



PARTNERSHIP POSSIBILITIES

SD&I's annual roundup of active authorized dealer/integrator programs

Featured Listing



Authorized Dealer

ADT

Become an ADT Authorized Dealer to profit from protection. Open and run your own business, backed by the most trusted name in home security and automation. As the leader in the industry, our experts will provide you with personalized support, advanced training and the opportunity to market the most recognizable brand for home security.

<http://join.adtdealer.com/sdi>

Featured Listing



Simplifying · Security

Alula

The Alula Dealer Program makes security simple, saving dealers time and money on modern security platforms to fit any installation need. Dealers and integrators adding new accounts, taking over outdated security systems or bringing the latest smart home automation to their customers will find everything they need. Alula provides turnkey marketing materials, a dealer-branded app for customers and a dedicated portal for remote panel configuration.

<http://alula.net/resources/newdealer>

Featured Listing



The Symbol of Protection

Potter Electric Signal

Potter Electric Signal offers two dealer programs that are structured to meet the product and support needs of small to large dealers, integrators and engineered systems distributors. Potter dealers enjoy industry leading IP-enabled fire alarm solutions that truly add value and profitability to their organization. Potter's top level dealer programs are carefully managed to avoid excessive competition in each geographic area.

www.pottersignal.com/support.php

Featured Listing



THE IMAGE OF QUALITY

SecurityTronix

Save 20 percent off SecurityTronix products, with immediate discounts and no initial minimums. Plus, included at no extra cost, dealers can save time by taking advantage of our commercial-grade system design services. All products are backed by our 24/7/365 expert support team, providing helpful advice as your strategic partner.

<http://securitytronix.com/premier-dealer-program>

For this annual section provided by SD&I, we sent out a

call to all security industry-related vendors and service providers to let us know if they are actively recruiting dealers and integrators for their various channel and certification programs.

If you are interested in partnering with any of these companies, please follow the link provided to learn more about each program and how to apply (and please mention that you saw it in our magazine).

Compiled by Paul Rothman



Authorized AES dealers have access to AES Training Academy, sales and technical support, marketing resources, tools and services, including the AES-IntelliStart complete network start-up solution and the AES Maintenance Program designed to protect your investment in mesh radio technology. AES supports our partners every step of the way, from the initial stage of network startup to providing ongoing support after the system is fully operational. www.aes-corp.com/markets/become-a-dealer



Alarm.com dealer partners have access to tools help to manage their business, streamline installation and reduce truck rolls with remote customer support. Dealers can access co-brandable marketing materials and in-home sales tools, as well as marketing services such as customer communications programs and a no-cost website creation tool. www.alarm.com/newdealer



AmberBox Gunshot Detection's Reseller Partner Program helps integrators develop new business and meet the needs of clients looking for indoor gunshot detection solutions. Authorized partners have access to personalized sales and marketing support, ongoing training, technical guidance from our in-house team and our recurring revenue model. Our program enables AmberBox partners to be well equipped and prosper in this area of security. www.amberbox.com



Leading the Way in Megapixel Video™

The Arecont Vision Reseller Partner Program is designed from the ground up to help authorized dealers and systems integrators grow their business and benefit their customers with quality products and services. www.arecontvision.com/partners/reseller-partner-program

ASSA ABLOY

The ASSA ABLOY Certified Integrator (CI) program is available to qualified security integrators and includes training and certification on the ASSA ABLOY Intelligent Openings product portfolio. These products include Integrated Wiegand, Power-over-Ethernet, WiFi, Aperio wireless, Yale Multi-Family and CLIQ Intelligent Key solutions. The ASSA ABLOY Authorized Channel Partner (ACP) program for resellers provides the necessary training for selling and recommending these products. <http://intelligentopenings.assaabloy.com/en/site/intelligentopenings/training/ci>



Axis Communications offers a robust Channel Partner Program that includes, sales support, co-marketing opportunities and educational programs. Integration and dealer partners can increase sales margins

and most importantly have access to project pricing, system design tools and discounted demonstration equipment.

www.axis.com/us/en/partners/channel-partner-program



BOSCH
Invented for life

The Bosch Authorized Security Dealer (BASD) program supports loyal Bosch dealers and helps them grow their business. At the heart of the program is a web-based Marketing on Demand Center, where dealers can access customizable, co-branded advertising and marketing materials, digital services, and printed materials to help build their brand as a BASD. The program provides cooperative marketing funds, lead generation opportunities and additional benefits.

<http://www2.boschsecurity.us/dealers>



Get more with the Brinks Home Security dealer program. Benefits include a proprietary eContract app and comprehensive online portal to service, manage and monitor your portfolio. Brinks Home Security has the only national authorized dealer program that effectively allocates and distributes warm leads to dealers. Customized training is also available. www.brinkshomesecuritydealer.com



The Brivo cloud-based security platform is your launching pad to extend your growth potential. Brivo is the leader and innovator of cloud physical security for commercial buildings. Currently serving more than 10 million users, Brivo provides a centralized cloud-based security management system, including access control, video surveillance and alarms, to its customers.

<http://www2.brivo.com/SDIPartnerPossibilities>



PARTNERSHIP POSSIBILITIES



CheckVideo's program enables dealers and integrators to quickly build RMR with managed video services. Its unique combination of video analytics, along with the award-winning CloudVMS, provides the most cost-effective and complete video solution available. Benefits include specialist direct marketing materials and lead generation programs.

www.checkvideo.com/partner



The Connect ONE dealer program gives dealers control of all their customer's integrations: Intrusion, access control, video surveillance, energy management, critical environmental monitoring and now CheckPoint Tours – from one single interface with viewing, controlling and management of one or multiple locations simultaneously. CheckPoint Tours is a virtual guard tour, asset management and scheduling notification service.

www.simplifywithconnectone.com



The Control4 Certified Showroom program is designed to direct homeowners, architects, and designers to a local Control4 dealer where they can experience the smart home in an ideal showroom environment and find the right installation partner for their needs and lifestyle. Each independent Control4 Certified Showroom Dealer has met a series of standards and are well-versed in creating inspiring smart home demonstrations.

www.control4.com/company/contact-us



The CyberLock partner program offers deal registration, high margins, sales tools, free training, marketing material, pre-qualified sales leads and more. With two decades in the field, the CyberLock system has expanded to include over 380 different electronic cores that retrofit into existing lock hardware, offering security integrators and dealers a proven, durable and innovative access control solution that can be installed practically anywhere and requires no hardwiring.

<http://cyberlockteam.com>



Dahua's All-Star partner program is committed to providing our partners with comprehensive resources that will help them gain a competitive advantage and win more business. Our All-Star program offers a 5-year warranty, partner discounts and dedicated education resources, including exclusive webinars and training courses.

<http://us.dahuasecurity.com/partners>



DW's Partner Integrator Program strives to empower those who sell DW video surveillance solutions with exceptional pricing and support. By providing a wide range of services, discounts and resources, we give our valued customers the tools to increase profitability and competitiveness.

<http://portal.digital-watchdog.com/pip/en/overview>



DMP's Secura dealer program solves the problem of not having a residential business plan or the time and resources to design and build that plan. The program gives the dealer the tools to compete and win in this competitive space by creating an end-to-end residential dealer program that helps a dealer find, sell and install high-volume residential business.

<http://dmp.com/secura>



The DoorBird partner program provides increased margin and product support to registered system integrators, resellers and installers. Our partners have access to the full DoorBird product portfolio of IP video door stations and accessories. Free product training and access to DoorBird's technical support hotline and help desk are included.

www.doorbird.com/partner

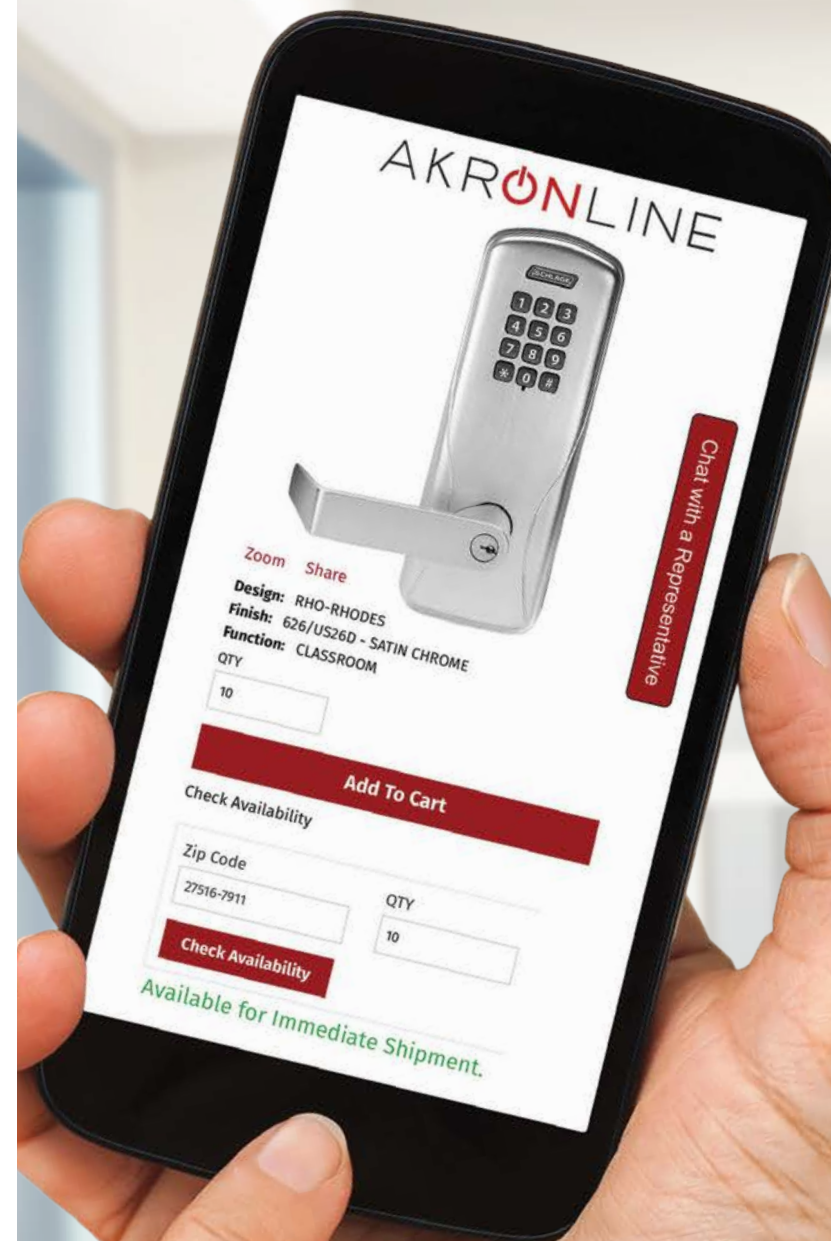


DoorKing Inc. has an outstanding Distributor and Dealer program that offers key benefits, including sales and marketing support, technical support, various opportunities for education and training, co-op benefits, referral programs and more.

www.doorking.com/dealer-distributor

Access speed. Access convenience. Access Control from Akron & Allegion.

Place orders for Allegion Access Control products from Akron Hardware, and you'll access more profit through our process.



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www.akronhardware.com

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Request information: www.SecurityInfoWatch.com/00



PARTNERSHIP POSSIBILITIES



Education Management Solutions (EMS), an industry pioneer in simulation-based A/V clinical management software solutions for Higher Education and Healthcare training environments – offers integration partners a way to accelerate growth and profitability with existing Higher Education and Healthcare business partners. Partner benefits include discounts, training and dedicated sales support.

www.simulationiq.com/our-partner



ELK Products' policies, programs and support are designed to ensure installer success. Our MIP pricing policies and authorized distributor network protects profits. Discounts are available through our dealer demo and model home programs. ELK offers live webinars, on-demand training videos, online support tools and customized training sessions.

www.elkproducts.com/elk-dealer-benefits



Grow your RMR with the Freeus PERS dealer program. Freeus provides a complete mPERS ecosystem, including quality hardware, exclusive firmware, 24/7 expert monitoring and proprietary platform.

www.freeus.com/dealer-program-sdi



The Ganz Channel Partner Program was introduced to reward the loyalty of our valued resellers, system integrators and dealers. There are

multiple levels of channel partnership, each bringing incentives. The benefits of partnership include priority access to resources, marketing support, sales incentives, technical support and training – all designed to strengthen and grow your business.

<http://ganzsecurity.com/partners>



The Genetec Channel Partner Program is made up of long-term, loyal sales partners who share the Genetec passion for listening to the customer, and who are driven to make their customers' daily lives simpler and safer. The program offers advantages that include: access to in-depth product training and valuable sales and marketing resources; value-added and custom-tailored services for management and engineering of small-to-large scale installations; and more.

www.genetec.com/partners/channel-partner-program/how-we-work



Geutebrück USA's Certified Partner Program offers qualified integrators the opportunity to differentiate themselves in today's competitive video surveillance marketplace. Certified Geutebrück Integrators enjoy a direct relationship with us, since our solutions are not available through distribution and never sold direct to end-users. Our partners benefit from less competition, higher profit margins and business growth with our world-class support.

www.geutebruckusa.com



Hanwha Techwin America's STEP Program provides Partners using Hanwha Techwin products with benefits including: 5-year warranty, advanced replacement, dedicated toll-free number, training and certifi-

cation, project registration and more. As well as supporting the success of partners through our high-quality products using our advanced and innovative technologies, STEP will enable our partners to provide a truly differentiated solution and offering.

http://step.hanwha-security.com/kor_EN/Default.aspx



The HID Advantage Partner Program provides distributors, integrators and OEM partners with a framework to expand product offerings and service delivery models to capture today's growing market demand for secure identity solutions. Program requirements and benefits are structured to complement different partner types and business models.

www.hidglobal.com/partners/about-HID-partners



Hikvision offers innovative video surveillance solutions for projects of every size: single camera to enterprise and everything in between. The Hikvision Dealer Partner program is a multi-tiered program with Silver, Gold, Platinum, and Diamond levels. Successive levels offers more benefits for Hikvision Dealer Partners (HDP), including deeper discounts through distribution partners, extended warranties, priority technical support, and co-marketing.

<http://us.hikvision.com/partners/hikvision-dealer-partner-hdp-program>



THE POWER OF CONNECTED

The Honeywell Authorized Dealer Program provides resources to help dealers grow their business, including support and training, lead generation, cooperative marketing funds, rebates and networking opportunities and sharing of best practices with

the foremost independent security and fire dealers. Once a dealer is admitted, it is a tiered program and movement between these tiers is based on hitting program requirements, participation in program activities and meeting or exceeding purchase commitments.

www.ourbusinessbuilder.com



Inovonics' seven regional training veterans are complimented by wireless sensor and system integration OEM and VAR partnerships, same or next-day lead times, co-branded marketing materials, certified training programs and site survey tools that ensure bid and installation success.

www.inovonics.com



Lensec is celebrating its 20th anniversary as a pioneer in IP security video. Security integrators partner with Lensec to help develop enterprise video surveillance solutions using Perspective VMS. The company has experience supporting projects in higher education, K-12 education, government, public safety, healthcare and more.

<http://lensec.com/partner/partner-promotion>



The Luxul Customer Assurance Program (CAP) provides dealers with certified wired and wireless network designs for residential and commercial

applications. To participate, dealers simply register their projects and Luxul engineers will deliver a complete custom network design, including both required and optional equipment along with educational pages for end-users.

www.luxul.com/assurance-program.aspx



An Infinova Company

March Networks' Certified Solution Partner (CSP) program gives members exclusive access to a differentiated portfolio of video surveillance and video-based business intelligence products. Partners also enjoy: world-class global logistics; structured deal registration and growth incentives; online certification training; technical support; and access to extensive sales and cybersecurity resources.

www.marchnetworks.com/partners

Install video surveillance? Eliminate the guesswork.

Test Meter Features

- Quickly and easily identify, configure and troubleshoot IP, TVI, CVI, AHD, SDI and analog cameras
- Power cameras directly from meter with built-in POE and 12VDC connectivity
- Ping Test / Port Flash / Cable Test built-in WiFi / ONVIF / & much more
- Over 50 different features and functions

Tech Support Included With Every Meter

- Each meter includes a 1-on-1 30-minute phone training session scheduled at your convenience
- We'll make sure you get your cameras to connect
- Ongoing advice and support for all the apps



www.securitytronix.com/testmeters
sales@securitytronix.com



Talk with our experienced engineers to see which video test meter is right for your needs.

800-460-1801

Request information: www.SecurityInfoWatch.com/00



PARTNERSHIP POSSIBILITIES



Mavin Technologies is seeking qualified security integrators to join our VAR partner program. Benefits include training, product support, lead sharing and the opportunity to provide product direction input with a growing, nimble access control software manufacturer.

<http://go-mavin.com/var-promise>



Our Channel Partner Program rewards increasing success with Milestone products and services, with each level unlocking new benefits, incentives and rewards. A pragmatic training program is designed to equip partners with the expertise to scope, design and implement Milestone-based video systems, with courses online, in-person or on-site.

www.milestonesys.com/community/become-a-partner/reseller



NAPCO's Connected Home & Smart Business Dealer Program helps traditional security dealers transition into remote connected home services. In addition to providing free customized marketing materials, training, hotline support and co-op advertising funding, it also includes discounted product/service levels. The program has recently been expanded to include the iBridge smartphone app, the Connected Home Module and StarLink Connect.

www.napcosecurity.com/ibridge



The Oncam Channel Partner Program is designed to help system integrators, value-added resellers (VARs) and installers accelerate their solution sales. Companies benefit from enhanced margin opportunities, as well as the industry's most complete and reliable wide-angle and 360-degree product portfolio, and world-class training and support. Oncam has an easy-to-use, feature-rich partner portal and ongoing support and assistance.

www.oncamgrandeye.com/partners/channel-partner-program



OnSSI's Premier Partner Program's benefits include tiered pricing, a prominent listing on the OnSSI website, priority technical support, project registration discounts and access to sales leads and opportunities. Partners are also eligible for co-marketing opportunities and savings on product training classes.

<http://onssi.com/channel-partner>



Open Options partners with quality integrators who are looking to form long-term relationships with the common goal of providing quality service to the end-user. In-depth training courses for authorized dealers and systems integrators ensure they are equipped with the knowledge to provide the best possible installations and support. Additionally, authorized dealers have unlimited 24/7 access to Open Options technical support.

www.ooaccess.com/channel



Paxton offers free training for our Paxton BLU cloud-based access control system; Net2 IP-based access control system; and Net2 Entry video door entry system to provide dealers with the essential knowledge needed to install our products. Courses include short lectures followed by hands-on practical sessions. Training includes installation techniques, fault finding, administration, use of the systems and more. Each training course is BICSI CEC registered.

<https://goo.gl/R29ZXR>



With the PowerHouse Alliance's new house brand products – A2V – dealers and integrators receive a 10-percent rebate if their previous quarter's purchases exceed \$500 of any A2V products. This includes the purchase of mounts, racks, HDMI, speakers or any mix of product categories – with no limit on quantities.

www.powerhousealliance.com



The Quanergy Partner Program (QPP) provides exclusive benefits to system integrators, VARs, reps and strategic partners. As the leader in LiDAR technology, Quanergy enables partners to offer innovative solutions for a competitive edge and develop new business. The QPP gives members access to in-depth sales training, certifications, project registration, marketing resources and technical support.

<http://quanergy.com>

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Any Brand
Any Way!



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www.strongpoles.com



PARTNERSHIP POSSIBILITIES



Razberi Technologies has launched a new Channel Partner Program to offer resellers greater potential for increased revenues and profitability. Authorized Partners will have access to a range of incentives, discounts, tools and programs designed to help them market and sell the Razberi ServerSwitchIQ video surveillance platform with built-in CameraDefense cybersecurity protections.

www.razberi.net/partner-portal



RemoteLock offers access control management software and manufactures the leading WiFi smart lock on the market that can be integrated with Airbnb and HomeAway for managing short-term rental property, plus access management in multi-family, shared work spaces and commercial buildings. The RemoteLock Connect cloud portal offers the best way to manage multiple locks and lock types.

www.remotelock.com/reseller



Salto's Inspired Business Partner Program is designed to help you develop new business and meet the growing needs of your customers. The Partner area of our website contains program details and links to support material in a one-stop resource, providing sales support, technical knowledge, resources, training and tools.

<http://partnerarea.saltosystems.com/index.php>



The Seneca Authorized Partner Program acknowledges outstanding performance, experience and loyalty from our security solution providers. Advantages include reward programs, project pricing incentives, sales and marketing resources, service and support agreements, and more.

www.senecadata.com/seneca-partner-program



Sielox is looking for sales partners who want to increase their customer base and profits with advanced access control software, intelligent controllers and crisis management solutions. Available resources and benefits include marketing programs, webinars and remote demos, industry leading products made in USA with GSA and PEPPM purchasing contracts, and much more.

www.sielox.com/BecomeaBusinessPartner.aspx



Singlewire Software's InformaCast is an emergency notification system that helps organizations enhance the speed and reach of critical messages to help keep people safe. Singlewire partners are able to expand their sales portfolio by offering a proven, best-in-class emergency notification platform that is reliable, scalable and easy-to-use.

www.singlewire.com/reseller-partnerships



Spectra Logic's partner program, SpectraEDGE, provides value-added resellers and security integrators with sales tools and training necessary to provide long-term surveillance retention and enable customers to comply with regulations. Our channel program is committed to delivering resellers and integrators with affordable, reliable and highly scalable retention for surveillance video. Resellers receive special pricing, account registration benefits and joint marketing opportunities.

www.spectralogic.com/partners



StorMagic exclusively sells and services its SvSAN software through a global partner network. SvSAN with Data Encryption drives opportunities for reseller, cloud and vendor partners to capture additional value through the integration and delivery of proven hyperconverged or server-based SAN solutions.

<http://stormagic.com/partners>



TELGUARD

Independent security dealers are the most important people in the world to us, and we prove it every day. Through the Telguard Advantage Program, dealers receive discounts on hardware, service and activation, and your customer service calls get top priority. Guard your bottom line and join TAP today.

www.telguard.com/product/telguard-apps



Less is more.

When it comes to systems integration, the less you have to install around a door, the better.



The Securitron EcoMag® electromagnetic lock offers all-in-one integrated options such as Securitron BondSTAT, Door Position Switch, Door Prop Sensing and Passive Infrared Request to Exit. Ideal for either new construction or retrofit, installing fewer devices around the door increases productivity and profitability in competitive bids.

If sustainability is a concern, environmental documentation is available outlining the up to 80% decrease in energy consumption over the previous Securitron M680 Series. Increased 1,200lb holding force and all-in-one integrated options round out what is now the most advanced (and sustainable) electromagnetic lock available today.

Learn more at www.assaabloyesh.com/m680e



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The global leader in
door opening solutions



PARTNERSHIP POSSIBILITIES

Theia TECHNOLOGIES

Become a partner and authorized reseller of Theia's line of high-quality, high-performance lenses. Benefit from advantageous pricing, volume discounts, sales and technical support training, as well as a generous sample evaluation and demo program. Email us to learn more.

Partners@TheiaTech.com

TRACKTIK

TrackTik, the leading workforce management solution for the security industry, is looking to add to its current list of partners. If your customers are in need of an integrated multi-feature platform consisting of security operations, security workforce management and back-office management, then we want to hear from you. Please visit contact us at partners@tracktik.com or visit the link below.

www.tracktik.com

TRENDNET

TRENDnet's Partner Program provides dedicated sales, marketing, and technical support to all of our valued resellers. Partner benefits include product discounts, advanced level-three technical support, pre-sales support, sales and product trainings, a 30-percent product demo program, access to the partner portal, and more. Discounts and support levels increase with your revenue growth.

www.trendnet.com/partners

TierVantage



The TierVantage Channel Partner Program helps Lenel and Interlogix dealers, integrators and Value Added Resellers (VARs) successfully grow their businesses. Benefits include customized marketing resources,

social and networking opportunities, third-party discounts on items like fleet vehicles, first look at product introductions, invitations to the annual Lenel and Interlogix Partner Summit; and marketing co-op dollars.

www.lenel.com/partners

www.interlogix.com/for-partners

VANDERBILT

Vanderbilt works with its SMS Certified dealers, distributors and strategic partners to provide sales support, installation and service to clients in a variety of industries, as well as the opportunity to participate in case studies and marketing opportunities. Vanderbilt also offers in-person and online training for dealers and integrators to provide the experience needed to support the product line.

<https://usa.vanderbiltindustries.com/partners/overview>



Vicon's Channel Partner Program trains and certifies dealers to sell and support its Valerus VMS and VAX Access Control software and end-to-end security solutions. Certified Channel Partners receive system design and ongoing sales support, pre-configuration services for network hardware and software, comprehensive online training and certification, and the convenience of a single resource for software, cameras, edge devices, servers, storage and network hardware.

www.vicon-security.com/partners/channel-partner-program



Vidsys business partners include leading value-added resellers and system integrators that sell, implement and support Vidsys software. Our Business Partners also include A&Es and con-

sultants who often provide expertise and guidance to customers regarding system design and security operations. Vidsys provides business, technical, sales support and empowers our partners to educate and inform clients of the value of implementing our CSIM software.

www.vidsys.com/partners



Vivotek's Channel Partner Program is designed to help our channel partners – including dealers, resellers and system integrators – to grow their businesses by leveraging Vivotek's leading position in the fast-growing network video solution market. Benefits include: training & certification, special pricing with registered projects, discounts on day-to-day purchases, extended warranty and dedicated technical support.

<http://partnerportal.vivotek.com>

Western Digital.

The myWD Certified Surveillance Storage Provider Program offers access to sales and marketing support, member-exclusive surveillance industry reports, evaluation program, exclusive promotions and product updates, and POS marketing material for its full portfolio of data storage devices.

www.mywd.com/surveillanceprogram



3xLogic Inc.'s expanded Certified Partner Program includes five tiers for new dealers all the way up to existing National Account partners. The program will be offered to current and potential partners via their 3xLogic Regional Sales Manager, and it will continue to evolve with new benefits added over time.

www.3xlogic.com/where-buy



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