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## **Large-scale Axis IP-Surveillance deployment delivers Return on Investment and future-proofed solution**

**IP-Surveillance technology is proving its worth in terms of real Return on Investment (ROI) in contrast to traditional, analogue-based CCTV systems. This was the conclusion of a study<sup>1</sup> based on a large IP-Surveillance installation completed in the last month at Knowsley Community College, near Liverpool.**

The bulk of the savings came from ongoing system maintenance costs. With a standalone analogue-based CCTV system the college's estates management team would have been obliged to purchase a system maintenance contract with a traditional CCTV specialist at an annual cost of £72,000 because they do not have the skills in-house to keep it running. However, because the new surveillance system operates on a data network the college could give its own in-house IT team responsibility for ensuring the system is properly maintained.

In addition, the college calculated that nearly £26,000 savings were achieved at the installation stage simply by delivering power to Axis' network cameras<sup>2</sup> via standard Ethernet cabling (or Power over Ethernet) which was already installed throughout the two campuses to transmit computer data around the sites. Calculations made in discussion with wiring specialists indicated that it would cost a minimum of £80 per wired analogue CCTV camera to deliver the necessary 240 volts electricity via 'fuse spare' boxes to each camera. A total of 324 Axis network cameras deployed across the college saved an estimated installation bill of £25,920.

The cost benefits don't stop there. Now that the college has the IP-Surveillance system running smoothly it could enable operatives in an Alarm Receiving Centre (ARC) to easily and securely access its cameras remotely. Axis cameras can be configured to send alerts when movement is detected in their field of view. ARC operatives are then able to send verbal warning to intruders spotted on camera and only provide an onsite presence when absolutely necessary.

Mr Domingo Rodriguez-Baez, assistant estates manager, Knowsley Community College, commented:

"Total identifiable savings today will deliver ROI on our £500,000 initial investment within six years, or earlier if more remote monitoring and vandalism cost savings are factored in."

Knowsley College is also convinced of the value of opting for a pure IP solution rather than traditional CCTV system in order to future-proof its investment. Mr Rodriguez-Baez again: "Analogue-based CCTV has no future because it is not able to take advantage of technology developments such as wireless, Power over Ethernet, high definition and megapixel. It's basically standing still whilst its IP equivalent is benefiting from a great many innovations...I personally think CCTV systems will be obsolete within 10 years."



Phil Doyle, managing director, Axis Communications (UK) Limited:

“Knowsley College sends a clear signal to those approving investments in surveillance systems: IP-Surveillance technology offers a high quality, cost effective and future-proofed alternative to CCTV.”

**-ends-**

**Notes to editors**

<sup>1</sup> For the online success story of this case study and full video testimonial please go to:  
[http://www.axis.com/success\\_stories/viewstory.php?id=167](http://www.axis.com/success_stories/viewstory.php?id=167)

<sup>2</sup> Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘*The World Market for CCTV and Video Surveillance Equipment 2007 Edition*’ published in December 2007.

**About Axis**

*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 analogue 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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

**About Knowsley College**

*Knowsley Community College, opened in 1984, operates across two large campuses to the northeast of Liverpool. It also has three high street ‘learning shops’ and delivers courses via more than 200 community outreach centres. The college has 3,500 full-time students, largely aged between 14 and 19 years old. The vast majority of these students is located at the Kirkby and Roby campuses, which are set seven miles apart. The Kirkby campus has an award-winning vocational skills centre and offers courses such as brick laying, joinery and hair and beauty; as well as business studies, business administration and secretarial training. The college employs 700 staff including 400 teachers and has been awarded Grade One (Outstanding) in Leadership & Management by Ofsted.*

**For further information about Axis Communications in the UK and Ireland, please contact:**

*Phil Doyle, managing director, Axis Communications (UK) Limited  
Tel: +44 (0) 870 162 0047. Email: [phil.doyle@axis.com](mailto:phil.doyle@axis.com)*

**For all Axis UK and Ireland media enquiries, including requests for images, please contact:**

*Miles Clayton / Simon Bennett, Agility PR Limited  
Tel: +44 (0)1992 586190. Email: [miles@agilitypr.co.uk](mailto:miles@agilitypr.co.uk) / [simon@agilitypr.co.uk](mailto:simon@agilitypr.co.uk)*