



Reseller quick-start guide

Your role: Spot opportunities. Our role: Win the deal.

Reseller vs. Solink responsibilities

You (Reseller):

- Introduce Solink into customer & prospect conversations
- Handle on-site install (Recording device + cameras)
- Ensure internet + power availability
- [Register opportunities](#)



Solink:

- Onboarding & enablement
 - Demo & closing support
 - Remote platform config (cloud, POS, AI)
 - End-user onboarding & training
 - 24/7 support (<2 min response time)
 - Dedicated CSM for every customer
-

Target by buyer persona

Loss Prevention / Operations

- Pain: Can't catch theft fast enough, POS + cameras don't connect
- Listen for: "Hours pulling video" / "Missing theft" / "POS + cameras don't talk"



IT Leaders

- Pain: Too many vendors, DVR/NVR headaches, old hardware
- Listen for: "Too many boxes" / "Doesn't integrate" / "Stuck with old systems"



Owners / Franchisees

- Pain: No visibility across stores, shrink, high labor costs
 - Listen for: "I can't be everywhere" / "Turnover kills training" / "Don't want new cameras"
-

Target by vertical

- **Retail & QSR** → Reduce shrink + resolve chargebacks with POS-linked video
 - **Cannabis** → Stay compliant: 30+ days storage, POS integration, remote access
 - **Storage/Warehousing** → Replace guard costs with video alarms + motion alert
-

Objections & quick responses

"I already have cameras."

Solink works with 3,700+ cameras (digital & analogue) — no need for a rip & replace.

"Cloud is expensive/unreliable."

Hybrid storage = secure onsite + cloud at predictable price.

"We just need recording."

99% of DVR video goes unused. Solink AI finds theft in seconds, cuts investigation time by 80%.



FAQs before demo

Q: Do I need new cameras?

A: No — works with 3,700+ models (IP + analog).

Q: How's pricing structured?

A: Simple per-location subscription. No per-camera fees. No contracts.



Q: Who installs/supports?

A: You (reseller) handle install. Solink handles config, training, and 24/7 support

Competitive Edge Snapshot (Why Solink?)

- **No Rip-and-Replace:** Works with 3,700+ existing camera models (no forced hardware)
- **Faster ROI:** AI reduces investigation time by up to 80% compared to DVRs
- **Predictable Pricing:** Simple per-location model, no per-camera fees or hidden markups, month to month pricing



Proof Point / Case Study

Retailer Case Study:

A national apparel chain cut theft by **40% in the first 90 days** using Solink's video + POS integration — saving **hundreds of investigation hours**. [Click here](#) to read more case studies, then choose the "Success Stories" tab.

Reseller Action

If you hear these pain points or the customer has more specific questions, simply say: *"Sounds like Solink could help. Would you like me to connect you with a Solink specialist for a demo?"*

Tip for Resellers: Lean on Solink for demo + closing. You don't need to be the product expert — just spot the opportunity.



[Register a deal here](#)



Need help?

This is a quick start guide. For more in-depth details on verticals and product questions for example, check out the [Partner Portal](#) for resources or contact your Channel Account Manager.

[Contact the Partner Team](#)