

Watford, July 4, 2014

A 'positive step' for security conscious charity

Not-for-profit career guidance and support organisation, Positive Steps, has selected Axis Communications, the global leader in network video, to fully replace its antiquated surveillance system to make it fit-for-purpose and improve overall safety and security.

Oldham-based Positive Steps is a registered charity that provides a range of targeted and integrated services to young people and adults in the North West of England. Promoting education-related local government services, its overall aim is get the people of Oldham, Rochdale and Tameside on the right track to fulfil their potential within education and working environments.

Atul Rajput, Regional Director at Axis Communications, explained: "The business moved into previous commercial premises in the town centre that were last refurbished in the 1970s and inherited the outmoded analogue CCTV system that didn't provide the level of coverage needed to ensure the safety and security of its data, its staff and the general public.

"Together with our partner, NW Systems Group, we presented Positive Steps with a range of options that not only represented the most suitable solutions, based on its requirements, but also took into account the obvious budgetary constraints of a not-for-profit organisation."

Paul Wooding, information systems manager at Positive Steps added: "We work in what can be a challenging environment, so we really needed an effective surveillance system that could provide us with more coverage across the site, both internally and externally. We were conscious that our employees and the general public needed to be further reassured that their safety was a priority."

Positive Steps decided that an overall systems replacement was the most efficient and cost-effective solution in the long-term. Working with NW Systems Group, who installed the system, Axis created a bespoke surveillance solution that comprised 14 Axis cameras. Internally, the discreet AXIS M32 Network Camera provides excellent image quality, powered over ethernet. Externally, AXIS P3364-LVE and AXIS P1354-E Network Cameras are vandal-resistant while ensuring high performance. All the outdoor cameras featured Axis' innovative 'Lightfinder' technology meaning that they were extremely sensitive even in near-dark conditions.

Paul continued: "The previous system was designed for an office environment with significantly less members of the public entering the building. As such, there weren't enough cameras and blind spots were common. In addition, the building and its perimeter were not actively monitored and when footage was needed it was often too difficult to locate and download.

"In contrast, with the new Axis-based system, the team can now access images in a much more straightforward way and the HDTV quality of these images means that recognition of those

involved in an incident is far more likely.”

The Axis cameras provide blanket coverage of Positive Steps’ building and surrounding area. The cameras’ built-in intelligent movement recording ensures that the server is not overloaded with continual footage and only records when the cameras detect movement which has significant energy-saving benefits.

Axis’ Lightfinder technology also means that any incidents that occur outside of the working day are much more likely to be accurately recorded and therefore, can be used for further investigations. The system also has the ability to continually operate during a power outage. “When I was first shown the Lightfinder technology it was mind-blowing. The images are amazing – light years ahead of our previous system”, added Paul.

Atul continued: “The Axis system provides Positive Steps with a reliable, high-quality, advanced surveillance set-up that can be accessed and monitored 24x7 both on and off-site. Staff at this public-facing organisation now have a safe and secure environment for their team and the customers using the on-site services.

“This project demonstrates how we can work with our partners to deliver the perfect surveillance solution for any business, regardless of its size or budget. The system that we delivered in conjunction with NW Systems Group will be extremely beneficial for Positive Steps and will not only provide a state-of-the-art security system but also a platform for them to build and expand upon in the future.”

Keith Bardsley, sales manager at NW Systems concluded: “We regularly recommend Axis cameras as we can be confident of both the quality of the images and their reliability. We have developed a strong relationship with Axis and we find the support excellent during and after installations. They understand that every installation is different so will do everything to help us to develop bespoke solutions for our clients.”

Read the full customer case story:

http://www.axis.com/success_stories/viewstory.php?case_id=3541

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About Axis

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 customers 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 60,000 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.

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