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Guiding Points for Working with a Vendor-Independent Integrator

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COMMUNICATIONS & SECURITY



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Know the Integrator

- ▶ Establish Relationships
- ▶ Research and understand the integrators' business
 - Culture
 - Strategy
 - Markets
 - Services and capabilities
 - Project experience
 - Customers
 - Proposal process



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Be a Solution Provider

- ▶ View the “Big Picture” of a project
 - Help solve the customers’ problems
 - Provide a unique solution
 - Think outside the box
 - Determine whole solution, not just one part
- ▶ Provide assistance in developing technically compliant written response to customers’ requirements



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Be a Solution Provider cont.

- ▶ Real-life applications
 - Consider unique examples that set you apart
 - How do these applications fit the markets the integrator is serving?
- ▶ Be responsive, flexible
- ▶ Be patient
 - Product research and testing takes time
 - Engineers are often reviewing more than one product at a time
- ▶ Provide excellent customer service



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Quality Products & Solutions

- ▶ Integrators want the Best in Breed Solution
- ▶ Provide thorough and accurate product specifications and information
 - Focus on features and functionality that differentiates your product
 - Don't oversell your product
 - Pass if your product does not fit the project requirements
 - Find the solution that meets the requirements, not change the requirements to meet your solution



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Quality Products & Solutions cont.

- ▶ Demonstrate successful deployments
 - Where is it installed?
 - Is it User-friendly?
 - Easy to install / integrate?
 - How is it performing?
 - Is the customer happy?
 - What features and functionality of the product are being used in the deployment?
- ▶ The more successful deployments, the better



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Vendor/Integrator Partnership

- ▶ Provide equipment to test in integrators' lab
- ▶ Host lunch and learns
- ▶ Provide solid training
 - Design and engineering
 - Installation and configuration
- ▶ Participate in partnering sessions with customer
- ▶ Participate in PR/marketing activities
 - Speaking at industry conferences
 - Articles in trade publications
 - Sponsoring events



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Vendor / Integrator partnership

- ▶ Value the integrators' values (i.e. ethics, honest, integrity)
 - Key traits that are important to the integrator
- ▶ Co-develop product market strategies for select vertical markets
- ▶ Bring sales opportunities to the integrator
- ▶ Honor the lead system



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Selection process

- ▶ Execute an NDA
- ▶ Terms and conditions of the Reseller Agreements
 - MAC's – minimum annual commitment (sales)
 - Exclusivity
 - Training commitment – initial and annual
 - Back office requirements – forecasting, marketing and electronic invoicing
- ▶ Safety Act Certification
- ▶ Lead generation program