

## Vanderbilt's Aspire Program Offers Partners a Competitive Edge

**8<sup>th</sup> May 2017** - Aspire is Vanderbilt's partner program aimed at helping installers and distributors perform more efficiently against today's market demands. After a series of acquisitions, Vanderbilt is now in a position to consolidate the business and the development of customer programs has become a priority. Aspire is the first distinctive mark of this new, forward thinking conscience.

"Aspire's key theme is about a strong and mutually rewarding partnership between Vanderbilt and its customers. The program is open to installers and distributors that do business directly with Vanderbilt, or via a certified distributor and is a major effort by Vanderbilt to broaden its service base and create long-term, incremental value for its partners," explains Kim Loy, Director of Marketing.

The program has three membership levels - Registered, Silver, and Gold. Each comes with a higher level of benefits. There's a lot of learning potential available to Aspire partners. The program is centered around Vanderbilt's expertise in the security industry and, above all, it is tailor-made for its customers, whether they are an installer or a distributor. For instance, Vanderbilt is constantly developing its training tools and enhancing the quality and capabilities of its support to better serve installers every day. On the distribution side, providing efficient marketing, event support, lead generation, and sales incentives aim to give customers an edge on competition.

"It's not hard to see the economic imperative for signing up to Aspire," continues Kim Loy. "For example, one of the exclusive benefits available to the program's Gold partners is pre-launch access to information related to new Vanderbilt products.

We are one of the only players in the market that can offer technology from all three security disciplines, access, intrusion and video on a global basis. So, early access to any product development information can only improve a partner's possibility to gain in positioning and competitiveness."

Through Aspire, Vanderbilt illustrates its commitment to its partners by accelerating their performance and efficiency. By working closely together, it is hoped that Aspire can help create a brighter future for all involved.

To learn more about Vanderbilt's Aspire Partner Program, visit

<https://vanderbiltindustries.com/partners/loyalty-program> .

### **About Vanderbilt:**

Vanderbilt is a global provider of security systems, operating efficiently in 95 countries. Vanderbilt designs, manufactures and distributes systems that safeguard environments and organizations of all sizes. Agility, adaptability, and dependability are distinctive marks of the Vanderbilt brand and these decisive traits satisfy a broad variety of customers' application needs across banking, education, healthcare, retail, and more. Our product lines include access control, intrusion and video.

To learn more, please visit [www.vanderbiltindustries.com](http://www.vanderbiltindustries.com)

### **For further information, please contact:**

Kim M Loy

Director of Marketing

Vanderbilt

Tel: +353 143 725 93

[kimloy@vanderbiltindustries.com](mailto:kimloy@vanderbiltindustries.com)

[www.vanderbiltindustries.com](http://www.vanderbiltindustries.com)



@vanderbiltind



Vanderbilt Industries

### **For press information please contact:**

Linda Tyrrell, PR Account Director

The Henley Group

Tel: +44 1491 570790

[linda@henley.co.uk](mailto:linda@henley.co.uk)