

# DEDICATED to GROWING YOUR BUSINESS

When it comes to security providers, you have options ... and choosing the right partner can significantly impact the success of your business.

**The SC Dealer Program** is specifically designed – based on your feedback – to deliver a **REAL, MEASURABLE, POSITIVE IMPACT** to your bottom line.

## Partnership has its privileges:



### Differentiated Products

A high-quality, high-performance, limited distribution product line that enables you to **stand out from the competition.**



### Protected Pricing

Competitive pricing, aggressive dealer discounts, and strictly enforced MAP policies to **protect your margin opportunities.** Discount levels increase as you grow your business.



### Dedicated Support

Technical support specialists, account managers, and system engineers provide pre-and post-sale support, training and job specification ... all **dedicated to helping you close more business.**



### Lead Generation

A comprehensive program, including lead referrals and online lead generation – featuring our exclusive PowerLeads Program – sending **new business and sub-contracting opportunities directly to your sales team.**



### The Partner Advantage

Exclusive offers and promotions for our Strategic and Certified Partners. Direct relationships with Supercircuits sales and technical support teams provide the ability to **contribute to product planning and program feature development.**

## POWER LEADS



Introducing our innovative, comprehensive online marketing program, designed to

increase local awareness of your business, and generate leads **DIRECTLY TO YOUR SALES TEAM.** Features include:

- » Dedicated websites, branded for **YOUR BUSINESS**, optimized for local online search traffic
- » Online product resources, branded for **YOUR BUSINESS**
- » Local directory listings, for **YOUR BUSINESS**
- » Dedicated phone numbers & call recording services, generating calls to **YOUR SALES TEAM**
- » No-touch email marketing, branded for **YOUR BUSINESS**
- » No-touch social marketing, dedicated for **YOUR BUSINESS**
- » Real-time reporting tools, to measure new business activity

See page 3 to learn more ▶

## Getting Started is Easy

All it takes is a phone call ... **877.538.6588**

# DEDICATED to GROWING YOUR BUSINESS

## Differentiated Products

*The latest technologies from industry-leading manufacturers*



IP-based  
Access Control



Integrated Video  
and Data Solutions



Multi-megapixel  
Technology



High-Performance  
Analog



Video Surveillance  
Solutions



Screaming Fast  
Wireless Video

## Comprehensive Support

*Pre- and post-sale support to help you close more business*



### Dedicated Technical Support

One number to call for access  
to product specialists and direct  
manufacturer support



### Advance Replacement

Keep your customers happy  
with no-hassle product  
replacement



### Comprehensive Sales Support

Account managers and sales  
engineers help you close more  
business



### Sales Enablement

Product resources and sales  
support tools to make your  
team more effective

## Training & Certification

All Supercircuits Dealers enjoy unlimited access to  
our educational programs, designed to empower  
our Dealers with the knowledge and tools they  
need to successfully compete for security business.

Activities include online videos and demos, live webinars, and  
regional certification courses. On-site training is also available  
by request.



Learn more about upcoming classes at  
[www.supercircuits.com/dealers/continuing-dealer-education](http://www.supercircuits.com/dealers/continuing-dealer-education)

## Your Single Source for Security



Supercircuits offers  
its Dealers access to  
a comprehensive line  
of video surveillance  
products, access  
control solutions,  
and related  
accessories.

### Brands include:

- » infinias® Access Control Solutions
- » DIGIOP® Hybrid & Network IP Recorders
- » DIGIOP® Video & Data Management Solutions
- » DIGIOP® Video Analytic Devices
- » 3S Vision Megapixel IP Cameras and Encoders
- » The BLACK Line™ High Performance Analog
- » Alibi™ Security Solutions
- » Solstice IP Recorders
- » Tirade Wireless Devices

Need another brand? No problem.  
Call us for details.

### Product categories include:

- » Analog Security Cameras
- » HD-SDI Security Cameras
- » Pan-Tilt-Zoom Cameras
- » Board Cameras
- » Micro Cameras
- » Bodyworn Cameras
- » Covert Cameras
- » Analog Security DVRs
- » HD-SDI Recording Solutions
- » Micro DVRs
- » Mobile DVRs
- » Cables, Connectors and Tools
- » Power Supplies
- » Camera Lenses
- » Infrared Illuminators
- » Enclosures & Housings
- » Mounting Brackets
- » Component Video Baluns
- » Video Links & Antennas
- » Complete Security Systems
- » Wireless Video Solutions
- » Customized Solutions

## Want to Learn More?

Explore the different program elements, from training  
and products to our exclusive PowerLeads program at  
[www.supercircuits.com/dealers](http://www.supercircuits.com/dealers)

## Ready to Get Started?

Great! You can start your  
application process by giving us a  
call at **877.538.6588**

# POWER LEADS PROGRAM

Strategic and Certified Partners may qualify for PowerLeads, a comprehensive online marketing program designed to generate local awareness of your business, and generate leads directly to your sales team.

## Branded Websites

We will build you dedicated local websites, branded with YOUR logo and contact information, to drive awareness of your business and compete for local search traffic.



- Featuring **your** business logo and contact information
- Unique local phone numbers that drive calls directly to **your** business
- Dedicated social media accounts linked to **your** branded site
- Online management tools to generate build your contact list and communicate to your customers
- All websites are Search Engine Optimized & Geo-Targeted

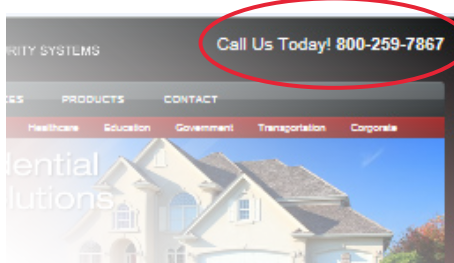
**SEO & Link-building Campaigns** SEO campaigns designed to elevate search engine ranking of your branded website(s) for industry-targeted keywords.



**Social Marketing** "No-touch" social network accounts that keep you top of mind with your customers and prospects.

**Local Directory Listings** We'll register your business with online local networks & business directories to drive leads directly to YOU.

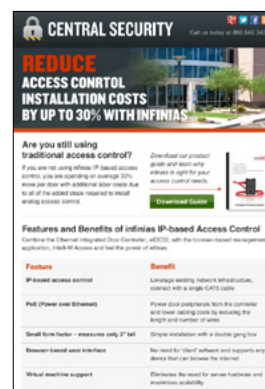
**Real-Time Reporting** A web-based portal with automated reporting tools that empower you to track success, your leads, and performance of your sales team.



**Dedicated Phone Numbers & Call-Recording Service** Never miss a potential customer. Calls are sent directly to YOUR sales team, with recordings for sales training and quality assurance.

## NEW for Certified Partners:

**Email Marketing Program** Turn-key email marketing tools, branded for YOUR business, to keep you top of mind with your customers & prospects.



Forward to your customers OR we'll send them for you! Call today to learn more...

# **DEALER PROGRAM**

## Authorized Dealer

## Strategic Dealer

## Certified Dealer

### Program Requirements ▼

Sales Requirements	None	Varies by territory	Varies by territory
Business Requirements	Good financial standing	Good financial standing	Good financial standing
Education Requirements	N/A	N/A	Factory certified in DIGIOP and infinias
Demo Equipment Requirements	N/A	N/A	Must purchase DIGIOP and/or infinias demo gear in the first 90 days

### Program Features & Benefits ▼

#### Differentiated Products

#### Cutting-edge Technologies ▼

Intelli-M Essentials	✓	✓	✓
Intelli-M Professional/Corporate			✓
DIGIOP VMS	✓	✓	✓
DIGIOP Data			✓
3S Multi-megapixel Cameras	✓	✓	✓
The BLACK Line high-performance analog solutions	✓	✓	✓
Tirade wireless video solutions	✓	✓	✓
Comprehensive Product Line	✓	✓	✓
Competitive Pricing	✓	✓	✓
Limited Distribution	✓	✓	✓

#### Protected Pricing

Strict MAP Pricing Policy	✓	✓	✓
Aggressive Discount Structure	Authorized level*	Strategic level*	Certified level*

#### Dedicated Support

Comprehensive Sales Support		✓	✓
Sales Engineering Support		✓	✓
Dedicated Technical Support	✓	✓	✓

#### Training & Certification ▼

Online Resources	✓	✓	✓
Interactive Remote Training		✓	✓
On-site Sales Training		By request	By request
Advance Replacement	✓	✓	✓

#### Lead Generation

Lead Referral Program		✓	✓
Contract & Bid Referral Program		✓	✓

#### PowerLeads Program ▼

Branded Websites		Eligible**	Eligible**
SEO & Link-building Campaigns		Eligible**	Eligible**
Social Marketing		Eligible**	Eligible**
Local Directory Listings		Eligible**	Eligible**
Real-time Reporting Tools		Eligible**	Eligible**
Dedicated Phone Numbers & Call-recording Service		Eligible**	Eligible**
Email Marketing			Eligible**

#### The Partner Advantage

Exclusive Offers & Promotions		✓	✓
Influence on Product and Program Development		✓	✓

\*Contact the SC Dealer Sales Team for pricing

\*\*Contact your sales account manager for details