

Vince Shumka: Owner

Location: Thompson and Winnipeg, Manitoba

Description: Boutique Security Integrator servicing residential and commercial clients

Boutique Security Integrator, Get-Security, Reaps Outsized Benefits from WeSuite's QuoteAnywhere

From its two offices in Manitoba, Canada, Get-Security provides alarm, video, access control, automation, and network/IT infrastructure solutions to residential and commercial customers across a vast and diverse territory. The company's main office is in Thompson, a remote community in Northern Manitoba with only 13,750 residents. Some of Get-Security's customers can only be reached by plane. The company's southern office is in Winnipeg, a metropolitan area of more than 830,000 people.

Get-Security was founded by Vince Shumka, who spent 28 years in the telecom industry before stepping away from his primary business about five years ago to start the security integration company.

Get-Security is very small; it includes Vince and two technicians. Sometimes he hires outside electrical subcontractors to handle installations. Vince says, **"Originally, we were serving mostly residential customers, but over time, we started to support larger, commercial projects that feature a variety of integrated technologies. As this happened, I began to cringe every time I had to create a quote or design a system. It was no longer fun. I spent two years looking for software that could do what I needed before finding WeSuite. What a difference it's made!"**

Get Security Needed to:



Design complex commercial projects with multiple systems and many parts



Keep pricing current and quotes accurate



Quote and present various options at different price points



Provide better transparency when quoting RMR

"Within six months, it's already proving to be a huge boost for our business.**"**

Taking the Plunge

"Because we're such a small company, investing in dedicated quoting software represented a significant expense but I haven't regretted it for a single moment. After signing on, it only took me about two weeks to be up and running, and within six months, it's already proving to be a huge boost for our business.

As a sole proprietor, I went with the most inexpensive, basic set-up package that had me doing much of the configuration work myself, with WeSuite providing assistance along the way. They helped me break tasks into manageable chunks that took a few hours each day to complete. The process was straightforward and efficient. I could upload entire part spreadsheets from manufacturers instead of entering items line by line. WeSuite Academy videos offered step-by-step demonstrations on almost everything I had to learn. I could follow along, pausing and replaying segments whenever there was something I needed to review.

Getting set up was a valuable experience because it forced me to think critically about how we run our business and ways we can be

more organized. For example, I realized we had not been charging for certain miscellaneous expenses and were missing out on opportunities to upsell maintenance plans. I also had to consider how we differentiate ourselves from a marketing perspective. What's our 'elevator pitch' that we want to be included in each of our proposals?

These are significant issues that often get pushed to the side when trying to run a business day to day. The time spent thinking about them was well worth it."

Quoting with Ease

To begin with, I am confident that I'm quoting projects accurately. I have all the equipment we offer loaded into the database, with current pricing, and I can design a system with correct margins already built in. I don't have to go back and forth checking prices as I work. Periodically, I've had to update items here and there because of supply chain issues, but I make those changes once in the system, and it's done. QuoteAnywhere also reminds me to include miscellaneous costs, like shop supplies, so I'm not leaving any money on the table.

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QuoteAnywhere is delivering benefits in all the ways I hoped it would and in some ways that I didn't expect.”

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Before QuoteAnywhere, doing a single quote could be a painful experience. By contrast, I can now present customers with three options at various price points. I show them an 'okay' low-priced system, a better, mid-priced option, and a 'best' solution. 80% of the time, customers go with the middle or highest-priced offering. They can see that while a system I'm quoting might cost three times as much as my competitor's, it's five times better.

I also used to find it difficult to properly quote RMR – which is a significant source of revenue for us. Some customers are a 4-to-5-hour drive from either office, or we have to fly to get to them. Therefore, we promote solutions we can manage over the internet – cloud or hybrid-cloud systems that don't require us to be onsite to provide support. We need to display the recurring revenue component to present such packages in a quote. Doing that in Word, which is how I was quoting before, was a complete nightmare.

RMR comes into play in other ways too. Our commercial clients appreciate our maintenance plans, especially if they're in the government sector. They prefer to pay a set monthly cost, and if something goes wrong, we just fix it; there's no bill. They don't need to justify the cost or go through the hassle of issuing a purchase order. It's a better situation for them and us.

Also, our ability to be more transparent in quoting RMR has changed how we market our residential alarm services. We used to offer customers a "free" system – which everyone knows isn't really free – and then make up the cost in monthly fees. Now we can be upfront with a customer, showing them the cost of equipment broken out separately from ongoing monitoring services. They may choose to finance the equipment purchase by wrapping it into their monthly payments for a period of time, but they understand when the equipment will be paid for, at which point their monthly payment will drop significantly. Ultimately, we make the same amount of money, but end up with more

loyal customers who have a vested stake in keeping the systems they've purchased."

Mapping It Out with the Site Survey

"The Site Survey, which came with our QuoteAnywhere package, has been particularly valuable for working with our remote customers. They send me a floorplan of their site, I upload it to the Site Survey, and then I can drop in exactly where cameras, readers, and other devices go. The bill of materials gets built as I design the system. It helps explain the solution to the customer, and I have something to share with electrical subcontractors if they're installing the job. In addition to part placement, I map out the wiring, include detailed notes, and turn it over to them, ready to use. The ability to do that with a simple, easy-to-use, all-in-one software platform is priceless.

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With QuoteAnywhere, I'm seeing an increase of 30% in project size, plus a significant bump in RMR. My average sale has easily increased 30-40%. My close ratio is up too...it's now over 75%.

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Much of our work comes from repeat customers who trust our expertise. For them, I typically design the system on my own in the Site Survey and then present it along with the quote. However, I have also used the Site Survey as a collaborative tool, displaying it during a Zoom call with a new customer so that we could build their system together. It aids communication."



Quantifying Success

"It's been about six months since we started using WeSuite, and we are now handling bigger commercial jobs, in no small part due to the software. We're installing alarm systems with more than 20 zones, a dozen or more cameras, and an integrated access control system. Being able to quote that all together is extremely helpful. I'm seeing an increase of 30% in project size, plus a significant bump in RMR.

Quote Anywhere makes it easy to upsell. I propose a basic package and create a separate folder with additional recommended items. Customers will often take all of my recommendations or pick and choose some of them, ala carte. Breaking out pricing that way helps the customer understand the value of what they're paying for. My average sale has easily increased 30-40%.


My close ratio is up too. It was already pretty high – in the 60% range – but now it's over 75%.

QuoteAnywhere structures my quotes in a professional format that is much easier for clients to read. I still need to start using the solution to its full potential, but I expect even greater results as I add more features. For example, I want to add an integration with DocuSign that allows clients to sign contracts

with an electronic signature and to set up the software to present leasing options.


Finally, QuoteAnywhere has taken the pain out of quoting. I used to struggle to complete two quotes in a day. Now, I can easily handle four and have time left over to do other things. QuoteAnywhere and the Site Survey solved our needs in spades. It has helped us streamline and automate our processes in a way that I don't think any other software could do, giving me more time to grow our sales and business. We may be small, but our return on investment has been immense."


A vertical advertisement for WeSuite. The background is a lush green field with a large, mature tree in the center. The text "WeSuite" is written in a large, white, sans-serif font, with a stylized green tree icon to its right. Below it, the slogan "Growing Sales Strong" is written in a smaller, white, sans-serif font. Three circular icons are arranged vertically on the left: a globe, an envelope with an @ symbol, and a location pin. To the right of these icons, the website URL, email addresses, and physical address are listed in white text. At the bottom left, there is a QR code, and to its right, the text "Scan code to see our other case studies" is written in white.

WeSuite 
Growing Sales Strong

 www.WeSuite.com

 info@wesuite.com
wesupport@wesuite.com

 155 Lafayette Avenue
White Plains, New York 10603

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