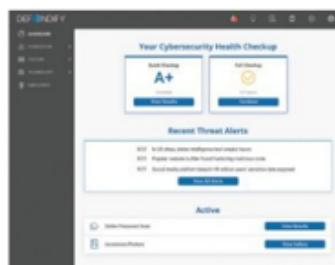### The Demo People Consulting

The Demo People (TDP) offers a unique approach to addressing inadequately delivered product, service or software demonstrations to your potential customers. Demos are typically thought of as purely a sales thing, and don't really affect your job, right? Wrong. Your brand is at stake whether you are a manufacturer, distributor, systems integrator or managed service provider; so rethink what impression your demo leaves with a prospect. A good demo is really a customer qualifying tool, that when used early in the customer acquisition process, separates the wheat from the chaff.

TDP has extensive security industry experience, which translates to faster turnaround time as well as constructive advice on how to tune up your demo for end users or channel partners. TDP provides expert consulting, design and delivery processes that can help ensure your demos are delivered in an impactful, timely and professional manner. **thedemopeople.com**

Indarra Cybersecurity Consulting

Awareness training for associates is often a weak link in the cybersecurity mitigation strategy chain. Often looked at as a "one and done" training session, it should instead be a process that can help reduce risks of 75% of phishing and spear phishing attack vectors. The challenge is to take a holistic, experienced and disciplined approach using a trusted guide, which Indarra Cyber Security has demonstrated through vetting and partnering with both NSCA and PSA to service systems integrators.

By providing vulnerability assessments, customized training programs and testing for compliance and competence, Indarra can help protect integrators' organizations by making cybersecurity awareness part of the culture. If an integration firm has weak cybersecurity policies in place, this vendor can guide practical and sustainable improvements. **indarra.co**

Defendify Cybersecurity Solution

Cybersecurity can be complex with issues of threat assessments, hardware, software, knowledge and training to wrap your head around as a security integration or dealer, SMB owner or end-user customer. To make matters worse, SMBs really had no viable (spelled affordable) options since big cyber solutions look for big clients to focus on. That is until Defendify came along and decided to create the cybersecurity-in-a-box solution, an affordable and practical cybersecurity as a service (CSaaS).

Defendify has taken most of the key elements of good cybersecurity and simplified the delivery, affordability training and key protections to run a stronger, sustainable cybersecurity-enabled company. The result is having a stronger, more trusted company brand as a competitive advantage for your customers. And integrators may want to offer this solution to their own customers, with Defendify as a partner. **defendify.io**

Essex Ligature-Compliant Readers

Essex Electronics readers are American designed and manufactured, and known for being robust, no-nonsense readers that are purpose built for tough applications and sometimes even tougher compliance requirements. An example is new nonligature compliance requirements for behavioral healthcare facilities and correctional facilities that have suicide watch protocols to protect those in their care from harming themselves.

This reader meets that requirement and is designed for durability and reliability. This heavy-duty, vandal- and tamper-resistant stainless-steel reader only protrudes 1/8 inch, which meets or exceeds new ligature-resistant compliance requirements that systems integrators and security consultants must design for when using smart card readers that use genuine HID technology. **keyless.com**

IPVideo Smart IoT Sensor

OK, who doesn't like a robust IoT 12-pack? Seriously, installing a single smart IoT device that delivers an astounding 12 different critical sensing capabilities in one package boggles the mind. The amazing HALO IOT Smart Sensor has the ability to detect smoke, CO/CO2, vaping (including THC oil content), sound detection and eight other selectable sensing options to protect lives, property and assets. The vast array of sensors coupled with strong analytics reduces false alarms associated with single sensor units.

The product is also a good ol' (not really) security unit without special apps or fancy Cloud fees. So it can be economically integrated into existing systems and fits your existing way of doing business, which your sales and technical people will thank you for later. The unit is designed with excellent airflow to allow sensor arrays more data to analyze and report on. **ipvideocorp.com**