

New STYLES All NEW LOOK

Our solutions help you focus on what you do best – providing the optimal customer experience

NEC

LEARN MORE

www.necdisplay.com

Commercial INTEGRATOR

9 WAYS TO GROW YOUR BUSINESS

Subscribe Today!

Get Newsletters
Follow CI on Facebook
or with Twitter

Become a Member · Why Join
Login · Get Subscriptions · Store

News & Blogs Products White Papers Events & Webcasts Forums Jobs Subscribe

Bars & Restaurants Corporate Education Entertainment Government Hospitality Public Spaces Retail Worship

How Almo Pro A/V Is Eliminating ‘No’ from Integrators’ Vocabularies

Almo Pro A/V launches Bandwidth Services allowing integrators to sell connectivity to customers and earn monthly commissions.

Article

What's Related

G+1 0

Tweet

Like 1

Print Email Share

October 14, 2015 By [Tom LeBlanc](#)

If there is a common obstacle that many AV integration firms are struggling with, it's increasingly likely that distributor [Almo Professional A/V](#) has a service program to help them overcome it.

With its [Content Creation Services](#), Almo Pro A/V taps into the reality that most integration clients these days are creating more video content than they have in the past and are often in need of support. Since most integrators aren't in the content creation business, it puts them in a tough spot as a client's AV partner. Sending them searching elsewhere for a content creation solution may not bode well for the integrator when it's time for the client to revisit their AV system. So being able to lean on Almo Pro A/V's content creation team serves not just to salvage but to reinforce that partnership.

For More Business Strategies ...

Register for NSCA's Integration Business Survival Conference (IBSC) & Technology Showcase in Annapolis, Md.

[More information and to register.](#)

of their traditional geographic areas. Many firms are trigger-shy, however, when it comes to hiring staff to support new opportunities. They don't want invest in training and benefits or risk layoffs if the new opportunities bubble bursts. So Almo Pro A/V's Installation Services provide firms with a qualified and vetted alternative to hiring when it comes to staffing projects.

“If they have an opportunity to sell bandwidth for digital signage or control rooms or bar and hotel rollouts where they need cable and TV services, we're going to help them not to leave money on the table,”



With its [Installation Services](#), Almo Pro A/V is helping integration firms avoid the growing pains they so desperately want to avoid repeating with recession memories lingering. The good news is that many integration firms are benefiting from increased local business and opportunities outside

of their traditional geographic areas. Many firms are trigger-shy, however, when it comes to hiring staff to support new opportunities. They don't want invest in training and benefits or risk layoffs if the new opportunities bubble bursts. So Almo Pro A/V's Installation Services provide firms with a qualified and vetted alternative to hiring when it comes to staffing projects.

By tapping into its latest, [Almo Bandwidth Services](#), integrators can sell their clients bandwidth services from top providers, including Comcast Cable. That additional bandwidth is becoming a natural progression for AV that increasingly draw on the network and the ability to sell it gives integrators a quick and easy answer to clients' questions about systems' impact. Meanwhile, when integrators sell high bandwidth connectivity to their clients they'll, in turn, get a monthly commission on their contracts providing recurring revenue.

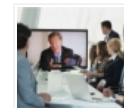
GC Are you IOT READY? SINCE 2002

Connect Anything in the A/V World

IR, SERIAL, AND RELAY TO ANY NETWORK

Global Cache www.globalcache.com

Latest Blogs Photos Resources



[How Yorktel Saved Financial Institution Hundreds of Thousands in Videoconferencing Costs](#)

In reviewing the financial institution's new building plans, Yorktel quickly discovered that it wasn't prepared with sufficient conduit for new videoconferencing equipment, saving the company hundreds of thousands in extra rework costs.

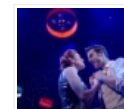
[AptoVision Expands BlueRiver NT+ Series of AV-over-IP Chipsets](#)

[9 Learning Space Products Significantly Impacting Education](#)

[Crestron Introduces In-Wall, Centralized 0-10V Control for LED Lighting](#)

[Coca-Cola London Eye, Other South Bank Attractions Get Audio Overhaul](#)

[View more news](#)



[Drones Over Broadway: UAVs Play Big Role in Paramour Musical](#)

Theatrical applications such as Cirque du Soleil's *Paramour* and *Sparked* pave the way for UAVs use for live events.

[Winter Preventative Maintenance: 3 Tips to Get You Ready](#)

[How to Use Digital Signage to Increase Customer Loyalty](#)

[The Mistake Companies Make as They Look to Grow](#)

says Almo Pro A/V's Eric Olson

"The integrator passes the end user to us and ultimately to Comcast, Time Warner or whoever the [logical service provider] is in that region," said Almo Pro A/V executive VP and COO Sam Taylor

during an E4 AV Tour stop in Teaneck, N.J. "When they pass that along they're going to get a recurring monthly portion of that contract percentage for as long as that company has the bandwidth there. And we all know what happens. They'll eventually need more, not to get rid of it. So as you increase it, you get more [recurring revenue] over time."

High bandwidth connectivity and AV integration are increasingly becoming complementary offerings, says Almo Pro A/V business development manager Eric Olson. The need to upload digital signage content, to connect during video conferencing, to support HD cameras and 4K demands all require bandwidth, he points out. So Bandwidth Services helps integrators take advantage of being in the right place at the right time.

"We're geared toward letting the resellers become more complete solutions providers," Olson said at E4. "If they have an opportunity to sell bandwidth for digital signage or control rooms or bar and hotel rollouts where they need cable and TV services, we're going to help them not to leave money on the table and not pass up on a recurring revenue stream."

Service providers like having integrators' feet on street, said Vincent Barrett of Time Warner Cable. "It's a logical fit because all these appliances [pointing to the E4 show floor] require bandwidth. For [integrators] it just adds to their tool bag."

Also adding to that tool bag is another element of Almo Broadband Services which allows integrators to offer customers data and analysis, Olson added. "We can also do bandwidth auditing. We can look at their total project and the applications and we're going to audit the bandwidth they need to sell it successfully."

The services that Almo Pro A/V have rolled out so far seem to resonate with its integration firm partners. I sat on an E4 panel discussion alongside three Almo Pro A/V representatives. I watched the audience ask question after question about exactly how to acquire and execute Almo's installation and content services.

Since the distributor seems to have its finger on the pulse of what integrators need, it will be interesting to see what service program it rolls out next. My guess: Programming services.



FREE SUBSCRIPTION OFFER!

Work Smarter: Keep Ahead of the Competition

Keep up with the changing A/V world with Commercial Integrator. Each issue makes it easy to understand and apply the latest A/V trends and techniques — whether you deal with UHD TV, wireless AV, Digital Video/IPTV, networking, HDBaseT or HDMI.

It's not enough to keep up with the competition. You need to stay ahead of them. Subscribe to Commercial Integrator today for the latest techniques and insights you need to drive your business.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

About the author



Tom LeBlanc - Editor-in-Chief, CI,

Tom has been covering electronics integration since 2003. Prior to being named editor-in-chief of CI, he was senior writer and managing editor of CE Pro. Before that, he wrote for the sports department of the Boston Herald. Migrating to magazines, he was a staff editor for a golf publication and an outdoor sports publication. Follow him on Twitter @leblancTom.

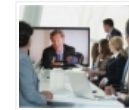
[View all posts by Tom LeBlanc](#)

Article Topics

[News](#) · [Blogs](#) · [Bars & Restaurants](#) · [Corporate](#) · [Education](#) · [Entertainment](#) · [Government](#) · [Healthcare](#) · [Hospitality](#) · [Public Spaces](#) · [Retail](#) · [Worship](#) · [Distributor](#)

[A Programmer's Plea to Manufacturers: Give Us Your Code](#)

[View more blog posts](#)



[How Yorktel Saved Financial Institution Hundreds of Thousands in Videoconferencing Costs](#)

In reviewing the financial institution's new building plans, Yorktel quickly discovered that it wasn't prepared with sufficient conduit for new videoconferencing equipment, saving the company hundreds of thousands in extra rework costs.

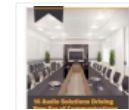
[9 Learning Space Products Significantly Impacting Education](#)

[Drones Over Broadway: UAVs Play Big Role in Paramour Musical](#)

[2016 Year in Review: 20 Projects You Won't Want to Miss](#)

[Montreal Canadiens' Successful Install Could Win Team More Games](#)

[View more photo galleries](#)



[White Paper: Why Video Communication Fails When You Ignore Audio](#)

Here are 16 audio solutions driving the new era of video communications that will lead to successful unified communications and collaboration experiences.

[White Paper: 5 Tech Trends You Can't Afford to Ignore](#)

[White Paper: How to Use OPS to Build Future-Friendly Digital Signage Solutions](#)

[Webcast: The Case for Audio Making or Breaking Video Communication](#)


[White Paper: Building an AV Strategy in the New Era of AV, IT and the Cloud](#)

[Webcast: 17 Tips for Winning Over Customers' IT Directors](#)

[White Paper: Your #1 Source for Expanding Your Recurring-Revenue Practice](#)

[Webcast: Secrets to Simply, Painlessly Creating Digital Signage Content](#)

[View more papers or webcasts](#)



KRAMER CONTROL MADE EASY

[Learn More](#)



Social Bookmark or Share This



Middle Atlantic POWERS AV



A brand of **legrand** 

Commercial INTEGRATOR JOBS

Find or Post Jobs
Post your resume today!

Recent comments

Congrats !!

Posted by TammyWagner on 2016 11 20 · commented on

['Diversified Named 2016 Integrator of the Year'.](#)

A fantastic culture of people committed to excellence and, solutions with integrity

Posted by AmpliVox Sound Systems on 2016 11 18 · commented on

['Diversified Named 2016 Integrator of the Year'.](#)

Digging below the surface, up until VP-elect, Mike Pence's clearing of lobbyists from the transition...

Posted by Josh Srago on 2016 11 17 · commented on

['Trump's Policies Will Definitely Impact Tech Industry, But How?'](#)

Check out NSCA Education Foundation's Hester Scholarship:
<http://www.nasca.org/hester-scholarship-program/>

...

Posted by Tom LeBlanc on 2016 11 14 · commented on

['Why Hiring Veterans Should be on the Forefront of Your Recruiting Goals'.](#)



Home	Products	Industry	Resources	Services	CI
Latest News	Audio	Bars & Restaurants	White Papers	Get CI Magazine	About CI
Blogs	Cables & Connectors	Corporate	Webcasts	Customer Service	Subscribe
Product News	Control & Automation	Education	Research	Email Newsletters	Advertising
CI Profiles	Digital Signage	Entertainment	Associations	RSS Feed	Contact Us
Research	Information Technology	Hospitality	Press Releases	Get listed in the Buyers' Guide	Privacy Policy
Project Photos	Sound Reinforcement	Retail			Reprints
Product Photos	Teleconferencing	Worship			EH Publishing
	Tools				
	Video				