

Dealers and Integrators: Maximize Profits and Set Yourself Apart from the Competition

By Matt Powers, Vice President, Global Technology Marketing, Anixter Inc.
Booth 16039

Business is anything but usual for security dealers and integrators these days. As products pour into the market at unprecedented rates, purchase prices and system costs are coming down. With more manufacturers, network integrators and data contractors entering the industry, competition is mounting against traditional installation dealers and integrators.

However, there is good news: Traditional dealers and integrators can adapt to maximize profits and set themselves apart from the competition. As end users become more security-savvy, it's important for these traditional channels to add extra value for their customers, who often research online and search for solutions even before they contact a professional installer. From building relationships to delivering the best return on investment, dealers and integrators can position themselves to be valuable to end users. They can do this by leveraging open-architecture and preconfigured solutions to increase efficiencies in physical security deployments and by leveraging



Training courses like those hosted by Anixter, Tri-Ed and CLARK Security provide an "up close and personal" experience with new and emerging technologies. The knowledge dealers and integrators gain from these events can give them an advantage over their competition.

the knowledge of their distribution partners and educating themselves on network interoperability.

Sometimes it's tough to compete with some of the high-tech integrators — those who install high-end systems and have a deep understanding of networked platforms. They often make training and education in new and innovative technologies a priority, and they have resources for higher level technicians and installers. In contrast to analog systems, which

have a limited set of capabilities, networked platforms are feature-rich. Yet, for the most part, many of today's installations use network technologies only as a featured component of an analog system. To move from analog to network-based installations, dealers and integrators should become more versed on the newer technologies so they can educate customers on their more advanced capabilities. This will help them to dramatically differentiate themselves from their

continued on page 36

SIA Government Summit Coming to D.C. June 8-10

The Security Industry Association (SIA) invites you to attend the SIA Government Summit, to be held June 8-10, 2015, at the W Hotel in Washington, D.C.

Last month, SIA revealed the focus areas for conference panels at the SIA Government Summit, beginning with an exclusive preconference session with the General Services Administration (GSA). Check out our website at <http://www.securityindustry.org/> summit for the latest info and to register.

June 8, Preconference session

General Services Administration (GSA) Contracting and the Security Industry

In this session, government security experts, GSA staff and security industry pros examine the latest in procurement practices, policy changes and regulatory proposals, discussing issues ranging from basic to complex:

- Preview essential contracting trends for manufacturers, integrators and participating dealers.
- Assess Schedules 84 and 70 technical and procurement changes in 2015.

- Discuss how to preserve "best value" government procurement.

June 9-10, Conference sessions

Securing the Electric Grid: How Utilities Will Meet the New Federal Standard for Physical Security

In this session, representatives from the security and electric power industries discuss what to expect as key federal compliance requirements in 2015 drive physical security upgrades at critical substations and control centers throughout the United States.

Keeping Air Travelers Safe: Rapid Growth in Airport Security Improvements and Financing Needs

In this session, aviation sector experts discuss the growing need for airport security improvements—including perimeter security—as well as evolving trends affecting sources of funding.

Safe Schools: How School Districts Fund and Implement Security Improvements

This session investigates how schools are overcoming finan-

continued on page 40

Panoramic vs. PTZ: Let the application be your guide

By Sean Murphy, Regional Marketing Manager, Bosch Security Systems
Booth 14051

Blind spots can seriously undermine the reliability of a video surveillance system. With the ability to see everything in a single image, panoramic cameras provide a solution to this challenge and can improve the quality of surveillance operations.

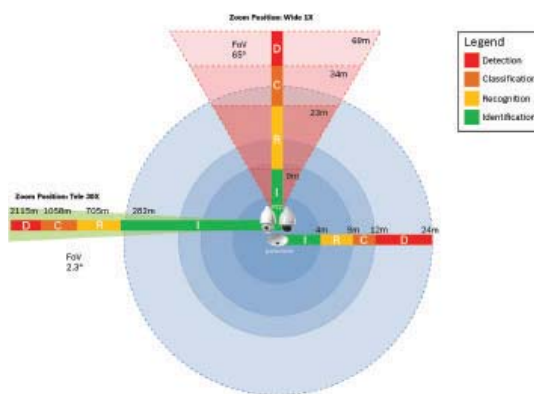
Panoramic cameras likely won't replace the PTZ or fixed camera in every area of a project. Instead, they should be considered another tool in the integrator's toolbox. How do you choose between camera options? The environment and end user needs are your guide. Here are a few common requirements for surveillance and the role each camera type can play.

Tracking objects

Panoramic cameras that cover an open area can aid in tracking an

individual as he or she moves from one location to another, while maintaining an overview of the entire area under surveillance. The operator can digitally pan, tilt and zoom to areas of a scene without losing sight of other regions. The extremely wide field of view and high resolution allow the camera to simultaneously capture all events and activities.

PTZ cameras also excel at following an individual as he or she moves throughout a scene, but as the camera pans to follow the person, other areas of the scene leave the field of view. This opens up an opportunity to miss events happening in other areas. However, the extended range of the PTZ camera will allow for tracking beyond the distance covered by a panoramic camera. In spaces larger than approximately 150 feet in diameter, consider using both a panoramic and PTZ camera.



Determining whether to implement panoramic or PTZ cameras depends largely on the application, as well as the strengths and capabilities of each.

Zooming in for a closer look

While panoramic cameras provide the ability to digitally zoom in on an object, there are some scenarios where the optical zoom of the PTZ

camera provides an extended range that may be required. In some cases, the panoramic camera can assist by providing the full overview, while the PTZ is used to zoom in on a cer-

tain event. In others, such as rooftop surveillance, one or multiple PTZ cameras may be the better choice.

Identifying objects

While the panoramic camera can aid in tracking an individual, it may be best to support the panoramic with fixed and/or PTZ cameras that provide identification capabilities at a greater distance and that can be positioned to provide a better view of facial features. For example, the panoramic camera could provide an overview of a bank lobby for tracking a person as he traverses the lobby and approaches the teller's window. At that point, the fixed camera provides details for the narrower scene of the teller's window and is positioned for optimized identification purposes.

Here are more examples to illustrate how a mix of cameras can best serve the user's needs in a few vertical markets:

continued on page 38

Dealers and Integrators: Maximize Profits and Set Yourself Apart from the Competition

continued from page 14

competitors in the process. Learning how is not as difficult as some may think.

The abundance of new technologies available on the market provides end-to-end solutions to address almost every customer application, from complying with codes and regulations to opening additional exits at a facility when the surveillance system detects overcrowding. Once dealers and integrators experience the new technologies, they'll want to use them more because they

see the value and the reaction from their customers.

Getting up close and personal with these capabilities is often as simple as taking part in the training courses offered by their distribution partner. For example, Anixter, Tri-Ed and CLARK Security offer multiple training opportunities such as Counter Days, seminars, Solutions Briefing Centers and a UL-certified Infrastructure Solutions Lab where dealers and integrators can learn how

technologies work together through proof-of-concept and interoperability demonstrations. These facilities can also be used as a powerful tool by dealers and integrators to immerse their customer in technology solutions. By collaborating with their manufacturer partners, Anixter, Tri-Ed and CLARK Security constantly refresh their technology offerings and bring them together under one roof so dealers and integrators can experience their capabilities.

Right now, there are a number of networked solutions available that dealers and integrators can offer to their customers to better meet their needs. For instance, many cameras come with analytic capabilities, yet they're not always implemented with the overall system. Most are simply installed right out of box and the settings are left to the factory default. Integrators should maximize the image quality or bandwidth based on their customers' requirements. They can also help their customers become more proactive in their approach to security by demonstrating how taking advantage of the events and alerts tied into a trigger can create greater depth of detail when integrated into the VMS and access control platforms. Instead of offering a solution that just records events, they can provide a system that integrates the camera, lighting, access control, HVAC, fire and intrusion systems so they can trigger events and alarms and be monitored and managed intelligently through a VMS or access control platform.

From building relationships to delivering the best return on investment, dealers and integrators can position themselves to be valuable to end users.

By equipping themselves with the knowledge of how to best use and maximize network capabilities, dealers and integrators can deliver solutions that exceed end users' expectations. However, knowledge doesn't stop at product function. Standards knowledge and installation best practices are an important part of a well-designed security system. By adhering to standards such as ONVIF, the first interoperability standard for network-based physical security, integrators and dealers can tell customers with confidence that they're building systems for them that are scalable well into the future. Knowledgeable distribution partners can also help them navigate these standards.

Anixter, Tri-Ed and CLARK Security not only focus on security standards, but also on the related infrastructure, cabling and networking standards that apply. They offer in-depth trainings and other means of helping dealers and integrators increase their efficiencies and reduce their labor costs. Services include kitting different products together, conducting DOA testing, providing IP programming and addressing, and using deployment services as defined by the project. These are just some ways dealers and integrators can add value, maximize profits and set themselves apart from the competition. ■

WD Purple

When Every Second Counts

Give Your Customers The Storage That Will Help Secure Their Home and Business

Surveillance Storage

- 01** Designed for up to 8-bay surveillance systems
- 02** Engineered for always-on 24/7 conditions
- 03** Built to work with High Definition cameras
- 04** WD AllFrame™ technology reduces video frame loss
- 05** Now available in up to 6TB storage capacities
- 06** Worldwide 3-year limited warranty

WD

Come by **BOOTH 5109** to see if you qualify for an evaluation discount on WD Purple 6TB.

Western Digital, WD, and the WD logo are registered trademarks of Western Digital Technologies, Inc. in the U.S. and other countries; absolutely, myWD, the myWD logo, WD Purple and AllFrame are trademarks of Western Digital Technologies, Inc. in the U.S. and other countries. All other marks that may be mentioned herein are the property of their respective owners. Reference herein to any third party trademark or other name does not constitute or imply endorsement, approval, guarantee or recommendation thereof by Western Digital Technologies, Inc. An used for storage capacity, one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. Product specifications subject to change without notice. Pictures shown may vary from actual products. Not all products are available in all regions of the world. © 2014 Western Digital Technologies, Inc. All rights reserved.