

ESSCOE DRIVES CUSTOMER VALUE AND GROWTH IN THE VIDEO SURVEILLANCE MARKET WITH ANIXTER



Anixter has enjoyed a more than decade-long partnership with security systems integrator Esscoe of Lake Zurich, Ill.

Esscoe was founded in 2005, primarily to pursue design-build fire alarm and mass notification work for the Federal Government. The design-build partnerships they forged with customers opened up new opportunities for work in the access control and video surveillance fields with their design-build clients. In order to keep pace with agile and rapidly expanding clients in the video surveillance market, Esscoe needed to find a partner to help with logistical solutions, payment terms, pre-configuration and new business development. In 2007, they found their solution: Anixter.

That year, Esscoe focused 90 percent on fire alarms and 10 percent on security cameras; however, by 2017 their emphasis has evolved with the explosive growth in their clientele to 65 percent security cameras and 35 percent fire alarms for new project business.

"Anixter has worked closely with us from day one," says Todd Keppy, principal at Esscoe.

"They always understood the construction market and the payment process involved in that portion of our business, and they recognized our approach blended nicely with theirs."

Anixter and Esscoe immediately benefited from one another's shared values. Esscoe was founded on the belief that the customer always comes first. "The reason we have such an excellent long-standing relationship with Anixter is because we see things the same way," says Keppy. "Take care of the customer, and the

customer takes care of you." That philosophy has clearly paid off, as Esscoe today is one of the top three integrators in Chicagoland and holds an extremely high retention rate.

Most of Esscoe's servers are purchased through Anixter from Hewlett-Packard Enterprise (HPE). "Esscoe has become a certified HPE partner," says Keppy. "This alone has won new business and allowed us to help sell more Anixter products as well."



Through its partnership with Anixter, Esscoe provides customers with server and storage solutions powered by HPE through Anixter's relationship with Arlington Computer Products (ACP) of Buffalo Grove, Ill. Darren Wesley, senior vice president at ACP, says, "Esscoe's ability to offer their customers industry-leading enterprise products and cost-effective solutions from HPE not only enhances their brand but expands their product offering within the security marketplace. Throughout the sales process, Esscoe works closely with our engineering team to accurately scope and design servers and storage solutions to meet the specific requirements of the project. By combining our technical expertise and Anixter's global capabilities, we are honored to be one of Esscoe's go-to partners for their server and storage-related needs for video surveillance."

Esscoe utilizes Anixter's camera pre-configuration services to streamline delivery. "If we are backlogged, Anixter will build the cameras, configure them, ID them and ship them to us so they're ready to use," says Keppy. "It's a huge advantage and saves our team a tremendous amount of time so we can focus on the more challenging aspects of the job and our customers."

Another resource Esscoe capitalizes on is Anixter's UL-certified Infrastructure Solutions LabSM in Glenview, Ill. Keppy is a frequent visitor to the Lab and tries to take clients as much as possible to show them available products if they aren't sure which ones they want to buy.

"It's quite stunning. I can show clients three different products and let them choose. If you get a customer to go to the Lab, you're almost guaranteed a sale."

According to Keppy, the greatest success in the partnership between Anixter and Esscoe is the continued drive to grow together.

Anixter continues to deliver new business opportunities for Esscoe when customers call, asking for an elite security integrator. "I have actually gone to meetings with Anixter to sell clients on Esscoe," says Keppy. "One of the biggest factors that has helped us grow is Anixter generating great leads for us."



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