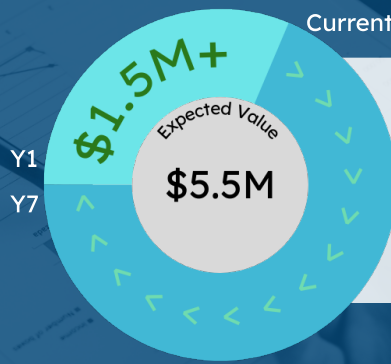




Case Analysis

York Catholic School Board



CLIENT: York Catholic School Board
DURATION OF RELATIONSHIP: 3 Years
CONTRACT LENGTH: 7 Years
KEY CHALLENGES: Cost-effective solutions, Compatibility, Future-proofing the technology, Support & Maintenance

How i3 International developed a long term relationship with the York Catholic District School Board

AT A GLANCE

The study aims to illustrate how i3's approach to relationship-building, customer understanding, and product quality led to a 7-year contract with the York Catholic District School Board. This case serves as an example for potential distributors to understand the efficacy of our sales team, strategies, and product offerings.

ADDRESSING KEY CHALLENGES

Cost Effective Solution

Cost efficiency is a paramount concern in education, including for the YCDSB. Our goal was to deliver exceptional value without compromising quality by leveraging cost-saving advantages through our subsidiary, JK Quality Security Integration, a local Canadian supplier in logistics, product cost, and labor.

Compatibility

While transitioning from one video provider to the next, clients don't want to see their existing infrastructure as a loss. Our video ecosystem allows for a smooth transition from the old system to the new with our agnostic media servers.

Future-proofing the technology

By having i3 systems in place, our full offering of AI and video analytics is only a click away. This includes facial blurring, access control, area monitoring and more, ready to go whenever they choose to start implementation.

Support & Maintenance

Backed by experienced technical support professionals, i3 ensures swift responses to service calls and maintenance requirements. Our proactive system health monitoring software notifies users about any hardware issues, ensuring dependable and efficient support.

CHALLENGES : UNDERSTANDING NEEDS

Conducted preliminary research to understand the unique challenges and needs of the YCDSB.

First Contact: Initial meetings to understand their goals, pain points and to introduce our company, and show the value i3 products would bring to them and how they could address their issues.

Constant Communication: Regular check-ins to discuss updates, issues faced in the education sector, and specific issues being faced by YCDSB.

Trust-Building: Demonstrated reliability by being consistently available, knowledgeable, and supportive even without the direct opportunity for a sale.

Taking Action: With our relationship and quality offerings, we were able to get our products standardized across the entire YCDSB, and we were given the opportunity to present additional products & services.

FINANCIAL AND FUTURE PROSPECT

Current Expenditure: YCDSB has so far spent approximately \$1.5M.

Upcoming Opportunities: More camera installs are planned, along with discussions about implementing additional AI technologies.

CONCLUSION

Our YCDSB partnership reflects i3's dedication to long-term relationships, client understanding, and 35 years of delivering quality solutions. It's a prime example of our win-win approach.

RECOMMENDATION FOR DISTRIBUTORS

Invest in trust-building, understand client needs, and leverage local advantages for effective partnerships.