

## The Allegion integrator experience

With multiple hardware and software options, today's integrators are continuously learning which products play together, and which don't. On top of that, integrators have increased pressure on their profit margins and are always looking to expand their margin and grow the business.

Should you do that through project work or service contracts? And what's the best way to generate a consistent—and upward trending—revenue stream?

In this dynamic industry, there is no one-size-fits-all solution. But one thing is certain: partner-oriented relationships will serve you much better than pure transactional ones.

That's why Allegion has put a distinct focus on the integrator channel.



“In the past, we've operated primarily as a product manufacturer,” says Robert Gaulden, Allegion's new Director of Aftermarket and Electronic Sales, who is leading the company's integration sales team. “While the products we offer are a critical component, we also have an extensive knowledge base and services that can help integrators provide a more comprehensive solution beyond just the electronic hardware on the door.”

Because Gaulden—who was previously with one of the largest independent integration firms in the country—has worked on the integration side of the business, he is intimately familiar with the gaps in the industry. In fact, Gaulden has worked in almost every area that is important to the security integration market today: IT, security hardware, electronic access control and integration. His market experience is deep as well, having sold to or serviced the commercial, government, finance, healthcare and education markets. And this unique perspective is helping Allegion reshape how they partner with integrators.

### A three-pronged approach

“We're taking a holistic approach with integrators,” he says, “and focusing on three key areas: sales, operations and service.”

- **Sales:** “With the Internet of Things, products are becoming even more intelligent. As we see the adoption rate of intelligent products and systems increase, I think we'll also see more opportunities for the integrator—in product sales as well as service contracts,” he explains. “In the future, products will be able to send diagnostics back to the integrator, allowing them to be alerted when service or maintenance is needed.”



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- **Operations:** Changes in products and sales may cause integrators to re-examine how to set up their businesses and the services they offer end users. “It’s about impacting the bottom line with time, labor and money,” Gaulden says.
- **Services:** Helping integrators assess the revenue models will help them strengthen their businesses from a service or retrofit perspective.

### Products, experts and resources

With Allegion, integrators have a whole team of experts backing them. In addition to Allegion’s national integration sales team, Allegion offers assistance with hardware consultants, specification writers and building code experts.

“We have a lot to offer integrators to help them grow and build their business,” Gaulden says. “This is the next evolution of the company as Allegion becomes sought out as a reliable partner for integrators, committed to providing resources to help them in every facet of their business.”

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) creates peace of mind by pioneering safety and security. As a \$2 billion provider of security solutions for homes and businesses, Allegion employs more than 8,000 people and sells products in more than 120 countries across the world. Allegion comprises more than 25 global brands, including strategic brands CISA®, Interflex®, LCN®, Schlage® and Von Duprin®. For more, visit [www.allegion.com](http://www.allegion.com).

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