

Partner Success Story: Silicon Hills Associates, Inc.



*"We took our experience and MDI products, and we were able to be successful in our first year in business."
– Mitch McKinzey, Vice President, Silicon Hills Associates, Inc.*

Technical Expertise, MDI Partnership Key to Texas Firm's Stellar First Year

When Mike Richard and Mitch McKinzey started Silicon Hills Associates, Inc. in Round Rock, Texas in 2005, the partners each brought more than 20 years of experience designing and installing security systems, as well as selling and supporting MDI solutions specifically.

Soon after merging their expertise to form their own security firm, one of the company's first clients wanted to expand its existing MDI SAFEnet system. Though not yet an MDI partner, Silicon Hills quickly became an MDI Certified Security Solutions Partner, making SAFEnet its first access control product. In turn, the firm provided the essential support its client needed to extend MDI system capabilities.

"We were a young company and MDI gave us an opportunity and an open door to represent their product," said Michael Richard, President. "They've been supportive in the setup process in allowing us to sell their product."

Solving Clients' Unique Needs

With a year behind it, Silicon Hills has seen rapid growth, bringing on a number of commercial clients. "We took our experience and MDI products, and we were able to be successful in our first year in business," said Mitch McKinzey, Vice President.

Key to Silicon Hills' early success was the ability to offer a network-ready product that meets clients' needs for remote applications in particular, according to McKinzey. "We are able to solve clients' unique requirements in remote applications," McKinzey said. "The product and MDI have been very important in that effort."

McKinzey particularly credits MDI's technology infrastructure for enabling attractive cost savings to clients using the Dual Door Controller II (DDC II), a true Internet Protocol-based access control field device. Effectively, one Ethernet-capable IP board serves two doors. To keep costs down, an organization can use its existing network and just enable a DDC II – without a separate communications infrastructure.

"DDC II allowed us to be network ready for clients at the best cost per door," McKinzey said. "Nothing could beat MDI's price for a network-ready application."

Featured Partner

Silicon Hills Associates, Inc.

Location

Round Rock, Texas

MDI Partner Since

2005

MDI Products Represented

SAFEnet[®], iTrust[™], Viewpoint[™]

Measuring Success

- Leveraging its industry and product expertise, the firm brought on a number of key commercial clients, making it a "very satisfying and successful first year."



Valuable Marketing, Technical Support

In addition to attractive technology and pricing, MDI provides valuable marketing support, including sales leads, demand generation and strategy development assistance through its Market Builder Program. With quality leads and assistance on the front end, Silicon Hills partners spend less time tracking down opportunities and more time closing deals and supporting clients.

Silicon Hills also appreciates MDI's responsive technical support when the need arises. Experienced working with many vendors, Silicon Hills finds MDI accessible and always ready to listen.

"We've developed a personal rapport with MDI and the relationship feels more like a partnership," McKinzey said.

As a certified SAFEnet representative, Silicon Hills has built more than 80 percent of its access controlled client base on MDI technology. After just over a year in business, the company has had a "very satisfying and successful first year," and looks forward to expanding its client base and market leadership with the support and credibility of being an MDI partner.