

Make the Connection: Establishing Business Relationships with Industry Partners

Presented by:



and



NAHB Home
Technology Alliance

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Slide 1

*Make the Connection:
Establishing Business
Relationships with Industry
Partners!*

Slide 2

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Slide 3

learning objectives

- List connection basics, benefits, and how connections interact
- Discover ways to determine with whom you want to connect, how to initiate a business connection, and why to partner with specific professionals
- Describe ways to keep the lines of communication open
- Describe good connections, bad connections, and how to complete the connection grid
- Recognize creative ways to bring a project to completion


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Slide 4

connection basics

Coming together to:

- reach a common and beneficial goal
- pool talent and money
- share profits and losses
- share or trade referrals

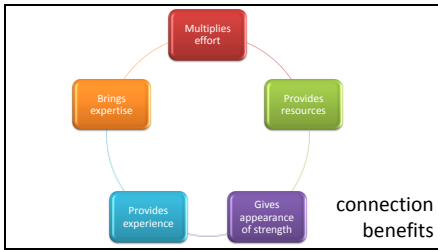


if we all tried on our own, we would be less likely to succeed

Key messages: Connection basics.

- Basics of making a connection.
- Less likely to succeed on their own.


Slide 5



Key messages: Connection benefits.

- Multiplies your efforts.
- Provides resources.
- Gives appearance of strength.
- Provides direction.
- Brings expertise.

Slide 6

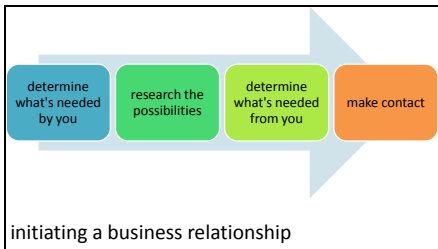
know the game plan	
create a process	
create goals	
assign responsibilities	
determine timelines	
prepare for the unexpected	
don't assume	
evaluate the relationship	

how do connections interact?

Key messages: How do connections interact?

- Know the game plan.
- Create a process.
- Create goals.
- Assign responsibility.
- Determine timelines.
- Prepare for the unexpected.
- Don't assume.
- Evaluate the relationship.

Slide 7



Key messages: Steps to initiate a business contact.

- Determine what is needed by you.
- Research the possibilities.
- Determine what is needed from you.
- Make contact.

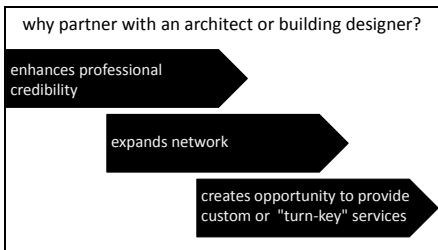
Slide 8



Key messages: Who do you want to connect with?

- Vendors.
- Manufacturers.
- Interior designers.
- Landscape architects.
- Architects
- Building designers.
- Builders
- Remodelers.
- Electronic systems contractors.

Slide 9

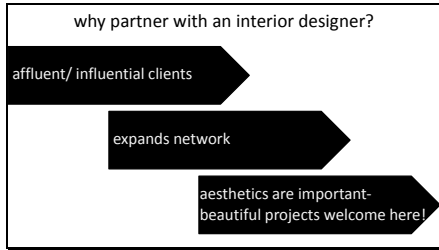


Key messages: Why partner with an architect or building designer?

- Enhances professional credibility.
- Expands network.
- Creates opportunity to provide custom or "turn-key" services for multiple clients.

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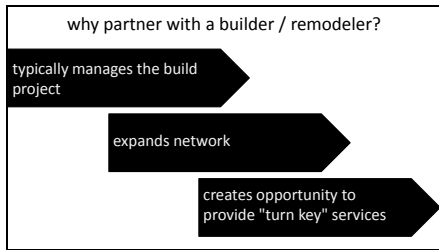
Slide 10



Key messages: Why partner with an interior designer?

- Affluent/ influential clients.
- Expands network.
- Aesthetics are important.

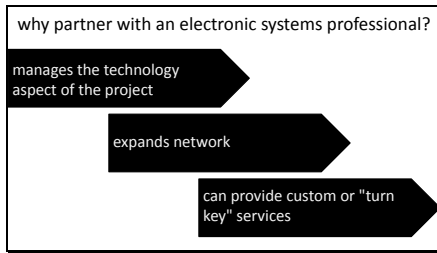
Slide 11



Key messages: Why partner with a builder/ remodeler?

- Typically manages the build project.
- Expands network.
- Creates opportunity to provide "turn-key" services.

Slide 12



Key messages: Why partner with an electronic systems contractor?

- Manages the technology aspect of the project.
- Expands network.
- Creates custom or "turn-key" services.

Slide 13




Key messages: What are industry partners looking for?

- Professional/ predictable.
- On time-one time.
- Teamwork mentality.
- On budget-no billing errors.
- Timely response.
- Service.
- Fair pricing.
- Ability to profit from revenue stream.
- Longevity.
- References/ testimonials.
- Experience/ knowledge.
- Open/ honest communication.

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Slide 14

keep the lines of communication open




- over communicate--from start to finish
- document all relevant information and project specifics
- save all documents in a job folder for easy reference
- speak in person and send email messages to confirm what was discussed

Key messages: Open communication.


- Over communicate.
- Document, document, document.
- Save all documents and correspondence.
- Speak in person and confirm with written correspondence.

Slide 15



- Trust
- Reliability
- High standards
- Loyalty

*the good
and
the bad*

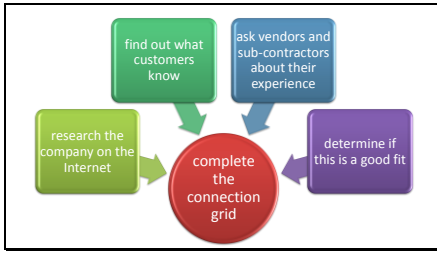


- Mistrust
- Inconsistency
- Mediocrity
- Indifference

Key messages: Good and bad relationships.

- Good
- Bad

Slide 16



Key messages: Complete the connection grid.

- Research using the Internet.
- Research using existing customers.
- Research using vendor and sub-contractor experience.
- Determine if this relationship is a good fit.

Slide 17

- the project is complete...now what?*
- ✓ extend your services and consultation
 - ✓ invite them to a lunch or dinner debrief
 - ✓ ask for a testimonial
 - ✓ keep in touch

Key messages: Wrapping up a project.

- Extend your services and consultation.
- Conduct a debrief.
- Ask for a testimonial.
- Keep in touch.

Slide 18



Resources

CEDIA Member Electronic Lifestyles® Finder Service

www.cedia.org

Home Technology Alliance information:

www.cedia.net/outreach/hta.php

www.nahb.org/hta

CEDIA *Crosspoint*:

www.cediacrosspoint.com

Glossary of Terms

Amplified Volume Control Systems: An amplified volume control systems is a single-wire solution that delivers music to multiple rooms via a central control box. Some of these systems make use of CAT 5 cable to deliver the un-amplified audio signal to each room, where an in-wall amplifier and speakers reproduce the music.

Analog: In the consumer electronics world, analog technologies are those that use traditional methods of receiving, recording, and/ or reproducing content or communications. Examples of analog technologies include VHS VCRs and cassette tapes.

Aspect Ratio: The ratio of the width to the height of an image. Analog television uses a 4:3 or 1:1.33 ratio (slightly rectangular, being wider than it is tall), while digital television uses 16:9 or 1:1.78 (almost twice as wide as it is tall).

Asymmetric Digital Subscriber Line (ADSL): A form of DSL broadband service, it is called “asymmetric” because of its two-way bandwidth is devoted to the downstream direction, sending data to the user.

Audio Distribution Amplifier: These are amplifiers that distribute the input from a single audio component to multiple audio outputs or locations.

Bridge: A bridge is a device that connects two similar networks together to increase the distance or number of devices a given type of network can handle.

Broadband: Broadband refers to telecommunication that provides multiple channels of data over a single communications medium. Typical examples of consumer broadband services are high-speed internet delivered via cable, Digital Subscriber Line (DSL) or fiber-optic networks.

Cable Modem: A cable modem is a device that enables connection to the internet and sends/ receives data via a local cable TV provider.

Category 3 Cable (CAT 3 Cable): Used for medium-speed communications of up to 10 megabits over a distance of up to 100 meters. The FCC has specified that new homes use a minimum of CAT 3 wiring for telephones in new home construction.

Category 5 Cable (CAT 5 Cable): Network cabling that consists of four twisted pairs of copper wire terminated by RJ45 connectors and is capable of up to 100 Mbps over distance of up to 100 meters. Commonly used for data and telephone, it is now widely used for distribution of audio signals and is often used in new home construction.

Category 5 Enhanced Cable (CAT 5(e) Cable): Supports short-run 1000baseT (1,000 Mbps) networking by utilizing all four wire pairs. CAT 5(e) is backward-compatible with CAT 5 cabling.

Cathode Ray Tube (CRT): CRT refers to the traditional glass picture tubes that have been used in analog TVs since their inception. CRTs are also used in some rear-projection TVs.

Cluster: A hardware connection between two or more PCs that forms a closed network or internal network for sharing data and processing tasks among connected PCs.

Coaxial Cable: Coaxial (coax) wiring is often used to distribute video signals but can also be used for other types of communications. There are several varieties of coax cable used in homes such as RG59 and RG6, the latter of which is recommended for all new wiring for cable and satellite TV.

Cogeneration (Also known as combined heat and power, CHP): CHP is the use of a heat engine or a power station to simultaneously generate both electricity and useful heat. It is one of the most common forms of energy recycling.

Color Saturation: A term to describe how vivid and intense colors in the display appear, independent of brightness. If the color saturation is too low, colors appear washed out, but if the color saturation is too high, colors may appear too vivid.

Contrast: The relationship between the lightest and the darkest areas on a display device or picture. A small difference means low contrast and a large difference means high contrast.

Dedicated Wire: Wiring that is installed specifically for communications. It includes twisted pair wiring used for Ethernet networks and coax wiring used for cable TV, etc.

Digital: Digital describes electronic technology that generates, stores, and processes data in terms of two states: positive and non-positive. Positive is expressed or represented by the number 1 and non-positive by the number 0. Thus, data transmitted or stored with digital technology is expressed as a string of 0's and 1's.

Digital Video Recorder (DVR): A video component (set-top box) with an integrated hard drive for recording and time-shifting television programming. DVRs may contain an integrated tuner for receiving cable, over-the-air, satellite and/ or HDTV broadcasts. The most popular example of a DVR is a TiVo. DVR functionality can also be integrated into other devices such as a home computer or television.

Ethernet: Ethernet is the most widely-installed local area network (LAN) technology, which uses coaxial cable or special grades of twisted pair of wires.

Firewall: Security measures (hardware and/ or software) that blocks unauthorized users from gaining access to a computer or network.

Graphic User Interface (GUI): A technology for interfacing with computer software by pointing (mouse) to graphic images (windows, icons, menus) instead of typing text. Apple's Mac Operating System and Microsoft's Windows are the two most popular computer GUIs. On consumer electronics products, GUIs are commonly used to program VCRs and setup video displays via their on-screen menu.

High Definition Multimedia Interface (HDMI): A single high-bandwidth cable that can carry both digital audio and video signals from an HDTV receiver, DVD player, etc., to a video display and/ or multi-channel audio receiver/ processor.

Home Automation: Systems that provide convenient centralized access, usually via keypad or PC, to various controls and appliances within a home. Home automation systems allow for the remote control of such items as lighting, thermostats, locks, pet care, pools and spas, landscape watering, blinds and window treatments, multi-media systems, etc.

Home Network: A home network interconnects electronic products and systems, enabling remote access to, and control of, those products and systems, as well as any other available content such as music, video, or data.

Hush Box: A hush box is an enclosure around a projector that muffles the noise and typically has an exhaust fan that acts to pull out the heat from the projector to avoid overheating.

In-ceiling, In-wall, On-wall Speakers: Speakers can be installed in ceilings, walls, and floors as necessary to blend subtly with room décor. Today's in-wall and in-ceiling speakers are capable of the kind of performance associated with free standing speakers except that they can be flush-mounted or hidden almost anywhere.

LCD: A video display technology that uses a liquid crystal display, rather than the traditional picture tube, to display video images. Many of today's flat panel TVs and monitors use LCD technology to achieve a super-thin cabinet design.

Local Area Network (LAN): A network of personal computers and peripheral devices configured to share information over a short distance, usually within one home or building.

Media Server: A device that stores, organizes, and distributes digital content (audio, video, etc.) to other electronic devices.

Modem: Short for modulate/ demodulate, a modem modulates outgoing digital signals from a computer or other digital device to analog signals for a conventional copper twisted pair telephone line and demodulates the incoming analog signal and converts it to a digital signal for the digital device.

Multi-room Audio Distribution: Multi-room audio refers to any audio system that can distribute sound to speakers in multiple listening areas. In its most basic form, a multi-room audio setup contains a source component, like a CD player or an amplifier and is connected to speakers in at least two different rooms.

Phantom Load: Refers to the electric power consumed by electronic appliances while they are switched off or in a standby mode.

Plasma TV: A type of flat-panel video display that uses a special gas sandwiched between layers of glass. When the gas is electrically charged, the gas moves into a "plasma" state and illuminates phosphors, which produce a picture.

Radio Frequency (RF): RF waves can be transmitted and received through walls and other physical barriers and differs from IR (infrared) technology, which requires a clear line-of-sight between transmitter and receiver.

Residential Gateway: A device that allows customers' premise equipment which is connected to in-home networks to access and use services from any external network regardless of media.

Router: A device used to connect two networks, and most commonly used in residential applications to connect a home network to the internet.

Standby Mode: Refers to a low power mode for electronic devices such as computers, televisions, and remote controlled devices. These modes save significant electrical consumption compared to leaving a device fully on and idle and allow the user to avoid having to reset programming codes or wait for a machine to reboot.

Sub-system: Any system in a whole-house system that accepts commands from another system and/ or gives feedback to that system.

Structured Wiring: A system of low-voltage wires (not power line) designed to carry electronic signals throughout the home.

Systems Integrator or Installer: This specialist works with all the trades in the design and build process to plan, design, program, install, and service low-voltage electronic systems and equipment in the residential market.

Twisted Pair Cabling: Cable constructed of two braided wires, each with its own dielectric insulation twisted together to form a single cable. The twisting allows the cable to carry higher frequency signals than the cable could otherwise. Most twisted pair cables used in the home such as CAT 3, 4, and 5 include four of these pairs of wires within an outer insulating sheathing. There are two basic types of twisted pair cables: shielded and unshielded. Most applications in the home use unshielded four-pair cable.

User Interface: Devices such as volume controls, keypads, and LCD touchscreens that allow control (to varying degrees) of a home's electronic systems. There are a wide variety of user interfaces available and most can be mounted in the wall or are designed for the table-top or counter.

Voice Over IP: Voice telephone service delivered via the internet. A major advantage of VoIP and internet telephony is that it avoids the tolls charged by ordinary telephone service.

Whole-house Network: A whole-house network involves multiple types of cluster networks connected to each other through devices called gateways. This type of network is the most complex but it also provides the most functionality.

Widescreen: Any video software or hardware with an aspect ratio wider than 4:3; usually 16:9, which is the optimum ratio for viewing anamorphic DVDs and HDTV broadcasts.