



# PARTNERSHIP POSSIBILITIES

For this annual section provided by Security Business, 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).

FEATURED LISTING



The PowerHouse Alliance provides dealers and integrators with high-quality audio/video products and accessories from 250+ leading brands, including its A2V house brand. A2V products are enhanced with an industry-leading rebate program. When dealers spend \$500 or more in a quarter, they automatically qualify for a 10% rebate account credit on A2V products from the previous quarter. The rebate program includes the purchase of any A2V products including HDMI cables, fiber, in-wall, in-ceiling, and outdoor speakers, mounts, racks, and powered subwoofers, with no minimum sku count or limit on purchases.

[www.powerhousealliance.com](http://www.powerhousealliance.com)

FEATURED LISTING



Ring's partner program provides basic training, technical training, and certifications to assure you and your team are up to date on the Ring portfolio of products and can provide the best customer experience. Ring's channel experts will also deliver communications and training programs to ensure you stay current on the latest solutions and product updates. Through our partnerships with independent dealers, we hope to create better places to live, work, and play because our partners help people protect their neighborhoods.

<http://ringpartnerprogram.com>

FEATURED LISTING



IPVideo Corp. is looking for B2B dealers to sell, install and support its award-winning products – including the HALO IOT Smart Sensor 2.0 that incorporates vaping, THC, smoke, chemical and gunshot detection. The IPVIP Program offers good margins, territory leads, dealer training, protection and deal registrations. Partners enjoy our in-demand products as an entry point for new customers. IPVIP partners with a demonstrated track record of successful sales and product knowledge progress in their partnership level, with each level unlocking a new array of benefits, sales incentives and rewards to strengthen and grow their business.

<http://ipvideocorp.com/reseller>

FEATURED LISTING



CyberLock, Inc. is committed to building successful, long-term business relationships with its independent distribution partners. With the help of our talented partners, CyberLock has leveraged its unique, key-centric access control solution – featuring over 400 electronic locks – to increase security, accountability, and key control across a vast range of industries and applications. With high margins and opportunities to develop recurring revenue streams, the CyberLock partner program is designed to provide our resellers with the flexibility to address each customer's specific access control requirements.

[www.cyberlockteam.com](http://www.cyberlockteam.com)

## ABLOY AUTHORIZED PARTNER

Program to help security integrators expand in critical infrastructure markets. The multi-faceted program will give integrators a wealth of training, incentives, support and co-marketing opportunities. Approved channel partners will be able to purchase a wide range of electronic door locks, door cylinders, deadbolts and padlocks through the ABLOY distributor of their choice.

[www.abloy.com/Abloy/AbloyGlobal/ABLOY%20USA/Resources/Solutions/20Brochures/ABLOY%20Channel%20Partners%20Program.pdf](http://www.abloy.com/Abloy/AbloyGlobal/ABLOY%20USA/Resources/Solutions/20Brochures/ABLOY%20Channel%20Partners%20Program.pdf)



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.

[www.aes-corp.com/markets/become-a-dealer](http://www.aes-corp.com/markets/become-a-dealer)



Becoming an Alula Pro makes security simple, by saving partners time and money on a modern security platform to fit any installation need. The Alula Pro program provides customizable marketing materials and rewards for Pro partners. Alula provides turn-key, customized marketing materials, a partner-branded app for customers and a dedicated portal for remote panel

ABLOY USA has introduced a new Channel Partner

configuration. As an all-in-one partner that fits new installs and take-overs, Alula's white-glove service is top priority.

<https://alula.com/advantage>



Arcules welcomes partners who want to meet the growing demand for cloud-based physical security with cloud video surveillance, access control and analytics. Arcules integrator and dealer partners build business with recurring monthly revenue, expand their customer base, boost margins, streamline training and support, and reduce their customer's overall security risk.

<https://arcules.com/partners>

## ASSA ABLOY

ASSA ABLOY offers a number of training programs to help you and your team get the credentials you need to set yourselves apart. Our Certified Integrator (CI) program provides intensive, hands-on training that covers how to conduct proper site surveys, system design, product installation on full-size doors, system integration and real-world troubleshooting exercises.

[www.intelligentopenings.com/en/i-am/systems-integrator](http://www.intelligentopenings.com/en/i-am/systems-integrator)



The Avigilon Plus Program offers Partners in the United States and Canada dedicated sales support, financial incentives, training opportunities and reward initiatives that help them sell more and grow their business. The program consists of four tier levels,

and partners have the ability to progress to higher tiers by meeting competitive sales targets and completing certification requirements.

[www.avigilon.com/partners/plus](http://www.avigilon.com/partners/plus)



The Axis Channel Partner Program is designed to help system integrators, value-added resellers (VARs) and installers accelerate solution sales. When you become an Axis Channel Partner you immediately benefit from enhanced margin opportunities, the industry's most complete and reliable product portfolio, and world-class training and support.

[www.axis.com/en-us/partners/channel-partner-program](http://www.axis.com/en-us/partners/channel-partner-program)



The Connect ONE Dealer Program from Connected Technologies lets dealers build consistent and predictable revenue with managed services tailored to the customer, project and vertical market. The Connect ONE cloud-hosted platform is used to view, manage and control all integrations, including intrusion, access control, video surveillance, energy, monitoring and mobile credentialing.

[www.simplifywithconnectone.com/connectOne/dealer\\_benefits](http://www.simplifywithconnectone.com/connectOne/dealer_benefits)



The DoorBird partner program provides increased margin and product support to registered system integrators, resellers and installers. Free product training and access to DoorBird's technical support hotline and help desk are included.

[www.doorbird.com/partner](http://www.doorbird.com/partner)



ELK Products offers award winning "pro-only" telephone support, live webinars, on-demand training videos, online support tools, and customized training sessions to ensure installer success. MIP pricing policies and our authorized distributor network protect profits. Discounts are available through dealer demo and model home programs.

[www.elkproducts.com/elk-dealer-benefits](http://www.elkproducts.com/elk-dealer-benefits)



Increase your RMR with the Freeus mPERS dealer program that includes proprietary mobile PERS devices, access to our award-winning platform, and 24/7 monitoring by expertly trained PERS operators. Access our PERS University, including customized marketing materials and expert guidance designed to help security dealers succeed in the PERS industry.

[www.freeus.com/mpers-dealer-program](http://www.freeus.com/mpers-dealer-program)



GAI-TRONICS' Certified Integrator Program offers multi-level training sessions for our newest IP-based devices and other communications products. Upon completion of all levels of training, integrators become GAI-TRONICS Factory Certified and will gain access to demo equipment, system layouts, marketing partnerships and a partner listing on our website.

[www.gai-tronics.com/certified-integrator-program](http://www.gai-tronics.com/certified-integrator-program)



# PARTNERSHIP POSSIBILITIES



Hanwha is committed to the channel – continually expanding our network of

system integrators, value-added resellers (VARs) and installers by providing channel partners with the information and tools they need to help customers make the most informed security and surveillance purchasing decisions. From comprehensive sales, marketing and technical support to programs and tools designed to increase your competitive advantage and your profitability, Hanwha is ready to support you and your customers.

[www.hanwhasecurity.com/channel-partner](http://www.hanwhasecurity.com/channel-partner)



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](http://www.hidglobal.com/partners/about-HID-partners)



The Hikvision Dealer Partner (HDP) program is

designed to promote and support the best integrator partners in our broad North American network of installers. Hikvision offers preferred pricing, extended product warranties, technical support, marketing resources and product training to help HDPs succeed.

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



Discover Identiv's sales resources and marketing tools, exclusively available

to our ICAN Partners, and take your business to the next level. Benefits include: access to sales tools and technical resources to help you promote the Identiv line of products, direct line of communication for custom marketing activities, exclusive product/pricing promotions, co-sponsored educational events, lead distribution, free online training courses, and more.

<http://files.identiv.com/partners/ican/identiv-channel-alliance-program-ICAN-overview.pdf>



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](http://www.inovonics.com)



Tyco Cloud from Johnson Controls provides cost effective enterprise cloud video surveillance and access control.

Become an authorized dealer and deliver new solutions to your customers and create new recurring revenue services for yourself. Tyco Cloud solutions are simple to sell, simple to use, and simple to maintain with easy price points and recurring revenue options.

<https://tycocloudsolutions.com/partners>



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](http://www.luxul.com/assurance-program)



The March Networks Certified Partner

Program makes it easier

for partners to run their business and create a competitive advantage. Partners benefit from an extensive online training program, as well as technical support and sales tools designed to expand sales opportunities. March Networks sales representatives and engineers help facilitate sales opportunities and installations. We also offer our partners deal registration, discounted demo units, 24/7 access to our Partner Portal, and more.

[www.marchnetworks.com/partners/certified-partners-program](http://www.marchnetworks.com/partners/certified-partners-program)



The Milestone Channel Partner Program rewards

partners for their increasing commitment to Milestone products and services. As your business with Milestone grows, so does your partnership level in the program. The higher the level, the greater the rewards for you and your business.

[www.milestonesys.com/community/become-a-partner/reseller](http://www.milestonesys.com/community/become-a-partner/reseller)



Oncam works with Strategic Alliance Partners to provide market-leading

360-degree and wide-angle technology and products through authorized channels. Partners benefit from the ability to provide customers with a solution built from more than 15 years of innovation in cutting-edge fisheye technology, as well as the best client-side, mobile and web dewarping tools in the industry today.

[www.oncamgrandeye.com/how-to-buy](http://www.oncamgrandeye.com/how-to-buy)



Becoming a registered Paxton dealer involves just three steps and comes with a host of benefits including: free technical

and sales training, a Knowledge Base of up-to-date information, 5-year warranty on all products and our industry-leading Customer Support available to advise you 5 days a week.

[www.paxton-access.com/us/install-paxton](http://www.paxton-access.com/us/install-paxton)



Pelco deeply values its global network of partners from more

than 136 countries. With technology always pushing forward, the Pelco Partner Advantage program for system integration partners keeps members ahead of the curve. Members of this program have exclusive access to rebates, discounts, training, and support.

Through the collaborative efforts of Pelco's innovative partners, the company can provide world-class solutions to any challenges in the video security sector.

[www.pelco.com/partners](http://www.pelco.com/partners)



RS2 dedicates time and resources to ensure integrators are empowered for success. We provide the expertise to help shorten sales cycles and close more wins, with a regional sales management team that works as an extension of our integrators. When it is time to deploy and provide technical support, you

can speak to our in-house staff, rather than a robot, with most calls answered in under 30 seconds. Once you place an order, our ordering team works in unison with the warehouse team to ensure most orders can be on the move the same day.

<https://rs2tech.com/RS2WebApp/Support/Contact>



The RTI RTIXCEL training program offers a range of options designed to give integrators the resources needed to master the company's

Integration Designer APEX control and automation software. RTIXCEL Online learning management system delivers a comprehensive curriculum, allowing dealers to learn effectively at their own pace. Online learning complements other programs including TechTalk webinars and more.

[www.rticorp.com](http://www.rticorp.com)



Savant has refined its Partners in Excellence program, providing integrators and their clients with a comprehensive selection of connected devices to create a seamless smart home ecosystem. The objective of the program is to provide integrators and their clients with the best and most reliable smart home experience. Savant's Partners in Excellence Program now features three tiers of participating manufacturers; Savant Recommended, Savant Certified and Savant Supported.

[www.savant.com/become-a-dealer](http://www.savant.com/become-a-dealer)



The Seagate Insider Partner Program provides training, tools, and rewards that empower resellers to find storage solutions

that boost their business. Membership benefits include access to special events, seminars, launch updates, customer support and marketing collateral. Get the Inside track on Seagate's total storage solution offering, from Exos and Nytro enterprise systems to purpose-built Skyhawk, SkyHawk AI, Exos and Nytro drives.

[www.seagate.com/partners](http://www.seagate.com/partners)



SecurityTronix Premier Dealers enjoy a higher discount than any other dealer program on the market, and we give it to you immediately when you sign up, with no time requirements or minimum purchases. We want you

to earn higher profits now, not later. Plus, in addition to saving you money, we'll also save you time, with full commercial-grade system design services, included at no extra cost. Once you experience our excellent 24/7/365 support, expert advice, and sincere helpfulness, we know you'll want to continue doing business with us as your valued strategic partner.

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



Sielox Certified Integrators receive strong support. Since 1979, Sielox has built its expertise working with integration partners and end-users

in all types of facilities. We support Certified Sielox Integrators (CSIs) with proven professional resources and benefits.

<https://sielox.com/become-a-certified-sielox-integrator>



Visitor Management Security has become an integral part of building access and security programs. Post COVID regulations are requiring more stringent requirements when entering facilities and Visitor Management Software is the first line of defense. Team up with STOPware to provide Customers with the PassagePoint Global Visitor Management Solution and become an Authorized Reseller.

<https://stopware.com/resellers>



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.

<https://portal.telguard.com/Account/SignUpStep1>



TRENDnet's free upTREND Partner Program provides

dedicated sales, marketing, and technical support to all of our valued integrators and 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](http://www.trendnet.com/partners)



Vanderbilt works closely with certified dealers, distributors and strategic

partners to deliver quality access control and video management products and services. The partner program provides sales support, installation and service, as well as the opportunity to participate in case studies and marketing opportunities. Vanderbilt also offers in-person and online training, such as its monthly Tips and Tricks webinar series, for dealers and integrators to provide the experience needed to support the product line.

<https://usa.vanderbiltindustries.com/contact>