

## The Challenge

Like many security integrators, CSNT is constantly facing the challenge of growing their business – through new customers and/or product line expansion – all while continuing to deliver reliable products, remain price competitive, maintain service levels, and improve profitability.

## A Solution

In the SC Dealer Program, Communications Services found a business partner that has helped the company:

Bring to market new technologies – such as the infinias IP Access Control Solution

Win business AND improve profitability – with competitively priced, reliable products

Grow awareness, consideration, and demand with lead referrals and branded websites



### Integrator Name

Communication Services of North Texas (CSNT)

### Location

Sherman, Texas

### Industry

Security Technology Integration

### Founded

2007

### About

Communication Services of North Texas (CSNT) is a telephony and security technology integrator, based in Sherman, Texas, primarily serving the greater Dallas and Fort Worth areas. Originally founded in 2007 to install and support Business Telephone Systems and provide Voice & Data Cabling Services, CSNT has since expanded its offering to include Intrusion Alarm, Access Control, and Video Surveillance Systems.

### Communication Services of North Texas

116 S. Crockett Street, Sherman, TX 75090  
903.893.8578

Check out one of CSNT's dealer websites  
[www.shermansecuritycameras.com](http://www.shermansecuritycameras.com)

# Communication Services of North Texas Finds “Business Partner” in the SC Dealer Program

## SC Dealer Program delivers new technologies and innovative lead-generation tools

### Meet CSNT

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For Spence Redwine, President and Co-Founder of CSNT, the decision to enter the security space was simple. “Given the rapidly growing demand for security-related solutions, we saw an opportunity to deliver more value for our loyal customer base. We were already installing telephony systems, pulling cable, and working closely with our customers’ IT teams – adding security was just a natural extension of our service.”

CSNT’s customers range from high-end residences, local small and medium business, to national enterprises and multi-campus businesses. “We offer very scalable solutions, that meet the common needs of a wide range of vertical industries,” said Spence. “And while many of our projects are local, customers are referred to us with locations across the country. It’s just the nature of our business.”

### The SC Dealer Program Relationship

Communications Services sources much of its security-related technology from the SC Dealer Program, a national security solutions provider based in Austin, TX. CSNT first worked with the SC Dealer Program in 2009, successfully piloting a robust video surveillance solution with The Parking Spot at Austin’s Bergstrom Airport. Today, the company promotes a much broader range of the SC Dealer Program product line, including IP cameras and recorders, wireless video transmitters and receivers, and access control solutions.

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### SC Dealer Program

11000 N. MoPac Expressway  
Building 300  
Austin, Texas 78759  
877.917.9057  
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**SC** DEALER PROGRAM

Trusted Video Security Solutions since 1989

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“Because their prices were so aggressive, we didn’t know what to expect,” admitted Richard Berry, Vice President of Operations and Co-Founder of CSNT. “But we have been very impressed with the SC Dealer Program’ product quality.” Berry continued, “As a small business supporting a range of solutions, we need more than a distributor, we need a partner. The SC Dealer Program’s direct support, knowledgeable technicians, and responsiveness to our needs has made a big difference for us.”

## A Referral-Based Business

Like many small businesses, Communication Services relies heavily on word-of-mouth for market awareness. In fact, since launch seven years ago, the company has grown solely through referrals, and by offering more to its existing customer base.

“Selecting the right solution provider has been absolutely critical for us. If our products aren’t reliable, then our primary source of demand generation – Word of Mouth – is at risk,” said Richard. “We also look to our providers to bring new technologies that expand our offering, and new ways to help grow our business. We have found this in the SC Dealer Program.”

## Comprehensive Marketing Services

For CSNT, the SC Dealer Program delivers far more than differentiated products, aggressive dealer pricing, and dedicated support... the Program offers comprehensive marketing services, generating leads directly to the Communication Services sales team.

The SC Dealer Program has launched several websites, branded for Communication Services, optimized to rank for local search traffic for the products and services that CSNT offers—in the cities that the company services. Additionally, the SC Dealer Program manages listings with the ever-growing list of local directories, and maintains active Facebook and Twitter accounts for CSNT—all requirements to remain relevant and compete in today’s local marketplace. All calls and contacts are sent directly to the

Communication Services sales team, to be managed appropriately.

## Measurable Results, FREE of Charge

“Unfortunately, we don’t have the luxury of a marketing department,” said Richard. “We understand the importance of maintaining our website, emailing our customers, and posting to social media. But these things take time. And at the end of each day, we need to spend our time following up with today’s customers, and preparing for tomorrow’s business.”

The SC Dealer Program addressed this critical business need, generating thousands of visits and hundreds of calls for CSNT in 2013 alone. Additionally, SC sends daily alerts when leads are generated, weekly summary reports, and provides a portal for dealers to listen to recorded calls for training purposes. Richard added, “Best of all, they don’t even charge me for it!” (the SC Dealer Program only asks that its dealers promote its products for any applicable projects.)

## Local Differentiation

In addition to generating leads, all SC Dealer sites are professionally designed to elevate customer perception – setting SC Dealers apart from the competition. Regular posts to Facebook and Twitter provide additional value, keeping customers and prospects informed of the latest technologies and industry trends, and establishing the SC Dealer as the local source for this information.

Dealers are encouraged to participate in contributing content to their websites and social media accounts, or can opt to just put it on auto-pilot and the SC Dealer Program will take care of the rest. “We are very happy to let the SC team manage it all, so CSNT can focus on serving our growing list of customers.”

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**-Richard Berry, Vice President of Operations  
and Co-Founder of CSNT**

## Interested in learning more about the SC Dealer Program?

Go online to [www.sctechnologies.com/marketing-solutions](http://www.sctechnologies.com/marketing-solutions)  
Or call the SC Dealer Program today at 877.995.2288

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