

AI for Dealers

5 places it's actually paying off
in shops like yours.

A short, no-nonsense guide for owners who run cameras, telecom, home automation, networking, and wear every other hat too.

FROM

Justin Bowman

Founder, Arcdyn & Cognuvi · Builder of ArcTools, ArcPlanner, ThreatDetector

WRITTEN FOR THE OWNERS WHO RUN THE WHOLE SHOP

Cameras · Telecom · Home Automation · Networking · Security Integration

No hype. No buzzwords. Just what's working right now.

cognuvi.com

hello@cognuvi.com

WHY I WROTE THIS

Cutting through the AI noise

Every week somebody's selling you on AI. The emails, the sales calls, the videos on YouTube. Most of it's hype. A lot of it's coming from people who've never set foot in a dealer's shop and don't understand how your business actually runs.

I'm the founder of Arcdyn, the supplier you may already know us from. Cameras, NVRs, intercoms, all the gear we ship out to dealers across the country every day. Over the years we've built tools to make your life easier on the install side: ArcTools for field technicians and ArcPlanner for designing camera layouts. I've also been building software for this industry for a long time. I know how dealer shops actually run because we serve a lot of them.

Now I help dealers put AI to work in their business. Not transformation projects. Not platforms you have to live inside. Just practical tools that take the busy work off your plate so you can do more of what makes money. This guide is the 5 places I've seen it pay off most for shops in this trade.

"If you take nothing else from this guide, take this: AI is a tool, not magic. Use it for the busy work. Keep doing the real work yourself."

HOW TO USE IT

Skim or read deep, your call

Each section covers one use case. Same structure every time:

- **The problem:** what is costing you time or money right now
- **What AI does about it:** in plain English
- **What it costs and what it pays back:** real numbers, not theory
- **Is it right for your shop?** Quick gut check

WHAT YOU WON'T FIND IN HERE

None of the usual nonsense

I'm not going to pitch you on a 6-figure transformation project. I'm not going to use the word "synergy." I'm not going to tell you AI is going to replace your tech.

What you'll find is straight talk about what is actually working, in plain English. Read it, take what is useful, ignore the rest. If you have questions when you're done, my contact information is at the end of the guide.

USE CASE

1

Faster Lead Response

Win the jobs you used to lose to whoever called back first

AVG. SETUP COST

\$3K–\$6K

MONTHLY RUN COST

\$30–\$80

PAYBACK PERIOD

1–3 jobs

THE PROBLEM

You are at a job. A lead comes in through your website or rings the office. By the time you get back to the truck, wash up, eat lunch, and finally check your email, three or four hours have gone by. The prospect has already called two other dealers. The fastest one to send a quote usually wins.

And it is not just speed. It is the work of writing the quote. Pulling pricing, figuring out what fits their setup, typing it up cleanly. Half an hour minimum, every time.

WHAT AI DOES ABOUT IT

An AI tool watches your inbox and form submissions. When a lead comes in, it figures out what they are asking about, sizes up the job based on what they told you, pulls from your standard pricing, and drafts a quote in about 10 minutes. The quote sits in your inbox, ready for you to review and send.

You stay in control. Nothing goes out without your eyes on it. But instead of 30 minutes of writing, it is 2 minutes of reviewing.

REAL NUMBERS

A typical dealer loses roughly 1 in 4 inbound leads to slow response. If your average install runs \$3,000 plus monthly recurring, that adds up to somewhere north of \$40K a year walking out the door. And that does not count the recurring revenue tail you would never see either.

IS IT RIGHT FOR YOUR SHOP?

- You get inbound leads through email or web forms (not just walk-ins)
- Your products have somewhat predictable pricing or packages
- You've felt the sting of losing a lead because somebody else got back first
- You're comfortable reviewing AI-drafted quotes before they go out

USE CASE

2

Cross-Sell Your Customer Base

Find the easy money sitting in your own customer list

AVG. SETUP COST

\$2K–\$4K

MONTHLY RUN COST

\$20–\$50

PAYBACK PERIOD

1–2 add-on sales

THE PROBLEM

You sell more than one thing. Cameras, phones, networking, alarms, automation. Whatever the combination. But most of your customers only buy one or two of those from you. Meanwhile, they are buying the rest from somebody else, or paying a chain or a national vendor for the same products you could install better.

The problem is, you do not have time to comb through your customer list and figure out who needs what. So it does not happen. And the easy upsells stay easy upsells. For the next dealer who calls them.

WHAT AI DOES ABOUT IT

AI looks across your customer list and matches up who is the best fit for what you have not sold them yet. A camera customer who has not upgraded their phones in eight years? Likely candidate. A phone customer in a building that probably needs better security after hours? Likely candidate. AI surfaces the list and drafts the outreach email or talking points for you.

REAL NUMBERS

A dealer running cameras and telecom typically finds 20-30 good cross-sell candidates the first time they run an analysis like this against their existing base. Working through them at a normal pace usually closes 2-4 new sales in the first month. The average ticket is larger than a typical new-customer install because the trust is already there. These customers have worked with you before.

IS IT RIGHT FOR YOUR SHOP?

- You sell more than one product line (cameras + telecom, networking + automation, etc.)
- You have at least 50–100 customers in your database
- You've never systematically worked your existing list for cross-sells
- You would rather sell to people who already trust you than chase strangers

USE CASE

3

Install Packet Automation

Make every install go the same way, even when you're not there

AVG. SETUP COST

\$3K–\$5K

MONTHLY RUN COST

\$30–\$60

PAYBACK PERIOD

5–10 installs

THE PROBLEM

Right now, the way an install goes depends a lot on who shows up to do it. Your best tech does it one way. Your newer tech does it another. The subcontractor in the new town does it however he sees fit. Quality is uneven. Mistakes happen. Customers have different experiences depending on the day.

And every install starts the same way: somebody figuring out what gear to bring, what the wiring should look like, what to tell the customer when it is done. That knowledge is in your head. You cannot be at every job.

WHAT AI DOES ABOUT IT

AI generates a customized install packet for every job. Equipment list, wiring diagram or notes, configuration steps, customer welcome materials, all based on what the customer ordered and what kind of business they run. A 12-person law office gets one packet. A restaurant gets a different one. Whoever does the install gets a clear playbook.

It is essentially taking the standards in your head and printing them out for every job. It does not replace your experience. It makes that experience available to whoever is on site.

REAL NUMBERS

It is hard to put a single dollar amount on this one because it pays back in three places: fewer callbacks (fewer expensive truck rolls), faster installs (more jobs per week), and consistent customer experience (better reviews, more referrals). The biggest win most dealers report is being able to send a tech they do not fully trust to a job site without losing sleep.

IS IT RIGHT FOR YOUR SHOP?

- You have multiple techs (or one tech + you, or you use subcontractors)
- You've gotten callbacks where the install wasn't done quite right
- You're expanding into new areas with crews who don't know your standards
- You sell similar packages over and over (predictable repeat work)

USE CASE

4

Customer Retention Watchdog

Stop losing the recurring revenue you worked so hard to build

AVG. SETUP COST

\$3K–\$5K

MONTHLY RUN COST

\$25–\$50

PAYBACK PERIOD

**1–2 saves per
year**

THE PROBLEM

Your monthly recurring revenue (monitoring fees, hosted phone service, maintenance contracts) is your golden goose. It is also quiet money. Customers cancel without much warning. By the time you notice somebody dropped off, they are already gone, and you are back to chasing new customers to fill the hole.

The problem is, customers usually give you signals before they actually cancel. Late payments. More support complaints. Drops in usage. You just do not have time to sit and watch every customer for those signs.

WHAT AI DOES ABOUT IT

AI watches your customer base for those signals automatically. When something looks off (payment slipped, ticket volume jumped, usage dropped) it sends you a heads-up with what is happening and a suggested next step. A check-in call. A discount offer. Whatever the right move is, you make it before they cancel, not after.

REAL NUMBERS

Saving one customer paying \$150/month in recurring is \$1,800 a year. Probably \$5K+ over the lifetime of that account. Saving two or three a year and the system more than pays for itself. And it is far easier to keep a customer than to find a new one.

IS IT RIGHT FOR YOUR SHOP?

- You have monthly recurring revenue (monitoring, hosted phones, maintenance, etc.)
- You've been surprised by cancellations you didn't see coming
- You have at least 25+ recurring customers (otherwise you can probably watch them yourself)
- Your billing and support data is in software, not just on paper

USE CASE

5

Support Call Deflection

Stop answering the same 10 questions over and over

AVG. SETUP COST

\$2K–\$5K

MONTHLY RUN COST

\$30–\$100

PAYBACK PERIOD

**Pays back in
time, not
dollars**

THE PROBLEM

If you tracked the support calls you take in a typical week, you would find the same questions over and over. How do I set up voicemail. Why is my camera not recording. How do I add a user. The simple stuff that takes 5 minutes to answer but interrupts you 20 times a week. That adds up to a couple hours of your week, gone.

And you cannot ignore them. These are paying customers. They expect support. But you also cannot afford to hire someone full-time just to answer the easy questions.

WHAT AI DOES ABOUT IT

An AI assistant (usually a chat tool on your website or a phone-based system) handles the easy questions. "How do I reset my password." "How do I check missed calls." "My camera says offline, what do I do." It walks the customer through the fix in plain English, drawing from your install docs and a database of common issues.

When something is actually broken (wiring, hardware, anything that needs a truck) it routes the call straight to you with a summary of what has been tried. You do not waste time on the easy questions, but you never miss the real problems.

REAL NUMBERS

This one is mostly a time play, not a money play. If it saves you 5 hours a week of low-value support work, that adds up to 250+ hours a year you can spend on installs, sales, or simply not working at 9 pm on a Tuesday. Some dealers value that more than any of the other tools on this list.

IS IT RIGHT FOR YOUR SHOP?

- You're getting more support calls than you have time to answer well
- A meaningful chunk of those calls are repeat questions (10+ a week)
- You have install docs, manuals, or knowledge written down somewhere
- You would value getting your evenings back more than the cost of the tool

WHAT NOW

Pick one. Just one.

If anything in here made you stop and think "that is my shop," that is the one to start with. Do not try to do all five at once. Pick the use case that is eating the most time or losing the most money in your shop right now and tackle that one. Get it working. Then move to the next.

And do not fall for the hype. Most AI tools you will see advertised are built for businesses that look nothing like a dealer shop. The use cases in this guide are what actually fit a small dealer-operator running multiple product lines with a tight crew.

ABOUT THE AUTHOR

Two companies, one trade

I'm Justin Bowman. I founded Arcdyn, the security and surveillance supplier you've probably bought gear from at some point. We ship to dealers across the country and have been building tools to make installs easier for years. Cognuvi is my newer company, focused on bringing AI to the businesses I already serve through Arcdyn. Same trade. Same focus on practical tools that actually work in the field.

Tools I've built that you may already use:

Arcdyn

Security and surveillance supplier. Cameras, NVRs, intercoms, access control, and more. Wholesale to dealers and installers nationwide.

ArcTools

Mobile field tools for installers. Automated device discovery, network scanning, ONVIF diagnostics, and provisioning. Built for the trade.

ArcPlanner (planner.arcdyn.com)

Camera layout and coverage area design tool. Plan systems before you arrive on site. Generate client-ready proposals.

Cognuvi

AI consulting and custom software for dealers and installers. Practical workflows and tools that pay for themselves.

LET'S TALK

Free 30 minutes. No pitch.

If you want help figuring out where to start, I offer a free 30-minute call where we look at your specific operation and I tell you the top 1 or 2 places AI could save you real time or money in your shop.

No pitch. No obligation. If we are a fit to work together, I will let you know. If not, you have an outside opinion that did not cost you anything.

Book a free 30-minute call

cognuvi.com · hello@cognuvi.com

This guide is meant to be useful, not exhaustive. AI is changing fast and the specifics will shift over time, but the use cases above have been the most consistent winners for dealer shops over the last year. If you have a use case working for you that I did not cover, I would genuinely like to hear about it. Drop me a line at hello@cognuvi.com.

© 2026 Justin Bowman / Cognuvi. All rights reserved. Practical AI. Real Results.