Converting New Tech Into Sales

One Reseller Steps Up to Solve a Major City's Problems

After working for decades to develop a trusting relationship with City decision-makers, focusing on and solving serious security issues, even seasoned systems reseller Jess Rodriguez wasn't expecting to deal with an issue like illegal dumping. Consisting of improperly disposed of furniture, debris and garbage, this is a sanitation issue, a cost nightmare and an unsightly headache for residents.

To one city official living in the Silicon Valley, fighting this recurring problem had come too close to home. Fielding grievances at City Hall was one thing. To face your neighbors one morning because your tidy, residential street was covered with trash was another. He tapped trusted reseller, Security Alert Systems, to find an immediate, effective solution. Founded by Rodriguez, a police veteran, Security Alert Systems is one of California's most successful monitoring companies. With his law enforcement background and close working relationship with his municipal clients, SAS was uniquely positioned to understand the city's challenges.

> " *I never even gave it a thought that this could be a potential resource of revenue, or that a product would work in this environment. It was absolutely a unique case.* "
>
> Jess Rodriquez,
> Security Alert Systems

Cobbled Together or Seamlessly Turnkey?

Illegal dumping throughout this Silicon Valley city's streets had been a problem for years, with rising cleanup costs. In an urban sprawl, it was tough to thwart this unlawful activity when it took only minutes to unload a truck and then take off again.
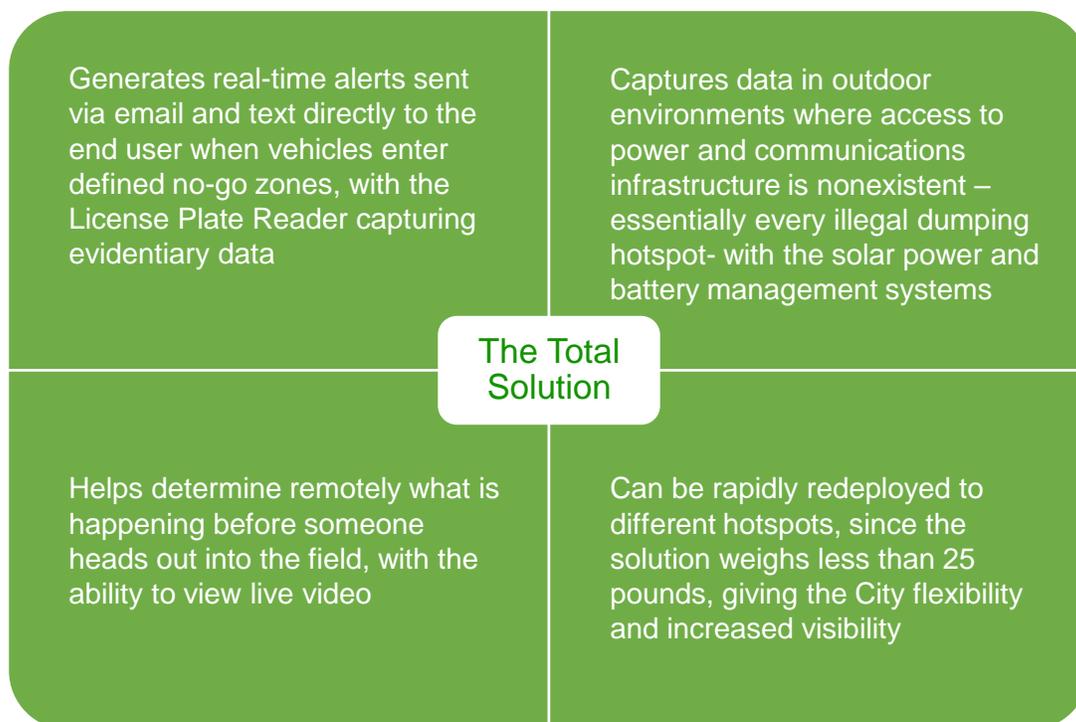
"This city had been using boxed cameras mounted on poles with limited battery life of 24-48 hours, which simply recorded the aftermath of the incident," Rodriguez recalled. "It was labor intensive to switch out and gather up these very rough recordings, which was nothing beyond a body and a vehicle. They certainly couldn't collect evidentiary data."

When asked how he would have solved this problem in the past, Rodriguez hesitated; typically, this scale of illegal dumping would have been a real doozy to address. He would have had to combine components from various vendors, and the end product may not have worked comprehensively or been effective. It would have also been unimaginably costly to try to address the nearly 200 dumping hotspots spread out over many square miles.

But Rodriguez didn't want to just cobble together a solution from different vendors for his valuable customer. "That would be very cumbersome, very impractical. Even with refinement, it wasn't a true solution." Nor would it deliver the tangible results the city's residents demanded.

The Total Solution That Sells Itself

With the V5 Systems self-powered platform, Rodriguez was able to address all the City's needs. He immediately deployed OnSight Portable License Plate Readers, which provides 24/7 video surveillance and captures license plate data.

Generates real-time alerts sent via email and text directly to the end user when vehicles enter defined no-go zones, with the License Plate Reader capturing evidentiary data	Captures data in outdoor environments where access to power and communications infrastructure is nonexistent – essentially every illegal dumping hotspot- with the solar power and battery management systems
Helps determine remotely what is happening before someone heads out into the field, with the ability to view live video	Can be rapidly redeployed to different hotspots, since the solution weighs less than 25 pounds, giving the City flexibility and increased visibility

The Total Solution

These self-powered, pre-configured units are designed to work in demanding conditions and provide an out-of-the-box surveillance and deterrence solution.

A Clean City and a Solution that Sells Itself Quickly

The City first deployed several units at known dumping spots. "The [OnSight] units allow the city to identify the vehicle that is doing the dumping. Then they can match that to the DMV and tie it to a fine to recover the monies it takes to clean up the mess," he said. "Being able to offer a solution to a municipality to recover its costs is a plus. And because they can levy these fines, it does have an impact."

The portability of the OnSight unit with coupled surveillance and license plate capture has allowed the City to keep addressing the problem, no matter where it happens. As a certified V5 Systems installer, Rodriguez is able to offer redeployment services whenever the City needs.

"There are almost 200 sites total that are identified now as hot spots, so we move the units around," he described. "The city also purchased more solutions as a preventative measure. As we fix an area, maybe two more pop up because the dumpers are moving."

And for a reseller, being able to immediately offer a comprehensive and turnkey system, no matter how unusual the request, is critical to maintaining customers' repeat business. With a short sales cycle, resellers can deploy more solutions faster while customers can realize benefits right off the bat.

> " *Truly, V5 Systems' solution was the one that worked. Now I realize there is a complete solution out there.* "
>
> Jess Rodriguez,
> Security Alert Systems