Software Service Agreements
Recurring business, new revenue streams and customer satisfaction

Constant improvements and updates to security software highlight the intensifying need for valid Software Support Agreements “SSAs” to ensure customers’ systems are always up to date. While the term “SSA” is very common in the IT world where the annual SSA can cost up to 25% of the initial software price, it's starting to become a standard in the physical security space.

Maintenance Agreement should include a valid Software Support Agreement

A maintenance agreement ensures regular maintenance. Various tasks are performed to keep a security system running smoothly. Depending on the system, you may have a field engineer onsite 1, 2, or 4 times a year to perform required maintenance jobs. An SSA covers the software portion of a system and is an agreement between the integrator (on the end user’s behalf) and the manufacturer. The fee for an SSA typically covers support for the installed product and includes access to software updates as well as version enhancements.

Why Your Customer should have an SSA

The most obvious reason for an SSA is to make sure your customer enjoys the very latest software features. Another and more difficult objection to overcome is the “I’m fine with what I have today” mentality. There are many very expensive examples you can provide that compare the cost of an SSA to the cost of multi-version upgrades when a system is not kept current. Other critical reasons for your customers to have a valid SSA include:

- Provides regular updates to the Operating System and enhances security of the computer
- Hardware support to ensure the software works with the very latest camera handlers, controllers, encoders, etc.
- Maintaining version compatibility is essential to keeping an integrated system functional and stable
- Without a valid SSA in place, support may be denied or get less priority to customers with a valid SSA
Benefits to the Integrator

- You sell the system once and then receive the recurring benefit of that initial sale annually.
- The SSA is an ideal lead-in to a larger “master maintenance” contract.
- Once your customer agrees to cover the ‘brains’ of the system, the rest of the maintenance contract sale is a lot easier!

Account Retention

- The SSA is a valuable relationship-building tool
- It fosters customer loyalty by delivering continuous software improvement and helps scheduling of regular onsite maintenance.
- Coordinating customer visits with releases of Software House and American Dynamics solutions means that at least twice a year you have a very good reason to show them the latest features as well as new products.
- Keeps your customers’ security software versions compatible across different platforms. For example, a valid SSA can upgrade the American Dynamics VideoEdge and Software House C•CURE 9000 at the same time and keep both systems current and up to date with latest technologies

Upgrade and Upsell

End user meetings are ideal times to:

- Introduce the latest enhancements
- Perform security audits,
- Tour the site looking for upgrade work…to any systems serviced by you or your competition!

Real Examples Cement the Deal

The easiest way to answer the objection of “I’m satisfied with what I have” is to provide a very real example:

Q: My customer is migrating from the Software House C•CURE 800 to C•CURE 9000 V2.02 and he has the American Dynamics HDVR v1.2. The customer has no SSA on the HDVR.

A: Your customer should purchase the SSA in order to upgrade his HDVR to a current version in order to integrate with the Software House C•CURE 9000 seamlessly. This ensures version compatibility between the two systems.

To find the current version that is supported on the C•CURE 9000, please visit www.swhouse.com/support/SWH_Connected_Compatibility_Matrix.aspx