



SnapAV Announces Significant Investment in Parasol

In addition to the acquisition of Access Networks, the investment extends the company's ability to help Partners build sophisticated CI solutions on robust, reliable networks.

CHARLOTTE, NC, May 20, 2021 – Further accelerating its commitment to serve integrators as a leading source for everything they need to design, install, and support custom solutions for their customers, [SnapAV](#) today announced its investment in Parasol, an industry leading provider of 24/7 remote support solutions that enhance integrator productivity and service levels.

The investment complements SnapAV's recent acquisition of Access Networks; a leading provider of advanced, enterprise-grade, plug-and-play networking solutions for the automated smart home; and provides further momentum for SnapAV's long-term strategy to help our Partners succeed with accelerated growth.



"SnapAV is doubling down to support our Partners in delivering amazing end customer experiences over the lifecycle of a project," said John Heyman, SnapAV's CEO. "As SnapAV and our integrator Partners continue to grow, we expect that Parasol will be instrumental in helping our Partners deliver exceptional post-installation support to their customers. We view this as an investment in the ongoing success of our Partners."

"We're grateful for the strategic partnership with SnapAV and couldn't be happier with the deepened relationship," said Ted Bremekamp, Parasol co-founder. "We're sending a strong message that Parasol is here to stay and is backed by one of the leaders in the industry."

According to Heyman, the investment in Parasol and the acquisition of Access Networks comes at a time when the market demand for robust and reliable residential and commercial technology solutions is growing at an accelerated clip. "Our goal is simple," he emphasized. "We intend to be the one company that invests in our Partners' success

like no other. We want to continue striving to deliver the best in class integrated solutions to the industry.”

Parasol’s solution is built on SnapAV’s industry leading OvrC remote management platform and SnapAV’s investment enables Parasol to continue scaling its offering to meet robust integrator demand for enhanced end customer service levels. SnapAV’s OvrC platform will continue to enable third-party compatibility across thousands of devices and multiple control systems while Parasol will continue to uphold its high standards, working with forward-thinking integrators committed to changing the way they deliver remote support.

To download images, [click here](#).

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, security, control, networking and remote management products for professional integrators. An industry leader in the pro-install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for professional installers across the globe. With 27 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

About Parasol

Parasol is a growing remote support company, powering integrators one relationship at a time. Parasol is built for integrators, by integrators and delivers excellent customer service through a global network of certified dealers.

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