



PSA, Integrator Support to offer Xanboo equipment and services

By Daniel Gelinas - 12.22.2009

NEW YORK—PSA Security Network, an electronic security cooperative, and Integrator Support, a provider of recurring revenue solutions, on Dec. 14 announced the addition of Xanboo equipment and services to their product offerings. Effective immediately, PSA members can sell Xanboo equipment, while Xanboo's Security Enhanced Interactive service will be offered through Integrator Support, providing member dealers with a new source of RMR.

Xanboo EVP sales and marketing Scott Gurley said the partnership would give Xanboo expanded reach, while giving PSA and Integrator Support members differentiating products and services. "The members of PSA are some of the larger alarm companies and integrators in the country and getting access to those companies is important to Xanboo ... it's another way to get to another level of dealer or integrator in the industry," Gurley said. "Our product is offered through ADI and—soon-to-be—Tri-Ed and another of other distributors—Mace—and now Integrator Support will be offering it also through their dealer network."

"The fast growing market for the types of interactive services offered by Xanboo is generating a great deal of interest in the security industry," said PSA Security Network president and CEO Bill Bozeman. "We believe this expanding line of useful services will mean sales growth for our dealers and will highlight the importance of security as a primary means for introducing valuable new services for both homes and businesses."

Integrator Support vice president Sharon Shaw agreed. "The Xanboo offering is unique and gives our dealers an edge when presenting solutions to their customers," Shaw said. "The ability to remotely control an alarm pad is a cool feature plus the ability to push video to a PDA is becoming more of a game-changer."

According to Gurley, Xanboo would be a true partner to PSA and Integrator Support members, offering training and support in addition to equipment and services. "We'll be doing some webinars specifically for PSA members to get them onboard, as well as self-training," Gurley said. "We think we do a better job than most at not only getting a dealer to sign up to start offering our services, but we go the next step and train all their sales reps on how to sell our product and we provide all the sales materials as well so they can go to market quickly."