



## CUSTOMER PROFILE

**Name:** Dynamic CCTV Ltd

**Industry:** Security

**Location:** Middlesbrough

**Profile:** Dynamic CCTV Ltd. was established in December 1994 with the aim of reducing the high prices charged for CCTV equipment at the time.

*"In my experience, TP-LINK products are easy to use and don't require any specialist knowledge. They're quick to install, reliable, offer great performance and don't require any maintenance. We sell lots because they are packed full of features, have a great warranty and come at a great price,"*

*Paul Gordon, General Manager, Dynamic CCTV Ltd*

# Dynamic CCTV Simplifies IP CCTV Installations for Customers with TP-LINK PoE switches

Dynamic CCTV Ltd, has a proven track record of supplying high quality, reliable and competitively priced CCTV solutions. Servicing more than 1,300 SMB customers across the UK, Dynamic CCTV is a one-stop-shop for a total CCTV installation, stocking everything from; IP and analogue surveillance solutions, monitors and power supplies to cables, tools, Cat5 transmissions and connectors plus everything in between.

## Adding IP surveillance

Changes in data protection regulations and licensing laws have triggered a massive increase in demand for CCTV in schools, factories, warehouses and large companies, it has even stimulated demand in the domestic sector. The ease of use and cost savings associated with IP security was a massive opportunity for Dynamic CCTV and to take full advantage of this opportunity it expanded its product portfolio to capture a slice of the rapidly growing market.

## The need for switches

As general manager, Paul Gordon, ensures that Dynamic CCTV remains competitive by offering its customers exceptional customer service coupled with the latest innovations in security installation. The natural add on to IP security was PoE switches, to provide a

flexible and low cost option for powering the cameras.

"Every IP security system needs a solid, reliable and high performance network. As a trusted supplier, customers rely on us to provide them with equipment that simplifies installations, increases flexibility and saves money at the same time. It makes strong commercial sense for us to be able to provide simple plug & play equipment that forms the foundations of a network infrastructure, including PoE switches that can also power the IP cameras," commented Paul.

## Value for money

A previous TP-LINK customer, Paul was confident that the 8-port desktop PoE switch TL-SG1008P, 8-port PoE desktop/rackmount switch TL-SG1008PE and JetStream 24-port managed PoE switch TL-SG3424P would

*"By offering TP-LINK switches, we can increase our average order values, therefore increasing revenue. At the same time we're able to provide added value to our customers by offering products that complement IP CCTV solutions and are not only reliable but offer an easy installation process,"*

*Paul Gordon, Dynamic CCTV Ltd*

*"Our account manager really knows his networking and has helped us provide the ideal solution for our customers. It's very rare we have a technical problem, but on the odd occasion they have occurred, the Tech Support team have sorted it out in a flash. On top of all that, the TP-LINK Marketing team devises appealing customer promotions that helps us to attract new customers and provides a compelling reason for us to stay in touch with our current customers,"*

*Paul Gordon, Dynamic CCTV Ltd*

be valuable additions to the Dynamic CCTV range

Paul explained: "In my experience, TP-LINK products are easy to use and don't require any specialist knowledge. They're quick to install, reliable, offer great performance and don't require any maintenance. We sell lots because they are packed full of features, have a great warranty and come at a great price."

### **Rapid install**

The plug and play functionality in TP-LINK's PoE switches means Dynamic CCTV customers can save time and resources when it comes to the installation process. There is no complex configuration process, so installers can deploy the security solution quickly, saving time and money for the end user and enabling installers to complete more installations per day. Thanks to compliance with industry IEEE standards, the switches can also easily be integrated on any network, ensuring compatibility and allowing installers to assemble a customised and scalable security network.

Increasing revenue and customer satisfaction By adding TP-LINK to its product portfolio, Dynamic CCTV is able to offer its customers a one-stop-shop for IP CCTV installations. Paul commented: "We are now able to provide our customers with a complete solution that's quick and easy to install at a competitive price. By offering TP-LINK switches, we can increase our average order values, therefore

increasing revenue. At the same time we're able to provide added value to our customers by offering products that complement IP CCTV solutions and are not only reliable but offer an easy installation process. That's why TP-LINK's switches have proven very popular amongst our customers."

### **A TP-LINK partner**

As a large volume customer, Dynamic CCTV finds the TP-LINK partner programme, Advantage+ particularly beneficial. Since signing up to Advantage+ in early 2014, Dynamic CCTV benefits from generous rebates and promotions. With personal account management and VIP tech support, Advantage+ provides Dynamic CCTV with pre and post-sale support helping to reduce the time from enquiry to sale and improving customer retention.

Talking about Advantage+ Paul said: "Our account manager really knows his networking and has helped us provide the ideal solution for our customers. It's very rare we have a technical problem, but on the odd occasion they have occurred, the Tech Support team have sorted it out in a flash. On top of all that, the TP-LINK Marketing team devises appealing customer promotions that helps us to attract new customers and provides a compelling reason for us to stay in touch with our current customers."

