

Axis Communications Sales & Support Programs



www.axis.com

Axis US Field Sales Organization



Axis US Inside Sales Organization

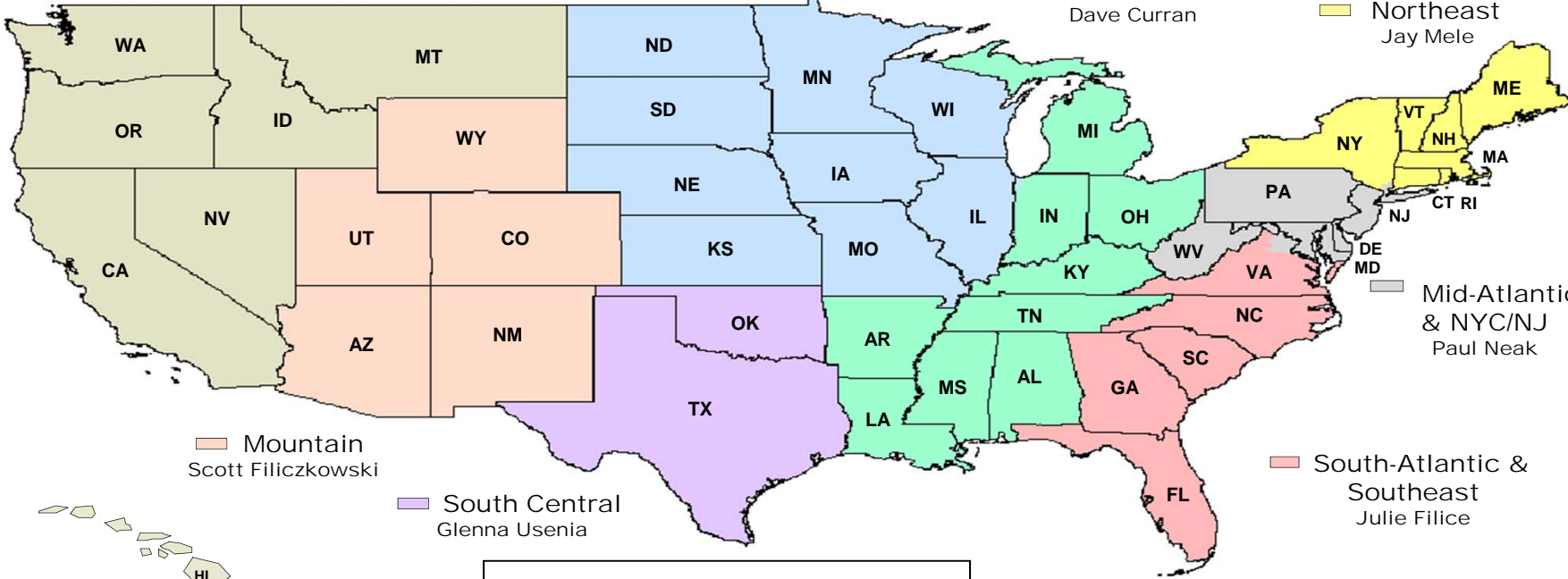


Northwest, Southwest, & West
Joe Thistle

Plains, Central, & North Central
Don Mulhern

Great Lakes & Gulf
Dave Curran

Northeast
Jay Mele



Mountain
Scott Filiczkowski

South Central
Glenna Usenia

Mid-Atlantic & NYC/NJ
Paul Neak

South-Atlantic & Southeast
Julie Filice

US - National Inside Sales Manager
Leigh Dennehy

Current programs & services

> Sales

- Project Pricing
- NFR/Demo Equipment
- Product Loan Program
- Trade-in/Upgrade Program

> Technical

- Partner Priority Telephone Support
- Online Support
- RMA / Warranty Repair



Channel Partner Program benefits

	Authorized	Solution Silver	Solution Gold
Sales support			
Qualified lead generation program	limited	✓	✓
Enhanced margin opportunity	✓	✓	✓
Demo equipment program	✓	✓	✓
MSRP on Axis Partner Pages	✓	✓	✓
Project pricing	✓	✓	✓
Sales engineering	✓	✓	✓
Sales tools	✓	✓	✓
Dedicated account manager	*	✓	✓
Marketing support			
Secure access to Axis Partner Pages	✓	✓	✓
Welcome kit and partner recognition certificate	✓	✓	✓
Listing on Axis "Where to Buy" website	-	potential	potential
Marketing collateral	✓	✓	✓
Monthly partner e-news	✓	✓	✓
Co-marketing opportunities	✓	✓	✓
Technical support			
Post-sales technical support	✓	✓	✓
Prioritized partner support	limited	✓	✓
Advance replacement product service	✓	✓	✓

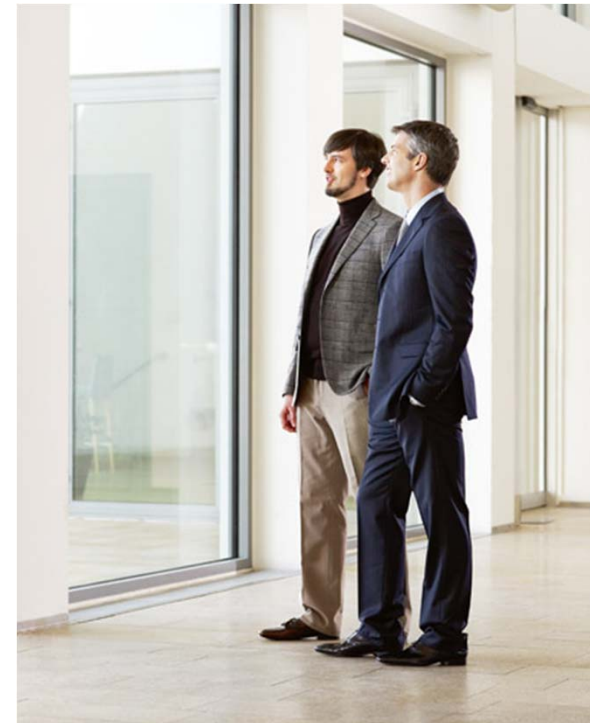
Features of the Partner Pages – www.axis.com/partner_pages

- > Axis MSRP pricelist
- > Project pricing portal
- > NFR/Demo portal
- > Serial Number Tracker Database
- > Lead exchange
- > Webinar/Training info
- > Up-to-date news and service information
- > Dedicated product, sales and marketing collateral and tools
- > Axis' partner logos and usage guide



A&E consultant program

- > Axis A&E Tools
- > A&E Media Box and all content
- > CAD drawings (dxf & dwg)
- > MS Visio stencils
- > AXIS Design Tool DVD
- > Axis A&E USB Stick
- > Restricted web portal
- > Latest news & specs
- > Latest events and training
- > Over 400 registered consultants today!



Axis Communications' Academy

- > Open to Axis Channel Partner Program members
- > Currently offered 3 times per month
- > Locations
 - Mikael Karlsson Training Center (Chelmsford, MA)
 - Onsite
 - Nationwide cities
- > Geared toward technicians, sales engineers, support staff, installers
- > Certification course (13 BICSI credits)
- > Fee-based program
- > \$1200 worth of Axis product upon completion



Project pricing

- > Available for competitive bid opportunities of \$10K or more in Axis products
- > Not a volume based pricing program
 - project/end user, competition, product mix, rollout schedule
- > Provide competitive information
- > Specify desired discount percentage
- > Bid entire project but provide roll out estimates
- > All pricing submitted through Axis Partner Pages
 - 48 hour turnaround



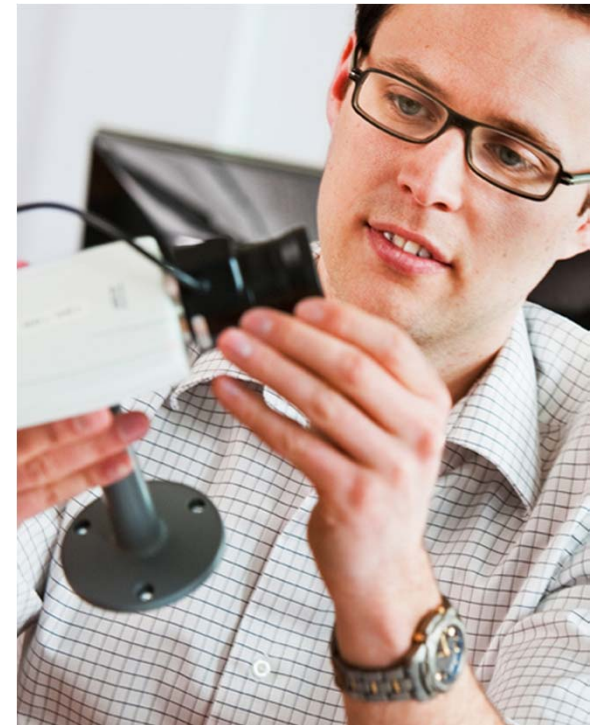
Demo / NFR Program

- > 40% off MSRP on all Axis products & accessories through your distributor
- > Limit one per product unless approved by Axis management
- > Submit requests through the Partner Portal
 - 48 hour turnaround



Loaner program

- > Product loan program for large strategic opportunities
- > 45 day standard evaluation period
- > Complete loaner form and submit for approval
- > Must include all relevant details
- > Excludes most accessories
- > Axis demo network available for smaller projects
 - 48 hour turnaround



Trade-in / Upgrade program

- > Rebates of up to 20% off MSRP
- > Legacy Axis product or competitor's products
- > Complete "Upgrade" form and submit for approval
- > Purchase new product then send trade-in back to Axis with proof of purchase on new unit(s) and upgrade approval form
 - 48 hour turnaround



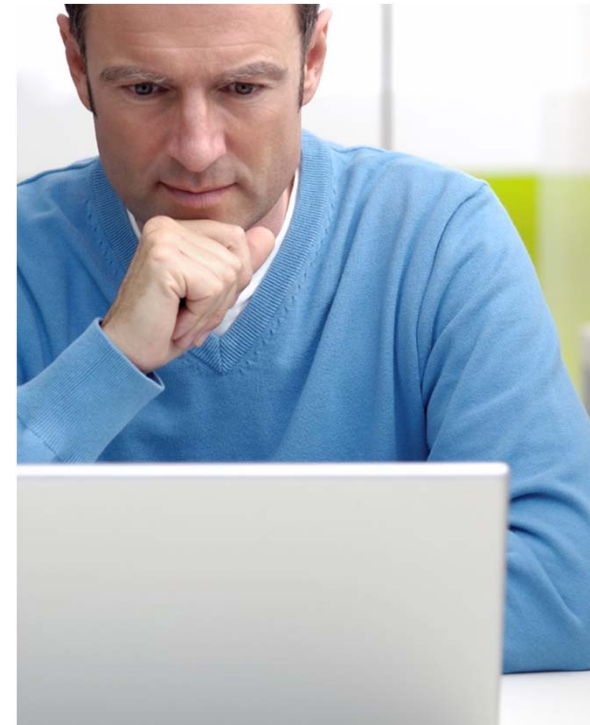
Technical phone support

- > Dedicated Partner Support Line
 - Call 1-888-TECAXIS (1-888-832-2947)
 - Access to our senior support specialists exclusively dedicated to partner support
 - Average answer time less than 1 minute



Web-based support

- > Online support
- > <http://mycases.axis.com/reg/mycases/>
- > Partner cases picked up within 24 hours
- > Available online 24 hours a day
- > Worked by senior support specialists
- > Must use your company's e-mail to be recognized as a partner
- > Includes Pre-Sales Technical Tools: System Design Tool, Axis Housing Configurator, Lens Calculator, Axis Product Selector



Expedited RMA process

- > Call 1-888-TECAXIS or 1-888-832-2947 or
- > Open an online case
<http://mycases.axis.com/reg/mycases/>
- > No trouble shooting required for Partners
- > Free overnight shipping for DOA's (30 days or less)
- > After 30 days advanced replacement is available
 - Ships via ground (expedited at partner's expense)
 - \$50 fee & credit hold for non-partners
- > Standard RMA – 24 hr turnaround for Partners



Sales organization – Contact list (effective October 2011)

Newman, Larry		Director of Sales - US, Canada, Latin America		Dir: 978-614-2030	Cell: 508-878-5656
Name	Ext*	Cell Phone	Title / Territory		
	*Dial: (978) 614-XXXX		RSM - Regional Sales Manager		
US Field Sales - East					
Wilkinson	Ted	2025	617-640-1944	National Sales Manager - East	
Anderson	Dan	2061	610-764-6400	RSM - Mid-Atlantic - DE, DC, MD, PA, WV (Includes No.VA) *Shared w/ Carl DeGroat	
Butler	Kip	2194	804-929-0262	RSM - South-Atlantic - NC, SC, VA (Excludes No.VA) *Shared w/ Brant Hylton	
Colombo	Adam	2072	516-320-4533	RSM - New Jersey, NYC, Westchester County & Long Island, NY *Shared w/ Gary Sawyers	
DeGroat	Carl	2057	703-727-1238	RSM - Mid-Atlantic - DE, DC, MD, PA, WV (Includes No.VA) *Shared w/ Dan Anderson	
Enides	Shawn	2014	518-894-5795	RSM - Northeast - CT, MA, ME, NH, NY, RI, VT (Excludes NYC, Westchester County & LI) *Shared w/ Tom Kelley	
Hylton	Brant	2094	336-253-7754	RSM - South-Atlantic - NC, SC, VA (Excludes No.VA) *Shared w/ Kip Butler	
Kelley	Tom	2013	617-291-2132	RSM - Northeast - CT, MA, ME, NH, NY, RI, VT (Excludes NYC, Westchester County & LI) *Shared w/ Shawn Enides	
Open	Open			RSM - Southeast - GA, FL	
Sawyers	Gary	2062	609-902-7580	RSM - New Jersey, NYC, Westchester County & Long Island, NY *Shared w/ Adam Colombo	
Smith	Curtis	2131	407-718-9671	RSM - Southeast - GA, FL *Shared w/ Paul Thompsen	
Thompsen	Paul	2130	770-715-3114	RSM - Southeast - GA, FL *Shared w/ Curtis Smith	
US Field Sales - Central					
Radke	Karl	2127	262-676-9424	National Sales Manager - Central	
Bonde	Craig	2051	612-462-3978	Key Account Manager	
Darragh	Steve	2091	313-808-0508	RSM - Great Lakes - IN, MI, OH (Inc. Boone, Kenton & Campbell Ctys, KY; Excludes Lake Cty, IN) *Shared w/ Chris Jones	
Doyle	Kevin	2040	901-634-1031	RSM - Gulf - AL, AR, KY, LA, MS, TN	
Jones	Chris	2093	513-289-5542	RSM - Great Lakes - IN, MI, OH (Inc. Boone, Kenton & Campbell Ctys, KY; Excludes Lake Cty, IN) *Shared w/ Steve Darragh	
McKittrick	Paul	2119	612-867-4905	RSM - North Central - MN, ND, SD	
Miller	Ron	2043	515-333-1517	RSM - Plains - IA, KS, MO, NE, (Includes East St. Louis, IL)	
Open	Open			RSM - Gulf - AL, AR, KY, LA, MS, TN *Shared w/ Kevin Doyle	
Poremba	Bill	2178	847-987-9946	RSM - Central - IL, WI (Includes Lake County, IN; Excludes East St. Louis, IL) *Shared w/ Scott Wallace	
Wallace	Scott	2115	630-267-3731	RSM - Central - IL, WI (Includes Lake County, IN; Excludes East St. Louis, IL) *Bill Poremba	
US Field Sales - West					
Wendlandt	Bill	2128	949-648-2915	National Sales Manager - West	
Boyd	Dee	2066	281-731-2759	RSM - South Central - OK, TX *Shared w/ Tony Mooney & Jeremy Gideon	
Cavey	Chris	2075	720-891-5369	RSM - Mountain - AZ, CO, NM, UT, WY *Shared w/ Doug Nightingale	
Gideon	Jeremy	2153	210-845-9397	RSM - South Central - OK, TX *Shared w/ Dee Boyd & Tony Mooney	
Grossman	Lisa	2124	925-270-5993	RSM - West - Northern CA, Northern NV	
Jimenez	Valerie	2126	714-926-2690	RSM - Southwest - Southern CA, Southern NV *Shared w/ Steve Smith	
Mooney	Tony	2059	940-626-9505	RSM - South Central - OK, TX *Shared w/ Dee Boyd & Jeremy Gideon	
Nightingale	Doug	2063	602-821-4440	RSM - Mountain - AZ, CO, NM, UT, WY *Shared w/ Chris Cavey	
Smith	Steve	2195	310-923-8520	RSM - Southwest - Southern CA, Southern NV *Shared Valerie Jimenez	
Smith	Justin	2060	503-929-9024	RSM - Northwest - AK, HI, ID, MT, OR, WA	

Sales organization – Contact list (effective October 2011)

US & Canada Inside Sales				
Dennehy	Leigh	800-444-2947	978-302-6284	National Inside Sales Manager - US, Canada
Filice	Julie	800-444-2947		Account Executive - South-Atlantic & Southeast - NC, SC, VA, GA, FL (Excludes No.VA)
Filiczowski	Scott	800-444-2947		Account Executive - Mountain - AZ, CO, NM, UT, WY
Curran	Dave	800-444-2947		Account Executive - Gulf & Great Lakes - AL, AR, KY, LA, MS, TN, IN, MI, OH (Excludes Lake County, IN)
Guarino	Mike	800-444-2947		Inside Sales Development Representative
Mele	Jay	800-444-2947		Account Executive - Northeast CT, MA, ME, NH, NY, RI, VT (Excludes NYC, Westchester County & Long Island)
Mulhern	Don	800-444-2947		Account Executive - Central, North Central & Plains - IL, WI, MN, ND, SD, IA, KS, MO, NE (Includes Lake County, IN)
Neak	Paul	800-444-2947		Account Executive - Mid-Atlantic & NYC, Long Island, NJ - DE, DC, MD, NJ, NY, PA, WV (Includes No.VA)
Thistle	Joe	800-444-2947		Account Executive - Northwest, Southwest & West - AK, HI, ID, MT, OR, WA, CA, NV
Usenia	Glenna	800-444-2947		Account Executive - South Central - OK, TX
Canada Sales				
Moore	Bob	2084	416-779-8223	Country Manager - Canada
Anderson	Spike	2098	416-822-4067	National Accounts Manager, Canada
Collins	Reg	2078	604-817-7859	RSM - Western Canada - AB, BC, MB, NT, SK, YT, Thunder Bay
Couillard	Daniel	2096	514-609-2947	RSM - Eastern Canada - NB, NL, NS, NU, PE, QC, Ottawa
Daly	Gavin	2192	905-749-1882	Field Sales Engineer
Desjardins	Sophie	800-444-2947		Account Executive - All Canada - ADI, Anixter, Ingram Micro, EMJ/Synnex, Tech Data - CDW, PC (Canada Only)
Open	Open			RSM - Eastern Canada - NB, NL, NS, NU, PE, QC, Ottawa *Shared w/ Daniel Couillard
Open	Open			Account Executive - All Canada - ADI, Anixter, Ingram Micro, EMJ/Synnex, Tech Data - CDW, PC (Canada Only)
Open	Open			RSM - Western Canada - AB, BC, MB, NT, SK, YT, Thunder Bay *Shared w/ Reg Collins
Parker	Amanda	2179	416-708-1353	RSM - Central Canada - ON (Excluding Ottawa & Thunder Bay)
Latin America Sales				
		Office: 011 52 55 5273 8474		
Esteban	Fernando	2099	011 52 155 5402 2973	Country Manager - Mexico, Central America, Caribbean Islands & Puerto Rico
Agassini	Gigi		52 1 55 3333 4810	RSM - Mexico Central *Shared w/ Arturo Arcos
Arcos	Arturo		52 1 55 3189 8581	RSM - Mexico Central *Shared w/ Gigi Agassini
Cantu	Irving		52 1 81 1250 3379	RSM - North Mexico
Castillo	Silvia		52 1 55 3896 9636	Account Executive - Mexico, Central America & The Caribbean
Open	Open			Account Executive - Mexico, Central America & The Caribbean
Zamudio	Manuel		52 1 55 5402 4055	RSM - South Mexico & Central America
US Channel Sales				
Newman	Larry	2030	508-878-5656	National Sales Manager - Channels
Breault	Josh	2081	858-699-0504	National Distribution Manager - Tech Data (*US Only) CDW & PC Connection
Chay	Larry	2016	630-926-9607	National Distribution Manager - Anixter & CSC (*US Only)
Murray	Jim	2046	603-620-2977	National Distribution Manager - ADI (*US Only)
Perkins	Elliot	2006	978-886-0280	National Distribution Manager - Ingram Micro, ScanSource, Wynn (*US Only)

Sales organization – Contact list (effective October 2011)

Name	Ext*	Cell Phone	Title / Territory	
*Dial: (978) 614-XXXX			RSM - Regional Sales Manager	
Field Sales Engineering				
Gregory Ryan	2110	508-981-8900	National Sales Engineering Manager	
Drew	David	2112	559-681-0141	Field Sales Engineer - West
Dunn	Mike	2101	774-573-2736	Field Sales Engineer - Strategic Projects
Mullers	Steve	2018	978-549-0613	Programs Engineer
Rabell	Ricky	2135	502-314-6901	Field Sales Engineer - East
Zatolokin	Ryan	2189	248-850-9990	Field Sales Engineer - Central
Partner Program Services				
US, Canada, Mexico and Latin America				
Bencivenga	Gina	2054		Team Lead, Partner Program Services
Bleisch	Lindsay	2027		Channel Coordinator - Project Pricing US - East, US - Central & Canada
Crosby	Kyra	800-444-2947		Channel Coordinator - Channel Partner Program & Order Tracking
Fong	Scott	2064		Channel Reporting Analyst
Perez	Karla	2077		Channel Coordinator - Project Pricing US - West, US - Central, Mexico & Latin America
Dunn, Scott				
Director of Business Development - US, Canada		Dir: 978-614-2083	Cell: 508-353-8008	
Andersen	Jackie	2019	949-500-1304	Business Development Manager - Retail
Bartol	Hedgie	2154	704-618-3411	Business Development Manager - Retail
Bartolac	John	2117	703-625-6753	Business Development Manager - Government
Incorvati	Anthony	2116	412-716-7996	Business Development Manager - Transportation
Krebs	Matt	2090	407-430-9355	Business Development Manager - AVHS
Meltzer	Jack	2082	913-850-8558	Business Development Manager - A&E Program
Muehlbauer	Rob	2024	617-834-3076	Business Development Manager - ADP Program
Pettersson	Patrik	2118	952-210-1897	Business Development Manager - Technology Partner Program
Surfaro	Steve	2009	551-482-4000	Business Development Manager - Industry Liaison
National Systems Integrators				
Lindblad Greg	2015	603-819-8811	NSI - Program Manager	
Heffeman	Pat	2097	978-204-4698	National Accounts Executive
Jussaume	Adam	2017	781-605-8192	National Accounts Manager
McCormack	Mark	2144	630-561-5840	National Accounts Manager
Open	Open		630-561-5840	Regional National Accounts Manager - Southeast
Stewart	Bruce	2011	978-578-3600	Regional National Accounts Manager - Northeast

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