

Rolling video showcase drives up sales.

Locks Plus outfits mobile fleet with AXIS Companion to deliver surveillance demos to customers' doors.



Organization:

Locks Plus Security Solutions, Inc.

Location:

Deerfield Beach, Florida, USA

Application:

Mobile experience center

Axis partner:

Locks Plus Security Solutions, Inc.

Mission

When Locks Plus Security Solutions decided to expand its traditional locksmith business to include video surveillance security, it faced a dilemma. The small, family-owned operation had no brick and mortar store, only a fleet of three mobile vans that delivered products and services to customers' doors. For this new venture to succeed, the company needed an innovative way to showcase its video surveillance solutions on the road.

Solution

With help from a global Axis Distribution Partner, Locks Plus outfitted its three mobile offices with compact demo systems consisting of two HDTV-quality AXIS Companion Dome V Network Cameras with onboard SD card storage, AXIS Companion video management software, a Power-over-Ethernet switch and a Belkin wireless network to simulate Internet connectivity.

This allows Locks Plus' employees to demonstrate the system by live streaming video from the cameras to their smart phone on the AXIS Companion mobile app and the monitor screen inside the truck. This gives customers an opportunity to understand how an AXIS Companion solution works in real-time.

Result

Locks Plus takes the rolling Axis showcase right to customers' doors giving them an opportunity to experience Axis technology up close and personal. This novel sales presentation environment has led to a significant uptick in business and word-of-mouth referrals. Locks Plus also finds that once a customer sees the AXIS Companion demo it opens the door for upselling more feature-rich Axis solutions.

“If I’m at your place of business and you ask me what you should be doing for the next step in your security, I can walk you to my truck and show you the Axis quality first hand. When customers see how easy and safe it is to use they love it. I’ve closed a lot of sales this way.”

Daniel Kallan, Vice-President, Locks Plus Security Solutions, Inc.

Taking the show on the road

Locks Plus Security Solutions, based in southern Florida, was founded in 2002 as a traditional locksmith company. The family-run business offered commercial and residential customers routine services from rekeying locks and replacing doors to installing dead bolts and exit alarms. By 2016, it was clear that branching into the video surveillance side of security would be an important step in its continued success. “Locking your door with a dead bolt is one thing,” says Daniel Kallan, vice-president and co-partner of Locks Plus. “But seeing who’s on the other side is just a whole other level of security.”

To learn more, Kallan attended a convention that gave him an opportunity to view and compare video camera systems. Once he saw the innovations Axis presented, he knew he found the right products for his clientele. The next step was to figure out how a company without a conventional shop could market a video surveillance solution.

“Our vans are our mobile offices,” explains Kallan. “We keep stock in our trucks all the time so customers can see and touch what we sell. I knew that showing customers a product catalog or a YouTube video of a surveillance system wasn’t going to close the sale.” Kallan believed if his customers got hands-on experience with the cameras they would be convinced.

He proposed installing an Axis system inside his trucks as a mobile viewing point for his customers. Embracing the idea, Locks Plus was off and running with Axis not-for-resale demo equipment.

Creating a mobile showroom

Kallan outfitted the company’s three mobile offices with compact AXIS Companion demo systems consisting of two HDTV-quality AXIS Companion Dome V Network Cameras equipped with 16 gigabytes of storage on an embedded SD card.

The cameras are powered by a Power over Ethernet switch. A smartphone loaded with the AXIS Companion mobile app serves as the viewing platform. Since the vans have no Internet connection, Kallan installed a Belkin wireless network in each vehicle for connectivity.

When prospective customers step into the van, the Locks Plus employee shows the live streaming video on a smartphone so customers can watch how the surveillance solution works in real-time. The two strategically placed Axis cameras – one facing the van’s interior and the other towards the street – showcase the quality of the image under a dynamic range of lighting conditions.

“Once I explain how easy it is to use and how safe the system is, the customers really love it,” says Kallan. They especially love that the cameras are self-contained recording and storage systems that can be accessed remotely. They don’t need to deal with a separate network video recorder that could be stolen or damaged. If an incident occurs they can copy the video for the police or permanently archive it offline for later analysis.

Kallan finds that introducing customers to these demos creates a perfect foil for closing and upselling. “After they see how great a basic Axis camera is, they often ask us to write quotes for the full Axis surveillance solution,” shares Kallan. “And that’s what they buy.”

Adding new layers of security

Locks Plus mobile shops provide security solutions to a wide range of properties from retail shops to commercial offices. Introducing customers to Axis video surveillance systems is the obvious next step for enhancing their protection. With only a couple of years selling Axis solutions under his belt, Kallan is looking forward to adding Axis video door and access control technology to his mobile showrooms.



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