Course Catalog

Axis Communications' Academy

Leading the way.

Axis Communications leads the way within network video surveillance. From the invention of the network video camera in 1996, to the introduction of the first open platform access control product in 2013, we've gained a lot of knowledge along the way, and we don't believe in keeping that to ourselves.

We believe in open information. For better business. Because it just makes sense to empower our partners with the same knowledge that has made us successful for 30 years.

Axis Communications' Academy was started as a way to share our expertise with anyone wanting to grow in the video surveillance market, regardless of their job function. No matter what you do, your business can benefit from the experience we want to share. Learning with Axis Communications' Academy gives you the confidence you need for success.

Courses through Axis Communications' Academy are about complete solutions, providing you with the tools you need to reliably sell, design, install and configure network security solutions. We have packaged our courses into three learning tracks to better meet your specific needs and goals.

To see our complete offering, please visit www.axis.com/academy

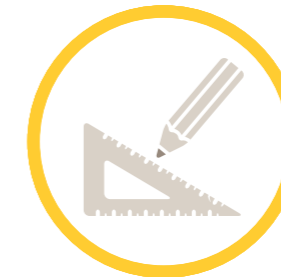**Let's get started…**

Learning tracks
Tailored to meet your professional goals.

Sales and business development

Who it's for:
Anyone wishing to increase their confidence in recommending and selling security solutions.

System design

Who it's for:
Anyone interested in designing efficient video surveillance solutions for any end customer.

Installation and configuration

Who it's for:
Anyone who needs technically-focused understanding to create efficient installations for ultimate customer satisfaction.

Axis Certification Program

Members of Axis Partner Programs can take special advantage of the Axis Certification Program, a unique set of courses designed to solidify your expertise in network video.

Sales and business development

Matching customer needs and solutions.

Increased sales are at the core of your interest. Gain expert knowledge of the security industry and practical explanations with our Sales and Business Development courses. Demonstrate the powerful and tangible benefits of security solutions in order to grow your business in new ways.

This learning track is a mixture of online courses, in-person business seminars conducted with our expert instructors and one class-room course.

To get started, we recommend you begin with our **baseline courses**, to ensure a solid foundation on which to build your knowledge.

Baseline courses

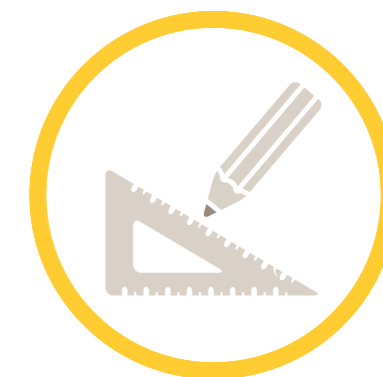|		
Axis Product Types	online course	Learn about Axis' different product types, so you can help customers fulfill various surveillance needs.
Axis Naming Convention	online course	This course will give you the tools for interpreting an Axis product name — in order to save valuable time when choosing among our products.
Introduction to Networking	online course	Get basic understanding about networking and network video.
Introduction to Imaging	web article	Learn how light affects exposure and contributes to image quality.
Prepare Your Network Video Surveillance System	web article	How to design a network video system depends on your application need and level of complexity.
Technical guide to network video	web article and printable PDF	Explore the techniques and factors to consider for the successful deployment of IP-based surveillance.

First step

10 Reasons to Switch to IP-based Video	web article	What are the ten key motivators for switching from analog to IP-based cameras.
Time to Switch to Network Video	business seminar	Learn how the transition from analog CCTV to network video is accelerating and how and your customers can benefit from the expanded business capabilities in IP video. In addition to a basic comparison between the two technologies, the course describes Axis' business model and how Axis works to support you in your sales process.
Selling Network Video	business seminar	If you are new to network video, this seminar can help you to fine-tune the sales process. Easily identify typical sales qualifiers and decision makers. Learn more about Axis' business model and how we work to support your sales process.
Accelerate Network Video Sales	business seminar	For network video professionals wanting to gain insight on selling IP video, with emphasis on Axis' product lines. Enhance your understanding of the rapidly growing network video market, and the unique advantage offered with Axis products.
Network Video for IT Integrators	business seminar	For IT integrator professionals who are looking for new business opportunities with network video. This seminar explains how the IP surveillance market has developed and the accessible market in different industry verticals. Also covered is Axis' unique placement in the industry, including business model, go-to-market strategy and products.
Heat Up Sales with Axis Thermal Cameras	business seminar	Expand your sales potential with your understanding of when thermal cameras add value to a customer's installation. This course covers effective integration with existing Axis network cameras to expand surveillance capabilities.
Utilizing Video Encoders	business seminar	oEncoders can enhance your company's bottom line by facilitating a gradual migration from analog to IP video surveillance technology. Understand the simple integration possibilities with Axis' open-platform encoder technology, which easily adapts existing analog cameras into digital. Learn how this can grow into future sales for new IP security solutions sales.

Second step - Deeper understanding

Network Video Fundamentals	classroom training	Professionals working with system integration and network video design will appreciate this comprehensive course that covers the essentials of network video. These essentials include: camera installation, optics, image usability, bit rate optimization and video analytics.

Ready for more? Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional.

System design

Designing optimized solutions.

Designing the most efficient security solution for your customer is your passion. Small boutiques; a university campus; hospital or airport – you want to know how to meet each of their unique needs.

This learning track provides you advanced training for specifying, planning and designing optimized security solutions through a combination of classroom instruction, online courses, web articles and webinars.

Baseline courses

Axis Product Types	online course	Learn about Axis' different product types, so you can help customers fulfill various surveillance needs.
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Second step - Deeper understanding
This section is split into different themes to better accommodate your specific needs and interests.

Theme: Network video technologies

Fiber Optics with Axis Products	online course	Learn the basics of fiber optics and how to use them with Axis products.

Theme: Design considerations

Site Survey Considerations	web article	Before installing a surveillance system, we recommend you do a site survey and document it for future needs and upgrades.
Wide Dynamic Range	web article	What is it and how does it apply to everyday surveillance scenarios?

Theme: Design considerations (continued)

Low Light Solutions	web article	Designing a surveillance system to function in low-light conditions is not always easy. Get an understanding of why cameras have a harder time operating in darkness, common pitfalls and general design considerations.
The Zoom Factor	video	Find out more about zoom optics and how to interpret the lens' zoom factor. Axis uses a side by side comparison between network video cameras with different zoom factors and resolutions.
Sound in Surveillance	web article	Adding sound could mean increased possibilities for improving detection, creating better situational awareness and obtaining valuable forensics information.

Theme: Imaging

Identification and Recognition	web article	Does your surveillance project need to identify people or objects? Meet these project requirements by studying the various factors for optimum resolution.
Perfect Pixel Count	web article	Select the best cameras for your operational requirements and surveillance scenarios.
Image Quality	web article	What is image quality and how do you adjust your camera to achieve its best performance?
Applied Image Quality	online course	Image quality depends on the situation. Learn how to cover various aspects of image quality for a surveillance point of view.

Third step - Specialized

Designing Network Video Solutions	classroom training	Product selection and camera placement ultimately effect system usability. This course discusses achieving surveillance goals, camera placement, light considerations and video analytics. Axis system design tools will be introduced.
Video Encoder Technologies	classroom training	Learn how to choose, install and configure the right video encoder for your project. From network design and configuration, to hardware installation and troubleshooting.
AXIS Camera Station	classroom training	This technical course will give you the skills to successfully deploy and manage AXIS Camera Station.

Ready for more? Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional.

Installation and configuration

Installing and configuring solutions.
Quickly and easily.

You are the front line. The person on the ground, finishing your customer's unique video surveillance solution that will serve them reliably for years to come. Your needs? Proper training, tools and best practices to optimize any customer environment quickly and easily.

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Second step - Deeper understanding

Top Ten Installation Challenges	web article	In this ten-step guide, we describe some of the challenges you can encounter during installation, and how to deal with them.
Troubleshooting Axis Cameras	web article	Solve basic functionality and installation problems in a few easy steps.
AXIS T8414 Installation Display	online course	How-to video for our handheld installation display for focusing Axis network cameras.
Power Surges	web article	What are power surges and what do they do? How can you benefit from the built-in capabilities of Axis cameras?
Fiber Optics with Axis Products	online course	Learn the basics of fiber optics and how to use them with Axis products.

Third step - Specialized

Product Installation and Configuration	classroom training	Bring your camera installations to peak performance with this course covering advanced camera installation, and configuration and management solutions.

Ready for more? Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional.

Axis Certification Program

Master your knowledge.

Axis Communications sets an industry standard by offering system designers and technical sales staff the first professional network video certification to validate your competence within surveillance solutions. Together with a leading global provider of comprehensive testing and assessment services, Axis provides a globally standardized network video certification.

A competitive advantage

To become an Axis Certified Professional, individuals will need to be well-versed in the latest technologies, solutions, products and best-practice techniques. This will require gaining deeper insights into the video surveillance field as well as learning new ways to provide more effective solutions and services.

Axis Certified Professionals are highly regarded for their competence, and are recognized for their achievement by system architects and consultants who specify Axis Certified Professionals in large projects.

Become an Axis Certified Professional

For information about how to get certified, visit www.axis.com/certification/become_certified.htm

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com

AXIS®
COMMUNICATIONS