

Become your customer's @ne point of contact



accredited integration professional

Definition of a pointOne Accredited Integration Professional

A C-Bus pointOne™ Accredited Integration Professional specialises in providing complete building control solutions. These professionals utilise Clipsal C-Bus® as the lighting control footprint and then integrate components from different vendors to provide their customers with a turnkey solution.

The member must consider themselves loyal business partners of Clipsal Australia and utilise Clipsal C-Bus as their first choice lighting control product. They are committed to building their skill base in all related control system products therefore enabling them to provide their customers the best possible building control solutions.

C-Bus pointOne members can operate in one or many market segments offering solutions for automated homes, energy efficient commercial buildings and other applications required by the end-user.

They provide solutions as a complete turnkey offer where they take control of the total installation or by offering services such as system design, programming, commissioning or project management to electrical contracting companies and specifiers.

The C-Bus pointOne program is an initiative of Clipsal Australia Pty Ltd that fosters a co-operative culture between like-minded organisations. A potential C-Bus pointOne member must be willing to participate in the development of the C-Bus pointOne community so as to increase new business opportunities, enhance capabilities in both services and product, and to ensure the professional credibility of the whole group is developed.



Clipsal Australia's commitment

Clipsal Australia is committed to the ongoing development of this delivery channel as it recognises the value that highly skilled professionals can provide to the market. We strive to add value to our partners by:

- Developing industry leading products and technology
- Lifting market awareness for these products by our extensive marketing programs
- Increasing market awareness for C-Bus pointOne members via a dedicated marketing program
- Providing the members with extensive product and technology training via:
 - Specialised training courses
 - Regular regional based technology updates
 - Annual business and technical conferences

- Enabling our partners the opportunity to provide input to our product development and marketing programs via:

- C-Bus pointOne Development Council
- C-Bus pointOne Advisory Groups.

‘Clipsal Australia... recognises the value that highly skilled professionals can provide to the market’



Criteria

Sales & Marketing:

C-Bus pointOne members present themselves professionally and are able to sell a system to an end user; electrical contractor; consultant or other industry related professionals.

Specifiers and end users often lack the experience to fully understand the total overall requirements for their project. For this reason the C-Bus pointOne member is valuable in winning the trust of the client, as the client can make their decision safe in the knowledge that the member has the ability to deliver the technology component of the project with a high level of skill and expertise.

Specifying:

A C-Bus pointOne member:

- Understands what is required to secure and design projects when discussing systems with electrical consultants, architects, interior designers, end users, etc
- Has excellent documentation skills for design and installation of systems
- Has the ability to prepare drawings for specifiers and installers or can outsource drawings.

Technical:

A C-Bus pointOne member:

- Has sufficient technical skills to design a complete, integrated system
- Has sufficient technical skills to install or to sub-contract installation to an electrical contractor
- Has a systems-thinking approach to enable them to apply C-Bus for different applications. Sometimes the C-Bus pointOne member will need to integrate third party products, so a broad knowledge of available technology is required to offer a complete solution
- Should be able to provide security, structured cabling, intercom and CCTV
- Home theatre, high-end control system (AMX or Crestron and multi-room sound is an advantage but not always necessary
- Operating in the commercial market has an understanding of how to link into a BMS. Additionally a basic understanding of high-level interfacing is important
- Is able to hand over good 'as built' documentation for the installation.



Criteria cont'd

Dealership Agreement:

C-Bus pointOne members are required to enter into a formal trading agreement with Clipsal Australia Pty Ltd. A copy of this agreement is available if required.

Some key points listed in the agreement are as follows.

A C-Bus pointOne member:

- Is only authorised to sell C-Bus and associated Clipsal products into the nominated geographic territory
- Is only authorised to sell C-Bus and associated Clipsal products when it is incorporated into a "system" or other value added service being provided
- Is not authorised to "wholesale" C-Bus and associated Clipsal products
- Must in good faith use its best endeavors to maximise sales of C-Bus and associated Clipsal products
- Must annually provide Clipsal Australia with a marketing plan that details how they will promote C-Bus and their services to the market
- Must employ or retain the services of at least one C-Bus Approved Installer
- Must agree to achieve an annual purchase target of C-Bus and associated Clipsal products
- Create application documents for each C-Bus installation
- Create and maintain programming files for each C-Bus installation
- Provide a copy of these documents and programming files to their customers on every project and to Clipsal Australia if required.

A C-Bus pointOne member must maintain up to date knowledge and skills relevant to C-Bus, including the capacity to integrate or configure C-Bus with third party products.



If you would like to learn more about the C-Bus pointOne Accredited Integration Professional marketing program please visit www.cbuspontone.com.au.

If you feel this program complements your future business direction please contact us on info@cbuspontone.com.au.