

Axis appoints Sentronics as distribution partner

AXIS Communications, a global leader in the network video market, has announced the appointment of Sentronics as one of its distribution partners in South Africa.

Sentronics will join Axis and ADI International to make up Axis' distribution chain in South Africa.

The local video surveillance market is growing tremendously and IP surveillance is a big part of this growth. This has given rise to the need for more distribution channels to effectively cater for the bigger market.

Says **Roy Alves**, country manager of Axis Communications: "The decision to work with Sentronics was based on their vast knowledge and experience in the video surveillance space. Both companies are committed to growing the IP surveillance market, which makes the

relationship the perfect match that it is."

Sentronics has an extensive customer base and a proven track record in the video surveillance market.

As a distributor, Sentronics works with a number of other vendors whose products complement the core IP surveillance environment provided by Axis. This means system integrators and, ultimately, end-users will now have a single outlet to purchase their entire desired IP surveillance suite.

"We are delighted at the prospect of working with Axis as their distribution partner in South Africa," says **Bernard Senekal**, managing director of Sentronics. "Sentronics has always aligned itself with leading vendors and the partnership with Axis affords us the opportunity to extend this value." ■