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## Axis continues to deliver for its customers

### 2013 survey highlights increased global footprint for the market leader in network video

IFSEC, UK: Axis Communications, the world leader in network video, has released the findings of its latest global customer satisfaction survey showing that satisfaction with Axis has grown across the partner sales channel with a significant increase in companies recommending Axis and its product portfolio.

The survey, which was last carried out in 2010, targeted Axis' authorised partners, resellers and distributors.

In the UK and Ireland the survey received 288 responses from 229 companies and revealed that 77% of the Axis partner and sales channel were 'highly satisfied' with Axis, an increase of 10% from the previous results. Overall, the survey illustrated that product and service levels from Axis are viewed as 'excellent'.

The survey measured the 'NetPromoter Score' (NPS) or willingness to recommend Axis to others. A score greater than 50% is considered extremely good – Axis' NPS score has increased by 13% since 2010 to 62%, showing an impressive increase in loyalty. Over 81% of solution partners enrolled in the Axis channel partner programme in the UK and Ireland were highly satisfied with Axis.

Respondents viewed Axis as the leader in IP technology within the surveillance market. From a product perspective, throughout the survey, respondents were unanimous in their unprompted response that Axis' extensive range was the main driver for their continued satisfaction in working with them.

From a service and support perspective, the customer satisfaction index had risen across all partner types when compared with 2010 in some cases by nearly 10% and now stood at nearly 85% satisfaction for its gold solution partners. Notable praise from respondents was given for Axis' 'excellent support and service' and that 'queries are dealt with effectively and efficiently'.

Working with knowledgeable and helpful Axis staff was key to partner satisfaction as Ben Merchant, operations manager at KMH Group testified: "Axis are a company who set their standards very high, from the outstanding quality of their products right through to exemplary service and support levels. The fact that we have installed thousands of Axis cameras at a leading UK retailer without a single failure, speaks volumes for the confidence we have in partnering with Axis for the long term."

The 2013 survey gathered responses from more than 40 countries in which Axis is now present, compared to around 20 in 2010, showing how Axis has significantly increased its global presence in less than three years.

Atul Rajput, regional director, Northern Europe, Axis Communications concluded: “Our satisfaction survey plays a key part in developing our future strategy. We continually develop the survey to ensure we provide a platform for our valued partners and distributors so they can share their thoughts and experiences. We always act upon the findings, as they help shape our business.

“We are delighted to be strengthening relationships with our sales channels in the UK and Ireland and we continue to see increased satisfaction with more of our partners actively recommending Axis and our products to others.

“We have always strived to offer “best in class” support for our wide network of loyal partners and leverage those relationships to deliver best of breed solutions to the market. I am fully committed to continuing this support and focusing on cost-effective solutions that deliver real business value for our customers.”

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***About Axis***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analogue to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform. Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries.*

*Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS.*

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