

JVA USA
Security Solutions

“The USA Is 30 Years Behind in Perimeter Security”

An Interview with Billy Pullen



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Why Deterrence - Not Reaction - Reduces Incidents



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Interviewer:

You've said the US is roughly 30 years behind in perimeter security philosophy. That's a strong statement. What do you mean?

Billy Pullen:

I'm not talking about technology. The US has world-class cameras, analytics, and surveillance infrastructure.

What we're behind in is deterrence-based perimeter design.

In many parts of the world, the perimeter is engineered to *change intruder behavior before an incident occurs.*

In the US, we still largely engineer to document the incident once it begins.

That's the philosophical gap



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Deterrence Is a Proven Behavioral Principle

Interviewer: You're emphasizing deterrence. Is there data supporting that approach?

Billy Pullen: Yes.

Research from the US Department of Justice and multiple criminology studies shows that visible security measures significantly reduce property crime because offenders assess risk before acting. Increased effort, higher likelihood of detection, and visible security measures are consistently correlated with reduced target selection.

The DOJ's Bureau of Justice Statistics has long documented that offenders frequently select targets based on perceived ease of access and low risk of detection.

Crime displacement is real.

If one site is hardened and another is not, intruders choose the easier one.

*Security does not need to eliminate crime everywhere
It needs to ensure your facility is not the preferred target*

Interviewer: Many facilities rely heavily on cameras. Isn't that effective?

Billy Pullen: Cameras are effective for:

- ✓ Evidence
- ✓ Situational awareness
- ✓ Post-event investigation

But cameras are largely reactive tools

A visible electrified monitored perimeter changes the calculus before intrusion.

It introduces:

- Physical resistance
- Immediate detection
- Audible and system alerts
- Clear signaling of active monitoring

Multiple studies on situational crime prevention show that increasing the perceived risk of apprehension reduces attempt rates significantly.

In practical terms: intruders move on

**Cameras Observe
Deterrence Alters
Behavior**



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Global Markets Learned This Earlier



Interviewer: Where does the “30 years behind” claim come from?

Billy Pullen: In countries such as:

- South Africa
- Brazil
- Mexico

Perimeter electrification and monitored fencing became baseline protection decades ago for industrial and critical infrastructure sites.

Why? Because those markets experienced sustained perimeter pressure earlier. They learned through experience that:

Passive fencing invites testing ~ Active fencing discourages it

The US hasn't historically faced the same sustained industrial intrusion pressure — until recently. So adoption has lagged.

The Economics of Intrusion

Interviewer: Are you suggesting electrified fencing prevents crime entirely?

Billy Pullen: No system prevents everything - What it does is shift probability.

Intruders conduct a cost-benefit analysis:

- *Effort required*
- *Likelihood of detection*
- *Time on target*
- *Consequences*

When a perimeter is visibly energized and monitored, the risk profile increases sharply.

That's often enough to redirect activity.

Market Data Shows the Shift

The global perimeter security market exceeded \$80 billion in 2024 and is projected to surpass \$150 billion within the next decade, driven by demand for integrated intrusion detection and deterrence systems.

That growth reflects recognition that layered, active perimeters outperform passive boundaries supported only by surveillance.

The US market is beginning to align with that global standard.



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*Security engineering is about reducing your facility's attractiveness relative to others.
It's competitive risk management.*



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Active Perimeter Architecture: What Changes

Interviewer: From an engineering perspective, what makes active perimeters different?

Billy Pullen: An active monitored perimeter introduces:

- Zoned detection
- Real-time voltage and fault monitoring
- Event logging
- Automated alerting
- Integration into security management systems

It transforms the fence from a physical boundary into a detection sensor. When intruders test, cut, ground, or interfere with the fence, the system responds immediately. That feedback loop reduces repeat attempts.

Sites with monitored active perimeters report fewer successful intrusions over time because adversaries adjust behavior.



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The US Evolution Is Underway

Interviewer: Are you saying the US is insecure?

Billy Pullen: No - I'm saying it's evolving.

The risk profile has changed for:

Utility Substations - Data Centers - Distribution Yards - Logistics Hubs

Cargo theft, copper theft, and organized intrusion patterns are increasing in frequency and sophistication. As that pressure rises, perimeter philosophy will evolve.

*The question is whether organizations modernize proactively
or after loss events*

Where JVA Fits



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JVA systems were engineered in environments where perimeter deterrence was not optional.

That shaped the architecture:

- a) Zoned high-voltage detection
- b) Pulse synchronization
- c) Fault monitoring
- d) Lightning resilience
- e) Integrated communications

It was built around one principle:

If the perimeter is tested, it must respond — and it must discourage repeat attempts

That's deterrence



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The Final Question

Interviewer: What should engineers reconsider?

Billy Pullen: Ask this- Does my perimeter merely define the property line?
Or does it actively discourage intrusion?

*Security is not about catching intruders on video
It's about convincing them not to choose your site in the first place*

*That's the difference between reaction and deterrence
And that's where the gap still exists*



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~ Thank you ~

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