



CASE STUDY

Profitable Reseller Model: \$30K+ for California SI

Partner with VDOintel and Unlock Substantial
Revenue Streams



Scenario:

A Systems Integrator (SI) in California established a partnership with VDOintel, leveraging our reseller model. This arrangement provided them with our video analytics services at a discounted reseller price.

Referral Program Benefit:

- **Pricing Control:** The SI gained the flexibility to set their own pricing for end clients, allowing them to add a profitable markup.
- **Service Bundling:** They were able to bundle VDOintel's video analytics with their existing camera sales and other security solutions, creating a comprehensive and attractive package for their customers.

Outcome:

- **Increased Profit Margins:** By adding a markup to the reseller price, the SI significantly increased their profit margins on each VDOintel service sale.
- **Recurring Revenue:** The ongoing nature of the video analytics service generated a consistent stream of recurring revenue.
- **Enhanced Service Offering:** Bundling VDOintel with their existing products allowed the SI to offer a more complete and valuable security solution, attracting new clients and strengthening relationships with existing ones.
- **Significant Annual Earnings:** The SI now generates over \$30,000 annually through this reseller partnership.

Key Takeaways:

- The reseller model empowers SIs to control pricing and maximize profit potential.
- Bundling services enhances the value proposition and attracts a wider customer base.
- Recurring revenue streams provide a stable and predictable income source.
- The SI is able to offer a more complete solution to their clients, by partnering with VDOintel.