

Partners Come FIRST with Pelco

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A core pillar of Pelco's approach to delivering a higher definition of security is our growing relationship with and development of technology partners and strategic alliances. Through an unparalleled commitment

From access control to point of sale, from third-party camera and recording support to analytics and more, Pelco is aggressively working with manufacturers and other solution providers to provide the industry with the tools they need for success. While the industry and customers seek a "best-of-breed" solution, we understand that no one wants to be handcuffed with a proprietary implementation. In lieu of detailed industry standards – which are only now in the infant stage of development and acceptance – partnering is the next best solution.

"No company can be everything to everybody," explains Dave deLisser, Pelco Director of Integration. "But because of our commitment to openness and evolving industry standards, we are able to complement our video security solutions with feature sets from other companies. And the end result is a seamlessly integrated, powerful solution delivering the tools and capabilities that today's customers seek."

Already working with more than 85 partner companies (see Pelco-Partner Solution set on pp. 26), Pelco continues to reach out across the marketplace to identify and develop unique tools for today's video security professionals.

The Partner First Initiative

In an effort to develop and promote a wide range of solutions for our customers, Pelco is launching the Partner First program, specifically designed to enable Pelco partners to win in the marketplace. An exclusive Pelco initiative, Partner First is open to manufacturers, solution providers, and system integrators that aggressively drive business by delivering Pelco products and solutions to mutual customers.

"For all of our partners, we bring tremendous value through the integration with products and solution sets from one of the biggest, most respected brands in the industry," explains Pelco President and CEO Dean Meyer. "As a result, our partners get access to a very large installed base while expanding their opportunities on green field installations, where Pelco is the specified manufacturer of choice."

To members of the Partner First program, Pelco can offer the most creative, influential and effective marketing team in the industry. Through a partner-maintained, online presence, member companies will be able to



The Partner First Program Members of the Pelco Partner First Program have access to the marketing and sales channels of the leader in video security.

MARKETING

- Use of Partner First Logo.....
- Partner-Maintained Web Site linked to Pelco.com.....
- Press Releases.....
- Webinars.....
- Case Studies – White Papers.....
- Partner Solution Profiles.....
- Co-Marketing Opportunities.....
- Trade Show Opportunities.....
- Marketing Collateral.....
- Pelco Press Editorials.....
- Email and HTML Blasts to Industry.....

SALES

- Filtered Access to Global Sales Channel.....
- Sales Training.....
- Host Webinar to Pelco Sales Channel.....
- Co-Host Customers at Pelco CRT Visits.....

SUPPORT

- Access to Sample Code and API Documentation.....
- 24-Technical Support.....
- Access to Pelco Global Training Institute.....



to open standards, third-party integration and the identification of solution providers, whose products seamlessly blend with ours, the result is a powerful extension to traditional security applications.



share and update their product and solution information for the tens of thousands of site visitors Pelco attracts on a weekly basis. Additionally, Pelco will work with partners on the targeted and strategic development and dissemination of case studies, partner profiles, press releases, industry-wide Webinars and more to reach our customers, quickly and effectively. Partner First opens the horsepower of Pelco to you.

The Value of Partnerships

From multinational IT leaders such as Cisco to niche technology providers, the range of solutions available to traditional and emerging security marketplaces is made that much more powerful when respective industry leaders join forces. As Cisco Business Development Manager, Peter Granger, notes in describing the value of partnerships: “Cisco recognizes that although it has the best field representatives in the world in the networking and IT industry, it is partners like Pelco that can help those same field representatives really understand customers’ business needs and provide more complete business solutions.”

The value to members of the Partner First initiative is many. In addition to leveraging the marketing strength and brand power of Pelco, member companies also share in the support of dedicated field personnel with whom our partners can work directly to identify and pursue business opportunities. Partner First members receive focused Pelco marketing, sales and technical support for the mutual benefit of both Pelco and partner companies.

Additionally, all qualified partners have online access to Pelco equipment for integration testing and certification as well as free sample code and Pelco component- and system-level APIs.

So if you are a company or developer who offers a product, service, or solution that complements or enhances the performance of a Pelco product or system, this is your chance to team with the most powerful and influential name in the video security industry.

Partner First members have enhanced demand generation offerings to help sustain their market momentum and more opportunities to increase growth and profitability. Partner First provides the foundation to achieve even greater success. Partner with Pelco and start growing your business today.

To sign up and learn more about the Pelco Partner First program, simply visit the Pelco Partner Portal at www.partnerfirst.pelco.com.

Pelco Integration Partners

Pelco is proud of our current and growing list of partners and strategic alliances. Be sure to visit www.partnerfirst.pelco.com for the most up-to-date information regarding Pelco partners and the services they deliver.



Access Control

AMAG
DVXi
DSXpress
DX8000
DX8100

AMERICAN AUTO-MATRIX
DX8000

BRIVO
DX8000
DX8100

C-BORD
DX8100

CEM SYSTEMS-TYCO
DX8000

CONTINENTAL
Digital Sentry
DVXi
DSXpress

DORLET
DX8000
DX8100

DSX
Endura
DVR5300
NVR5100
Digital Sentry
DX8000
DX8100

GALAXY
DX8000
DX8100

GE SECURITY-FACILITY COMMANDER
DVXi
DSXpress
DX8000
DX8100

GUARDIAN SOLUTIONS
DX8100

HIRSCH ELECTRONICS
DX8000
DX8100

HONEYWELL PROWATCH
DVXi
DSXpress
DX8000
DX8100

INFINIAS
Digital Sentry

JOHNSON CONTROLS
Endura
DVR5300
NVR5100
VCD5000
DX8000
DX8100

KAPLOGIC
Endura
DVR5300
NVR5100
VCD5000
DX8000
DX8100

KEYSCAN
Endura
DVR5300
NVR5100
VCD5000
DX8000
DX8100

L3 COMMUNICATIONS
Endura

LENEL
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Endura
DVR5300
NVR5100
DX8000
DX8100

MATRIX SYSTEMS
DX8000
DX8100

MAXXESS
DX8000

OPEN OPTIONS
DX8100

PACOM
DX8000
DX8100

RBH ACCESS TECHNOLOGIES
Digital Sentry
DX8000

RS2 TECHNOLOGIES
DX8000
DX8100

TAC - CONTINUM
Endura
DVR5300
NVR5100

TAC - VISTA
Digital Sentry

TAC - XDRIVER
Endura
VCD5000

TIL TECHNOLOGY
Endura
DX8000

TYCO-CCURE 800
Digital Sentry
DVXi

TOTAL RECALL CORPORATION
Endura
DVR5300
NVR5100

Camera ACTI CORPORATION
Digital Sentry

ARECONT VISION
Digital Sentry

AXIS
Digital Sentry
DS ControlPoint

CANNON
Digital Sentry

GRANDEYE
Digital Sentry

IPIX
Digital Sentry

IQINVISION
Digital Sentry

JVC
Digital Sentry

PANASONIC
Digital Sentry

SONY
Digital Sentry

VIVOTEK
Digital Sentry

Streaming & Recording

AIMETIS
IP3701
IP110
Spectra IV IP
Spectra Mini IP

ALNET SYSTEMS
IP3701
IP110

Spectra IV IP
Spectra Mini IP

AXXON
Spectra IV IP
Spectra Mini IP

CISCO / BROADWARE
IP3701
IP110

CODESTUFF
IP3701
IP110
Spectra IV IP
Spectra Mini IP

GENETEC
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Sarix IX50
Sarix IX10
Sarix IXE2
Sarix IX30
Endura

GEOVISION
Endura
IP3701
IP110

GRIFFID
IP3701
IP110

MILESTONE
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Endura
NET 300/350

MIRASYS
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Sarix IX50
Sarix IX10
Sarix IXE2
Sarix IX30

NICE
IP3701
IP110
Spectra IV IP
Spectra Mini IP

ONSSI
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Endura
NET 300/350

SALIENT SYSTEMS
IP3701
IP110

Supervisor

CORTECH
Endura
DVR5300
NVR5100

DESICO
DX8100

GE-MASTERMIND
DVXi
DSXpress
DX8000

I&IMS
IP3701
IP110
Spectra IV IP
Spectra Mini IP

ICX/360 SURVEILLANCE
Endura
DVR5300
NVR5100
Digital Sentry
DX8000
DX8100
NET 300/350

IPROCESS
Endura
DVR5300
NVR5100
VCD5000

NORTHROP GRUMMAN
Endura
DVR5300
NVR5100

ORSUS
DX8000
DX8100

PELCO - ESGRAF
Digital Sentry

PROXIMEX
DX8000

RONAL APPLICATIONS
DX8000
DX8100

SIS
DX8000
DX8100

SYNECTICS
Endura
DVR5300
NVR5100
DX8000
DX8100

Point-of-Sale

AGILENCE
DX8000
DX8100

ASPECT LOSS PREVENTION
DX8000
DX8100

E>CONNECT (SMART CONNECT)
Endura
DVR5300
NVR5100

Video Analysis

ALTA PACIFIC TECHNOLOGY
DX8000

BRIEFCAM
DX8100

INTELLI-VISION
Endura
DVR5300
NVR5100

IONMISCIENT
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Endura

OBJECT VIDEO
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Digital Sentry
DX8000
DX8100

Mobile Viewing

QEPES
IP3701
IP110
Spectra IV IP
Spectra Mini IP
DX8000
DX8100

Road Traffic Information

AIRVISUAL
DX8000

ASELSAN
Endura

Network Monitoring

APC / NETBOTZ
Digital Sentry

Building Management

ARQUERO
DX8100

Fire HONEYWELL NOTIFIER
Endura

Display Solution

BARCO
IP3701
IP110
Spectra IV IP
Spectra Mini IP
DX8100
Endura

Decoding Solution

CMAE
IP3701
IP110
Spectra IV IP
Spectra Mini IP
DVR5300
NVR5100

Scada Solution

CROON
Endura
DVR5300
NVR5100

Network Infrastructure

CISCO WIRELESS
IP3701
IP110
Spectra IV IP
Spectra Mini IP
Endura
Digital Sentry
DX8000
DX8100
NET 300/350