

Web-Based Video Surveillance Systems Case History

The Problem

In the wake of 9/11, security has taken a high priority – enhanced by advances in IP-based video surveillance systems and networking technology. For a California-based manufacturer of such systems, however, finding the opportunities was frustrating and elusive. While they knew that Homeland Security funds were going into projects, they couldn't find them, or the decision makers.

What They Tried

No matter what they tried, the company – who had a “killer” technology that could reduce the cost of the systems by 60% or more – couldn't find their market. They heard about projects at trade shows, but only after the deals were awarded. Advertising was creating awareness, but responses were few and far between. And their dealers and representatives were simply too busy with other things to look very hard.

The Solution

The problem with getting access to Homeland Security money (and the projects it's directed to,) is that either it's pre-assigned to another vendor, or the piece you want is buried deep in the grant, and even deeper in the organization. While most people give up after making a few calls, JVM determined that it might take a little research, and 30-40 calls just to find a project. They're there for the taking – in fact, most RFPs went unanswered – but you have to look very hard for them. And only JVM had the tenacity and the skill.

The Results

Within two weeks of starting the campaign, JVM was finding an average of over \$250K per week in RFPs, with some topping \$5M. And by the end of the six-month campaign, the client had a backlog of deals, and more projects than they could supply with their current capacity.