



CLOUD-BASED ACCESS CONTROL  
VENDOR EVALUATION GUIDE

# 10-POINT CHECKLIST

# Vendor Evaluation Guide

## Brivo Partner Program

Selecting a new technology to add to your solution line-up is significant. Because virtually all Brivo installations come through our valued partner channel, we encourage you to evaluate our award-winning security products rigorously. Based on a survey\* of more than 220 solution providers of what's most important to them, we share a 10-point checklist for evaluating vendor qualifications.

### 01 TECHNICAL CAPABILITIES

Strong marks on functional reviews and performance assessments as well as compatibility with other products that you sell today

### 02 VENDOR BUSINESS STABILITY

Low channel management turnover, consistent customer service support, and dependable and predictable communications

### 03 PROFIT POTENTIAL

Clear sales cycle, robust financial elements, and the ability to easily offer value-added services

### 04 MARKET DEMAND FOR PRODUCT

Target customers are buying, using, and telling others about the products in numbers large enough to sustain that product's growth and profitability

### 05 MARGIN POTENTIAL

Attractive profitability that improves with volume sold and used

### 06 CUSTOMER DEMAND

Ideally, your customers and prospects need the solution and have expressed that need to you. Awareness of and interest in are also positive signs.

### 07 AVAILABILITY OF SALES & MARKETING RESOURCES

The availability of useful and high-quality partner marketing tools, pre-sales support, and technical training and support

### 08 ADD-ON AND UPSSELL SERVICE OPPORTUNITIES

A portfolio of add-on sales covering professional services, installation, maintenance agreements, and other revenue enhancers

### 09 BRAND RECOGNITION

Strong enough awareness in the marketing that the vendor's logo helps to close deals

### 10 EXECUTIVE RELATIONSHIP

Access to knowledgeable and influential members of the senior leadership team



# How Does Brivo Stack Up?

At Brivo, we strive to make doing business with us frictionless. We want to make it as easy as possible for you to earn revenue by selling our award-winning security products. That's our motivation behind sharing this fact-based evaluation. We are confident that you'll want to do business with us once you evaluate our competition. The next page of this Vendor Evaluation Guide includes a Request for Proposal template for your use.

#	ELEMENT	BRIVO QUALIFICATIONS	OPTION 2	OPTION 3
01	<b>Technical capabilities</b>	Brivo Access is the industry-leading security platform and offers robust functionality in Access, Mobile, Video, Visitor, Identity, and Data Analytics. What's more, ten years of independent cybersecurity audits back our claims.		
02	<b>Vendor business stability</b>	We've offered the best access control solution for 20+ years under the continuous leadership of our founder and CEO Steve Van Till.		
03	<b>Profit potential</b>	You earn revenue on cloud system set-up and physical installation of readers and cameras. On top of these upfront payments, you'll establish recurring monthly revenue (RMR) by offering a cloud subscription model.		
04	<b>Market demand for product</b>	Brivo supports 72K+ installations covering 300M sq. ft. of real estate in 40+ countries. We serve 40% of the Fortune 500. We can meet your customers' needs too.		
05	<b>Margin potential</b>	Our tiered pricing means you'll receive scaling discounts as you grow with us.		
06	<b>Customer demand</b>	We know that you seek new technology vendors when you need to fill a customer's need. That's one of the real advantages of Brivo Access Control. Every company needs physical security, and we're the market leader.		
07	<b>Availability of sales &amp; marketing resources</b>	Brivo's sales support delivers sales and marketing resources, expert advice and technical support, and cutting-edge partner platforms like the Partner Portal, Brivo University, and the Brivo Online Store.		
08	<b>Add-on and upsell service opportunities</b>	Brivo is proud of our 1500+ dealer-strong channel. Our most successful partners will share that they excel with add-on services. Demand for Brivo Access is broad, and it's a lucrative supplement to complementary products.		
09	<b>Brand recognition</b>	Brivo earned seven awards last year, including a Stevie Award, the ESA Innovation Award, and Security Sales & Integration Awards for Best Dealer Protection Policies and Best Technical Support.		
10	<b>Executive relationship</b>	Brivo hosts the Cloud Security Summit for dealers, channel partners, and security professionals. A Partner Advisory Council strengthens executive and partner relationships. We want you to connect with our senior leadership.		

# Request for Vendor Proposal

**COMPANY/VENDOR OVERVIEW**

**TYPES OF VENDOR**

List Vendors here

**SERVICE REQUIREMENTS**

Description of needs

**QUALITY/REVIEW REQUIREMENTS**

Expectations

**NON-DISCLOSURE**

NDA agreements

**SPECIAL REQUIREMENTS**

For government, list governing/accrediting bodies & special agreements.

**TIME FRAME**

Set up deliverables and milestones

**PRICING / PAYMENT**

Spell out how the vendor should present the price proposal

**HOW TO SUBMIT**

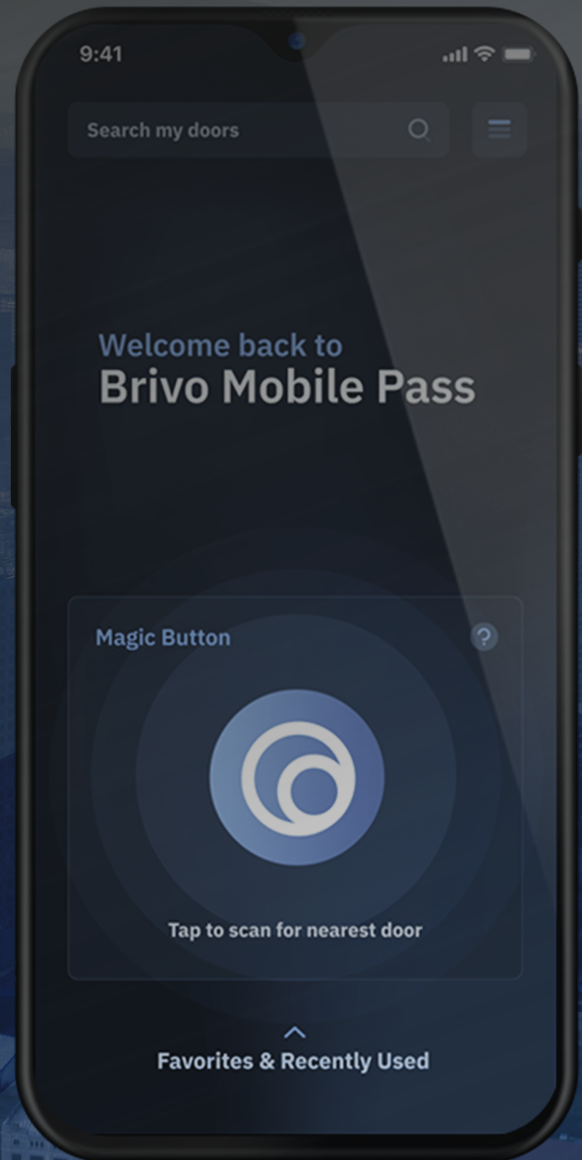
Include the vendor's relevant skills, experience, testimonials, etc.



# Become a Brivo Partner

Grow and attract more customers with Brivo's award-winning mobile and cloud-based access control solutions. Diversify your product portfolio for commercial real estate, multifamily, and enterprise businesses and succeed with best-in-class sales, marketing, and technical support.

**Join our diverse partner community today**



## Learn more at

<http://brivo.com/whypartnerwithbrivo>

