



CONVERGENCE

A/V · LIGHTING · COMMERCIAL · SHADES

prepared by
INTEGRATEIT
Board brief · June 2026

FOUR DIVISIONS. ONE PLATFORM.

Where every discipline, every dealer, every project *converges.*

The operating system built for Convergence — a marketing site that captures leads the brochure never could, an ops portal for 50+ staff, a full design-tool suite, and a dealer module with a **live US dealer-tier map** across the MINK territory. One source of truth, end to end.

PREPARED FOR

Convergence · Leadership

PRESENTED BY

IntegrateIT · Daniel Alon

THE PACKAGE

Six deliverables. One platform.

STATUS

Built & running on the IntegrateIT platform — not a concept.

04 WHAT WE BUILT

Six deliverables. *One package.*

A complete operating system — front door to dealer network — already standing, ready to brand and turn on.

01



A marketing site that sells

Replaces the WordPress brochure: **0 funnels today** → **2** (dealer + specifier) with measurable conversion landing straight in the portal.

02



Ops portal for 50+ staff

CRM, sales tracking, projects, tasks, calendar, order tracking, design submissions — the daily workspace for the whole firm.

03



Division switcher

Residential / Commercial / Company-wide — one toggle re-themes the whole portal and scopes the pipeline.

04



Dealer module

Onboard, grade by tier, track performance — and plot every dealer on a live US tier map. The differentiator.

05



Dealer portal

The dealer's own login: tier, performance, orders, design submissions, and brand resources in one place.

06



This deck + a 7-page guide

The board-ready deck you're reading, plus a printable 7-page PDF guide your team can hand to anyone.

One toggle. *The whole portal re-themes.*

Try it — switch divisions and watch the workspace, the team, and the pipeline change.

Residential
 Commercial
 Company-wide

portal.convergence.com / residential

Residential Division SCOPED VIEW
 A/V + Lighting · own calendar · own pipeline

<p>OPEN PIPELINE</p> <p>\$6.8M</p> <p>A/V + Lighting</p>	<p>ACTIVE DEALERS</p> <p>128</p> <p>smart-home integrators</p>	<p>DESIGN SUBS</p> <p>24</p> <p>home theater · lighting</p>	<p>THIS WEEK</p> <p>19</p> <p>site visits booked</p>
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- HS** Heartland Smart Homes · Whole-home audio
 Control4 · Lutron · 6 zones PLATINUM
- LV** Lakeview AV · Theater + shades
 7.2.4 Atmos · automated shading GOLD

Residential and Commercial run as independent teams — their own calendars, their own pipelines, their own dealers — while **Company-wide** rolls everything up into one view for leadership.

08 INSIDE THE OPS PORTAL

A full *design-tool suite*, built in.

The tools your team and your dealers use to spec a job — not a separate app, not a third-party license. Native to the portal, attached to the project record.



Home Theater

Seating · screen · Atmos layout



Rack Builder

Drag-drop U-space · power · heat



Lighting Designer

Lutron loads · scenes · keypads



Dot-Map Floor Plans

Device pins on the real plan



Programming

Control flows · automation logic



Keypad / Lutron Layout

Engraving · button maps



Attached to the job

Every design lives on the project record — versioned, reviewable, exportable to a BOM.



Dealers submit, you review

Dealers design in the same tools, submit, and your team reviews — one queue, no email attachments.



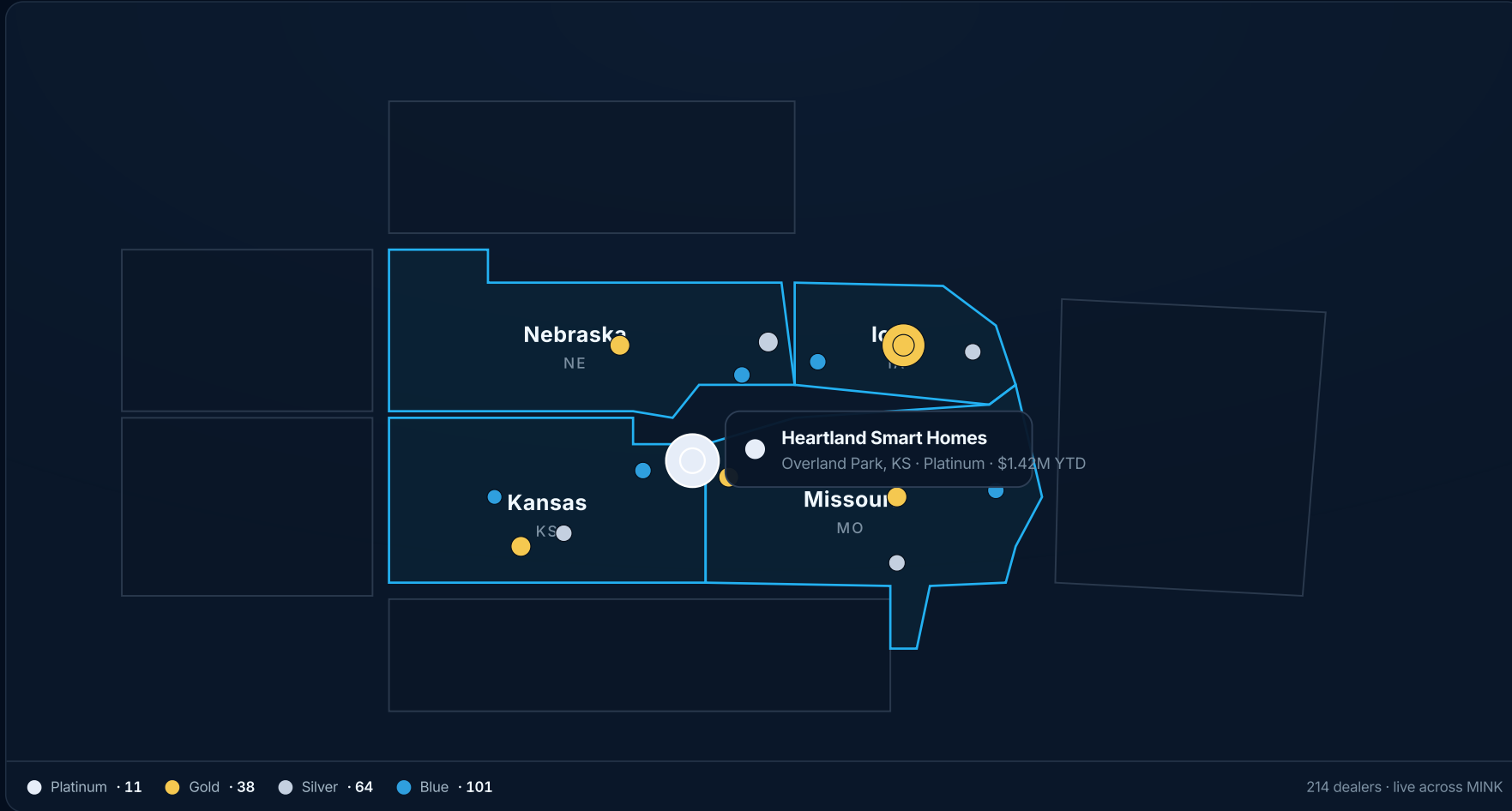
Spec faster, win more

The faster a dealer can produce a clean, accurate design, the more of your lines they specify.

10 THE CENTERPIECE

Every dealer, by tier, *on the map.*

The whole MINK network at a glance — who your best dealers are, and exactly where the white space is.



Filter by tier, division, or line. Spot a county with no Platinum coverage and you've found **your next recruiting target** — territory strategy, made visual.

13 WHY IT COMPOUNDS

A platform that *grows the territory.*

Every interaction makes the next sale easier. The dealer map shows you where to recruit; the performance data shows you who to promote; the design tools make your lines the easy spec. The flywheel runs on data you already generate.

- ✓ **See the white space**
The tier map turns "we should grow Iowa" into a named list of counties with no Platinum coverage.
- ✓ **Promote the climbers**
Performance scoring surfaces the Silver dealer growing 31% — your next Gold, before a competitor notices.
- ✓ **Make your lines the easy spec**
The design suite, stocked with your lines, makes specifying Convergence product the path of least resistance.

THE FLYWHEEL · WHAT COMPOUNDS

214

Dealers on the map today — every one a data point.

\$14.9M

Weighted pipeline across all four divisions, in one place.

4

Divisions rolling up to one company-wide view.

1

Source of truth — the firm finally operates as one.

Replace a brochure site and four disconnected tools with a system that turns activity into territory strategy.

15 LET'S TURN IT ON

Four disciplines, every dealer, every project — *converged.*

It's already built — the marketing site, the ops portal, the design suite, the dealer module, the live tier map, and the dealer portal — standing today, waiting for your brand and your data.

The ask: approve a **30-day paid pilot on the Residential division.** We brand it and load your dealers in week one, you run live, and you decide on the full rollout from real data — go-live by **August 1.**

Open the live portal →

Download the 7-page guide

Walk the dealer map

DEMO LOGINS · CONVERGENCEOPS.INTEGRATEIT.DEV

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Operations Mgr	pm@convergencedemo.com
Sales Lead	sales@convergencedemo.com
Design	designer@convergencedemo.com
Office	office@convergencedemo.com

Password (all roles): ConvergenceDemo2026!

THE 30-DAY PILOT

Wk 1 · Brand & load Residential dealers
Wks 2-4 · Run live · decide rollout from real data

BUILT BY

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DIRECT

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THE PACKAGE

Six deliverables · one platform

Lutron · Legrand · BEGA · Samsung · Josh.AI · Encore Wire

POWERED BY | INTEGRATEIT