

PowerMax® QuickFit Case Study

The Challenges

- Increase confidence in wireless security systems amongst distributors and installers in the UK.
- Facilitate installation of wireless security systems for installers who are more accustomed to hardwired systems.
- Provide distributors with an easy-to-sell wireless security offering.

The Solution

- Visonic PowerMax QuickFit Kit

The Results

- PowerMax QuickFit Kits accounted for approximately 40% of Visonic's annual UK wireless sales in 2009.
- One UK distributor's annual wireless system sales rose from less than 120 in 2006 (pre-kit introduction) to more than 8,800 in 2009, mostly due to kit sales.
- Installers report higher confidence in wireless security systems due to Visonic system reliability, fast and easy installation using the kit, and greater customer satisfaction.



“The QuickFit Kit has been a major success in the UK. Distributors find that selling a wireless ‘system-in-a-box’ is far easier, and installers find that the system’s intuitive installation and high reliability greatly improves their margins.”

— **Tony Mann**, Managing Director,
Visonic UK.



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Visonic QuickFit Kit Gives Wireless Security a Kick Start in the UK

When wireless residential security systems were introduced in the UK a few years ago, security system distributors, installers and end users questioned the idea of relying entirely on a wireless system. That is no longer the case - due in large part to the PowerMax® QuickFit Kit, introduced by Visonic to the UK market in late 2006.

The PowerMax QuickFit Kit is a unique, preprogrammed residential wireless security system in a box that makes wireless security system installation quick and easy. Since its introduction, the kit has become a big seller in the UK and has driven the market penetration of wireless security systems. One major UK-wide distributor, which sold less than 120 wireless systems in 2006, sold more than 8,800 Visonic PowerMax QuickFit Kits in 2009. For Visonic, the kit now constitutes approximately 40% of all UK sales.

According to Tony Mann, Managing Director at Visonic UK, the PowerMax QuickFit Kit has generated new confidence in wireless security systems, enabling distributors and installers to move more of their residential business to wireless.

"Distributors find it far easier to sell wireless security systems with the Visonic QuickFit Kit, and wireless means higher margins for them. For installers, who traditionally needed a full day for each domestic hardwired system installation, the kit means major labor cost savings as they can install two to three wireless systems daily. This outweighs the higher price of a wireless security system as compared to a hardwired system. For homeowners, there are multiple benefits: their decor stays intact as no cables need to be hidden, and a wireless security system is generally more user-friendly."

Business growth accelerated, even during economic downturn

"The PowerMax QuickFit Kit has proven instrumental in helping everyone in the residential security business - distributors, installers and Visonic itself - maintain and even grow their business during the recent downturn."

"We were worried about the recession," recalls Mann. "Our initial prediction was that a lot of installers would switch back to hardwired systems because of the lower cost. However, due to the quick and efficient installation of QuickFit Kits, most installers actually increased their number of wireless installations and saved costs by keeping their permanent staff busy and no longer using contract labor."

Local installer's business grows with Visonic QuickFit Kit

Mayday Alarms, which offers hardwired and wireless intruder alarm systems to residential and commercial customers in the Devon and Cornwall regions of the UK, is one of the many companies that has benefited from the PowerMax QuickFit Kit. The company offers 24-hour system maintenance and a fully-inclusive warranty on the systems it installs, so system reliability is imperative to profitability. Additionally, quick and simple installations are becoming increasingly important. All these factors make the PowerMax QuickFit Kit an excellent addition to Mayday Alarms' product range.

Simon Waring, Mayday Alarms' director, explained: "Most customers want a security system that is aesthetically appealing and fits in with their décor. We usually do our installations after decoration is completed, and with the PowerMax QuickFit Kit, installation is quick and easy. Our customers like the fact that there is very little upheaval when the system is installed - no drilling, folding back of their nice carpets or lifting of their new floorboards."

"The fact that the kit comes as a preprogrammed package is a major benefit as a lot of time is saved on installation. Also, with the external transformer that comes with the kit, the main panel can be mounted exactly where the customer wants it."

According to Waring, 90% of all new residential security system installations and 40% of commercial installations done by Mayday Alarms are wireless. The company only uses Visonic wireless security systems for these installations - 95% of which are PowerMax QuickFit Kits. "The PowerMax QuickFit Kit offers us a balance between aesthetics, ease-of-installation and value for money. It is far more affordable than other wireless products, which can cost as much as one-third more. Since we started selling the PowerMax QuickFit Kits at the beginning of 2007, our wireless sales have increased more than ten-fold."

"The pre-programming of the PowerMax QuickFit Kit really simplifies installation and promotes ease-of-use. I find the engineer menu and voice prompts to be a great help."

**— Simon Waring,
Director, Mayday Alarms**



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