

The EMEA Channel Partner Event Connect'18

Connect:Pro - Session descriptions

We are happy to be offering these sessions during the EMEA Channel Partner Event - Connect'18. They have been designed so that you can learn from, and alongside, your peers.

It is our hope that these sessions will spark your interest in broadening your business with the Genetec portfolio, and that this will be an introduction to the knowledge, skills and strategies that will help us succeed and grow in 2018 and beyond.

In the attached document, you will find in depth descriptions of each session and the names of the presenters. Each session is 50 minutes. Use this information to build a Connect:Pro schedule for Connect'18 suited to your needs and liking!

Should you have any questions please do not hesitate to contact EUevents@GENETEC.COM.

Connect:Pro Insight Sessions

Optional, commercially-oriented training taking place on Wednesday, May 2

Selling outcomes: Avoiding the pitfalls of commoditization

Presenters: Jennifer Elliott, Simon Cook

We all spend a majority of our time looking for new projects. The assumption is our customers know what they need. But is that really true? Does the customer have the means he needs to compare us to our competitors – really differentiate between us and them? The reality is, most customers say that salespeople all sound the same.

Despite customers being more informed than ever before, they're also deeply uncertain and stressed. They either settle for "good enough" or never make the purchase at all. What's needed is a method to identify customer goals and hidden challenges and help them manage their own buying dysfunction and lead them back to our solution. If done correctly, the customer is left with no option but to change their current situation – and go with us!

Come learn how to use the Genetec portfolio in innovative ways to move beyond "good enough" - to differentiate us from competitors, generate more revenue from our existing customers and to create strategies for lasting relationships with clients. Join us to discuss proven strategies that help create customer stickiness and increase profitability!

Connect:Pro Sessions

The sessions outlined below will be offered on a rotating basis Thursday, May 3 and Friday, May 4.

AutoVu: Plug into ALPR

Presenter: Vincent Lepage

Security Center AutoVu™ has been experiencing significant growth and continues to expand its relevance in the Genetec security offering. This is driven by License Plate Recognition quickly becoming a mainstream add-on to most security systems and becoming familiar with our traditional security channels. Join this presentation to understand how AutoVu enables Genetec clients to expand their current security systems, and learn about our new and exciting offerings for the security space in 2018.

Parking Trends in Europe: The role of ALPR in Enforcement

Presenter: Vincent Lepage

As parking becomes increasingly digitized, different parking models are emerging. Parking control solutions vary across our planet, however there seems to be 2 dominant models gaining momentum. One which involves autonomous and empowered parking enforcement officers which is common in North America. Another is a different yet just as powerful model where parking enforcement logic is centralized. In this presentation, we will compare the benefits and challenges of these models, discuss the differing role of ALPR technology in each one and take a look at real world examples where they are implemented.

From cyber threats to trust: A universal constructive tension

Presenter: Christian Morin

Whether you live in Tokyo, New-York, Paris or Rio, security and cyber threats have become a universal concern for all our customers. Physical security is also a concern, and with concern, comes the issue of trust. As our customers are being put under pressure through legal pursuits and new regulations, we are in a unique position to help them address cybersecurity with our Security-of-Security approach. This session will give you the tools to grab your customers' interest and start the initial conversation on how Genetec can help regain trust in their Physical Security Infrastructure.

Maximizing our partnership from quote to delivery

Presenters: Joseph Ciamarro, Charlotte Humbert

Join us for an interactive and insightful session which includes an overview of the order management process from quote to product delivery and sharing of best practices to drive for a seamless and timely customer experience. Learn about the common blockers and how we can better work together to proactively address them to minimize your turnaround time and reduce your transactional cost.

Reshaping ACS: Managing the flow of people with Synergis

Presenters: Jean-Philippe Deby

Traditional access control systems solve traditional problems. A new approach is emerging that will force the market to reconsider the way they manage access. Engage your customers with memorable discussions by challenging conventions in access control and identity management. From managing doors and cardholders to managing the flow of identities, Genetec will enable your customers to better secure, improve and understand their everyday.

Running the show with Mission Control™

Presenter: Zebedeo Peña

What if you were armed with a simple way of pitching the value-add of Mission Control™? Learn how Mission Control is now much simpler to demonstrate than you previously thought. We'll also discuss how the new pricing model simplifies your ability to sell it. As a bonus, we'll have a sneak peek of how Traffic Sense™ leverages the capabilities of Mission Control in the context of traffic management.

Genetec solutions for the retail environment

Presenter: Evgenia Ostrovskaya

In this session you will learn about the expanding suite of Genetec solutions tailored for the retail market, and how to position them with your customers. You will learn about GDPR and the impact this new set of regulations will have in this market and how to manage operational costs of case management with the use of Genetec Clearance. You will also see how analytics can be used to create actionable intelligence to optimize your client's operations and generate valuable business insight by leveraging the Genetec analytics platform.

Engaging Consultants

Presenter: Paul Dodds

What role do consultants play in the overall evolution of a project? In this session you will learn how Genetec is taking the steps to address consultant needs. Building on what we have learned in North America, we will focus this discussion on what is being done in the UK , and the program we will shortly launch in the region. The session will conclude with a discussion of the other European and Middle Eastern regions and how consultants operate there.

Preparing for the journey to GDPR

Presenter: Jean-Philippe Deby

The General Data Protection Regulation (GDPR) is a new set of regulations that govern how organizations collect, use and share the personal data of European Union (EU) citizens. GDPR aims to protect EU data subjects' personal data, and introduces new rights for individuals. It comes into effect on May 25, 2018 and organizations that do not comply risk significant fines. In this session, learn the ins and outs of GDPR, how to prepare your organization and your customers for these upcoming changes and how Genetec solutions can help you be ready.

Focusing on project success: reducing risks and deployment time with turnkey appliances

Presenter: Francis Lachance

With the rapid growth in unified security systems, testing infrastructure equipment and designing a system is more complex than ever. And yet, getting it wrong can cause serious delays – and costs – to any project. What if you could simply pick and choose the right appliance for every need? What if you did not have to perform repetitive tasks like installing OS, databases and applications? With Streamvault, you are free to focus on what really matters to the success of your project and customers. Discover how in this 50 minute presentation.