



INTEGRATOR INTERVIEW

RICHARD GILLESPIE, OWNER INTEGRATED ACCESS CONTROL SERVICES, INC.

Why are security integrators around the world making Farpointe Data their preferred choice for readers and credentials?

Access control is a market segment that is helping integrators grow. According to IHS Market Research, this segment will post a 6.8% growth rate in 2017 (SDM Magazine, April 2017). This increase presents security integrators with both growth and profit opportunities. Why are integrators, who use Farpointe, particularly well positioned to capitalize on this opportunity?

To find the answer, Tom Piston, Farpointe's East Coast Sales Manager, recently chatted with Richard Gillespie, owner of Integrated Access Control Services, Inc. (IACS) in Manassas, Virginia, to find why he prefers Farpointe.



An IACS-installed access system, featuring a Farpointe Data Reader & Keypad

Tom: Can you tell me why you choose Farpointe over the competition?

Richard: Farpointe is really just a better choice. The products perform as well as, or better than, any other product available to me. On top of that, the price point is better and I receive shorter lead times for both readers and credentials. This makes it much easier to plan new installations and to keep existing customers supplied with credentials.

Tom: Can you explain why short lead times are a benefit to you?

Richard: Keep in mind that every credential we order has a specific format, facility code and ID range. This makes IACS's orders "custom." Farpointe ships that order to me in less than a week. If I go elsewhere, I'm waiting at least 2-3 weeks. Maybe more. Waiting does not sit well with my customers. Farpointe makes that problem go away.

Tom: How do your customers like Farpointe products?

Richard: They really like them. For one thing, they are reliable. In my experience, Farpointe readers don't fail in the field. As a bonus, I find that my customers really like the look of Farpointe. The readers are well designed and look good, especially in high-end installations where customers are concerned about aesthetics.

In addition, the fact that Farpointe readers can read many different formats makes it easier on both my customers and my installation teams.

Tom: Can you expand on that? How does support for multiple formats help?

Richard: It saves me time and money. This is really true on takeovers. Farpointe has saved me countless hours and many, many dollars. The one thing a customer doesn't want to give up when we pull out an old system is their credential. In fact, if we can't re-use an existing credential, the probability of getting that takeover goes way, way down. Farpointe gives us the ability to read many different formats, making those takeovers easier for IACS and easier for our customers. Farpointe gives me flexibility.



Lead times, product selection, reliability, broad support, an established channel and acknowledged integrity

Tom: What do you mean by that? How does Farpointe give you flexibility?

Richard: We recently did a takeover of a Lenel system that was installed using a run-of-the-mill reader that was available through distribution. The system had over 3,000 card holders and there were at least a dozen facility codes in use on this one system. By switching to Farpointe readers and credentials, we were able to easily streamline the credential database. Upgrading security, we specified one facility code we wanted to use, swapped in new Farpointe readers over two days, and we didn't have to wait weeks for new cards. This particular installation also made use of Farpointe's long-range product and that helped a lot.

(continued on reverse)

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Tom: How did this installation benefit from Farpointe's long-range RFID product?

Richard: We installed Ranger—Farpointe's long-range RFID solution—in the garage to control parking access. We used one wireless receiver and 800 clickers (Note: Richard is referring to the Ranger wireless transmitter as a “clicker”). What is really cool about that product is that the same clicker can also be presented to traditional readers elsewhere in the building. This means that tenants only need one credential for all of their access needs.

Here at IACS, we use Ranger a lot.

Tom: Can you say anything about the level of support you receive from Farpointe?

Richard: I can't say enough about that. You guys are fantastic and the support has been phenomenal. When I was looking at Ranger, which we just talked about, you provided me with a sample of the product. No questions asked. That let my tech team run it through its paces and really take the time to understand it. That means we know how to present it to our customers and prospects, helping us win more jobs.

When we moved into our own facility, we asked you for help with readers for our access control system and our demo room. The fact that you provided them to us at no cost speaks volumes. You saw the business we were doing and immediately recognized the value we bring to Farpointe. That alone creates a desire to sell and promote Farpointe.

Tom: Is there anything else that you would like to add?

Richard: I really like that your products are available through our OEM access system partners. As resellers of both RS2 and Open Options, I can easily get your product through them. It lets me keep my numbers up with our partners and I know that neither they, nor Farpointe, will sell directly to my end users. That kind of integrity is a great value-add.

Tom: Is there anything else Farpointe can do to help you grow your business?

Richard: I plan to start having you guys put my logo on my access control cards. Custom print credentials are something I've known about for a while but haven't really moved on. It's time to change that.



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*Richard Gillespie
Owner, Integrated Access Control Services, Inc.*



IACS's tech team thoroughly tests each component of their integrated systems. Above, Farpointe Data's P-300 Proximity Reader and P-640 Proximity Reader & Keypad are tested with an RS2 access control panel.

