwide individual and group calling over the most advanced and reliable cloud-based communications network. HORIZON is built on state-of-the-art servers that have geo-diverse redundancy and failover. While other PoC providers have regular outages, the HORIZON platform stays operational even if an entire data center goes down.



### Hytera PNC380 Push to Talk over Cellular Radio

#### Enabling nationwide group calling

The Hytera [PNC380](#) is a durable and reliable PoC radio that operates over 4G/LTE cellular and Wi-Fi networks, functioning like a traditional radio but with nationwide coverage range. For IESS leadership and traveling management, and remote events where site topography is not favorable for traditional DMR repeater systems, PNC360 PoC radios are used.

When IESS management travels to provide security for an event in Las Vegas or another out-of-market city, their PNC380 keeps them on the same talk group as supervisors back in Philadelphia — or at any other simultaneous event. The device provides real-time group push-to-talk calling, and interoperability with on-site DMR radio infrastructure through the Hytera BRIDGE.

### Hytera BRIDGE

#### Bridging Gateway that Integrates the DMR and PoC Radios into a Single System

The [Hytera BRIDGE](#) is a simple and reliable system that connects PoC devices to the DMR repeater system to integrate cellular Push-to-Talk users directly with the on-site DMR network, ensuring seamless voice communication between remote managers and ground teams through a single unified system.



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[TwoWayRadio.com](http://TwoWayRadio.com) is an authorized Hytera US dealer located in Minnesota.

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**"Over the last fifteen years, I can count on one hand the Hytera radios I have had to send in for repair. That level of reliability is extremely important for us."**

*Yousef Kassis*