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Stanley Creates Products Group to Expand Reseller Channel

Stanley Security Solutions announced a move designed to spur growth at the company and provide better dealer/reseller support.

The company announced the formation of its Stanley Security Products Group, a division within the company that will handle dealer/integrator sales and distributor sales. The move marks a bit of a shift at Stanley, which had primarily focused on a direct-to-end-user approach with its in-house Stanley Systems Integration division.

The Security Products Group (SPG) will focus on moving Stanley's security and access control products through a group of authorized dealers and resellers, a new method of delivery that Stanley expects to aid adoption of its products.

Andrew Michie, who heads up sales and marketing for the newly announced Stanley Security Products Group said that the SPG will start initially with the Stanley VIP (formerly Intivid VIP) video system and the Stanley PAC access systems. Both PAC and Intivid are recent acquisitions by Stanley, and Michie's model for the reseller-support products group comes largely from things PAC had already tried in the European dealer marketplace.

Michie adds that the two product lines are easily integrated and reflects a request from the industry that users be able to link video with an access control event, such as a registered card holder opening a door. The versions available also are designed to make installers lives easier - with unique features like the PAC access/security system's OneTouch diagnosis function that provides a report on faults and connections, and which allows a single installer in the field to do the testing.

According to Michie, in reaching out for new dealer-integrators to be Stanley Certified Security Professionals, they're seeking dealer/integration companies that already have core knowledge in digital video and access control. The creation of the SPG is simultaneously the birth of an authorized dealer program that would be entirely separate from Stanley's in-house integrators, a.k.a., Stanley Systems Integration.

It's a totally different market from what Stanley Systems Integration is doing, explains Michie. The Stanley Systems Integration tends to strike at the larger, enterprise clients, while his group will primarily be focusing on the small to mid-size range of businesses. This focus on the independent reseller channel fits well with the Stanley PAC access system, he adds, with most installs being 20 doors or less (though the system was recently installed at the Bangkok International Airport on an enterprise scale).

They currently have approximately 50 independent dealer/integration firms reselling the Stanley VIP system in North America, and Michie says he expects to see that number expand such that the company has 100 or so certified dealers/integrators by the end of the year. To support their developing reseller channel, Michie says he has regional sales managers in place, and has a technical support team available, as well as product trainers to meet with new resellers.

The Stanley Security Products Group is online at www.stanleysecurityproducts.com; Michie can be contacted at amichie@stanleyworks.com.