



ALLEGION™

Industry insights

Your evolution: Product expert to integration consultant

The security industry is constantly changing. Technology is a never-ending evolution. Increased threats globally are changing the way we think about security. And consumers and businesses today expect more with security and door hardware technology. To stay relevant in this dynamic industry, integrators must be more than product and installation experts.

“Even if you complete a job on time and under budget, it won’t be enough for long-term success,” predicts Allegion Futurist Rob Martens. “To attract new customers, get repeat business and secure referrals, you need to be more than a product or systems expert. You need to understand the form and function of a space and make recommendations that add value—the type of value that truly enhances the design and security of a space.”

Clients need more than an integrator’s expertise on which electronic products to choose.

“Integrators need to be able to help customers solve problems by proactively applying technology and best practices,” says Robert Gaulden, Director of Aftermarket and Electronic Sales. “Your experience and insight should lead to enhanced security and a better user experience in a facility.”

So how do you make that shift from product expert to true integration consultant?

“It may require you to change the way you work with architects and owners,” Martens says. “And that’s a matter of consistently demonstrating your knowledge and gradually getting people to understand what’s possible in a space. Small suggestions build confidence and grow influence over time.”

As this happens, he believes integrators will become involved earlier in the design process expanding their influence into various decision-making levels.





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Probe further

The best way to demonstrate your ability to provide more than just product knowledge is by asking probing questions about a space's design:

- What's the vision for this space?
- Is there a desire for connectivity with lighting, HVAC and access control?
- In addition to securing a space, what else could be considered—in other words, what is the enhanced design of this space?
- What other electronics should I be aware of?

It is questions like these that will allow integrators, in conjunction with architects and owners, to extend the possibilities of how technology functions in a space.

Consider this futuristic example from Martens: Imagine you have the main entrance to a hospital that you need to secure with access control and proper ADA accessibility. By asking how else the space may be used in addition to the receiving area of the hospital, you may then suggest other ideas. Often, these large, open spaces are used for social and fundraising events as well. One day, he says, it's quite possible that panic devices—put on the door for security—will be able to have Bluetooth speakers embedded in them, ultimately enhancing the design of the space for other uses.

Product knowledge still foundational

Taking on more of a consultant role doesn't minimize the importance of product knowledge, though. In fact, Gaulden says a keen understanding about electronics and mechanical door hardware—and the convergence of them in a building—is foundational to providing enhanced design.

"Most buildings use mechanical and electronic hardware, so the integrator who understands how they can best be combined is more likely to add value and truly transform a space," he says.

In order to become familiar with the opportunities that devices and combinations of mechanical and electronic devices provide, integrators need to stay plugged in—to manufacturers, to industry trends, to architects and more.

"Throughout the industry, there is a collective sharing of information if you seek it out—from industry organizations, manufacturer trainings, regional events and forums," Gaulden says.

Even more, he says, integrators don't have to be an expert on everything. They do, however, need to have access to those who are.

"It's important to bring the right partners to the table," Gaulden says. "Bringing strong brands and experts together can make a difference in closing the sale. It puts end users at ease knowing that they are investing in products and a team they can trust—and one that is truly focused on progressing the security and functionality of a space.

If you want an Allegion integrator sales rep to assist your client, contact us today [online](#) or by calling 888-758-9823.

About Allegion

Allegion (NYSE: ALLE) is a global pioneer in safety and security, with leading brands like CISA®, Interflex®, LCN®, Schlage®, SimonsVoss® and Von Duprin®. Focusing on security around the door and adjacent areas, Allegion produces a range of solutions for homes, businesses, schools and other institutions. Allegion is a \$2 billion company, with products sold in almost 130 countries. For more, visit www.allegion.com.

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