

Melbourne, Aust. , May 4, 2015

Axis Communications continues to expand its presence globally with the opening of a new office in Wellington, and the appointment of Mr Magnus Zederfeldt as the new Director for the South Asia Pacific region.

Wellington, 16 April 2015 – Axis Communications, global leader in network video and IP surveillance, recently opened a new office in Wellington, New Zealand. The company, who already had a presence in New Zealand, expanded its staff strength and office premise to strengthen Axis Communications’ position in the New Zealand market and across the Oceania region.

On March 31st, Axis Communications’ executives as well as local clients and channel partners attended the official opening of the new Wellington office, where a team of sales & technical will now drive the business to sustain Axis Communications’ growth in the region.



“Oceania is one of the region we want to focus on for the next years, it was a logic step to expand our local operations to sustain and anticipate our business expansion and our staff growth”, says Magnus Zederfeldt, recently appointed Director for the South Asia Pacific region. “We see a lot of growth opportunities in the Oceania region, and especially in New Zealand where the market is very promising. There is a growing demand for network video surveillance solutions and the opening of this new office will help us to respond to the local market’s needs. Currently our business in New Zealand is growing faster than the network security market growth so it demonstrates a strong need for security solutions here in New Zealand, which we want to and will address. And to do so, we need to invest into the necessary resources – having an office and staff – locally”.

Magnus Zederfeldt has recently been appointed to drive Axis Communications’ strategic growth, and develop strong partnerships across the region. He will be working closely with Wai King Wong, Country Manager for Oceania region. Magnus has been working for Axis Communications since 2008, and was previously responsible for the global Axis distribution partner program, he also led the Nordic sales organization within Axis.

“With the appointment of Magnus and the opening of an office in New Zealand, Axis is demonstrating a great commitment to the Asia and Oceania regions, which is very positive and will help us to reach our objectives and give us the necessary support to focus on our key priorities for 2015 and beyond”, explains Wai King.

Amongst the key priorities for the ANZ region, Axis will focus on the retail and government markets where the company is seeing a growing demand. Axis also is planning on boosting the sales of its products, especially the dome cameras portfolio which encounters a great success in New Zealand and the latest technologies developed by Axis: light finder feature, ZipStream, and Forensic Capture. Axis finally will be focusing on strengthening and expanding its relationships with the local channel partners.

“We have 350 partners in New Zealand, and they are keys to our success in this market. We will continue to strengthen our relationship with them, by providing the best solutions and services, in the best way possible, to suit their customers’ needs. The New Zealand security market is becoming mature, and we will continue educating the market beyond the traditional IT security offers, and support our partners to expand beyond this traditional market”, adds Wai King.

The Wellington office will be run by Wai King, who will now be dividing his time between both Australia and New-Zealand. There will be sales & technical team in the Wellington office with extended support from our Australia offices.

Address of the new office:
Axis Communications
Level 11, 49 Boulcott Street
Wellington 6011
New Zealand

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

*Axis Communications Pty Ltd
Level 11, 90 Collins Street
Melbourne, Victoria 3000
Australia
Tel: 61 3 9982 1111*