

SECURITY SYSTEMS NEWS

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Firm keeps eye on the market

IQinVision opens new offices, increases staff to keep up with business

By Rhianna Daniels

SAN CLEMENTE, Calif.—In an effort to address additional business opportunities in the eastern United States and Europe, IQinVision opened offices in both regions at the beginning of August and increased its sales force.

Both offices, located in Lancaster, Pa., and the Netherlands, are being staffed so that the company, a provider of network surveillance products, can promote its business in these areas. Previously, the company worked solely out of its headquarters, located here.

“There is a lot of opportunity on the East Coast and in Europe,” said Paul Bodell, IQinVision’s newly named vice president of sales and marketing. “We want to identify those and make sure we get the right support staff to address them.”

The increased interest in the company’s business, according to Bodell, is due in part to the industry’s progression towards IT and physical security convergence.

“The IP wave is growing larger and larger,” he said. “It is

way past the niche stage and is becoming mainstream. We want to make sure we could support our growing base of installers and end users in more than one time zone.”

Bodell also said that the ability to easily demonstrate IP-based products to users also fuels interest in the company’s products.

“When we exhibited at ISC West in April, we realized it was much more than people showing casual interest,” Bodell said. “They actually have applications.”

Starting out, the company’s Pennsylvania office will be staffed with three people, including Bodell, plus regional sales managers working remotely. Bodell said he hopes to have between five and 10 employees in-house by 2006.

In Europe, IQinVision hired Martijn Kolenbrander as its European sales manager. Bodell said the goal for the company is to eventually garner 40 percent

of its business from European sales.

“I have been with the company for three and one-half years,”

he said. “Prior to my joining, we had no sales in Europe to speak of. I’d say since then it’s grown 10 times each year and it is a significant

portion of our business now.”

Bodell said focusing on European opportunities was difficult when the company was younger since it was “running in different directions as small companies are apt to do.”

As business grows, Bodell said staying properly staffed to provide support to customers when needed is key for continued, long-term growth.

“As far as one of the things IQinVision prides itself on is its support,” he said. “It will always be a guiding philosophy and it is a main reason for the expansion.” **SSN**



The company attributes rising demand for its products to the IP convergence movement becoming mainstream.