

Axis aggressive in partner education

Exposing its partners to more knowledge and product expertise.

BY DUDU SHABA

FAxis, an IT company that was established in 1984 offering customers protocol converters for printers and widened to include network products such as IP-based video surveillance, has vowed to be aggressive in becoming an educator to its partners, making sure that they get all the support and training they need.

Introducing the company's channel strategy to *CRN*, Roy Alves says its main aim and focus is to be five times bigger within five years and that this will only be achieved through strengthening its partnerships in the channel.

"Currently, our products and solutions are sold indirectly to the channel through our distributors and resellers and we are focused on applications such as security surveillance, remote monitoring and document management, all of which are based on in-house developed chip technology. Our partners are not interested only in the products we sell, but in systems that bring them value. We view our partners as an extension of our team that plays a big role in our go-to-market strategy, therefore we have a channel partner programme that is open to all our partners and is aimed at enabling them to access our resources, market knowledge, product information as well as training in sales and marketing programmes," he says. Named the Axis Channel Partner Programmes, Alves says partners who register will gain benefits such as sales, marketing, technical support as well as product support which they will attain from the Axis Academy Training which is based at the company's offices in Bryanston, Gauteng, SA.

"All our training is conducted by Axis instructors that have expertise in our latest

technology. Partners are also provided with the skills and competencies they need to support their customers throughout the sales cycle," he says.

Alves says that the channel partner programme is open to all partners who are currently doing or want to do business with Axis distributors.

"Our partner categories are resellers of all types and sizes from value-added resellers and solution providers to mail order companies. Our channel programme provides three levels of partnership designed to recognise and reward our partners," he says.

He explains that Axis solution partners should deliver the highest value to their customers and demonstrate expertise in consulting, implementation and total integration solution models.

"They should have completed the Axis Academy second-level training and maintain a number of highly qualified sales and technical staff for advanced implementation," he says.

He goes on to explain that companies will qualify to become Axis Premium Partners when they have proven success with Axis products, achieved revenue and completed the Axis Academy first-level training. He says authorised partners should be interested in building a first-step partnership with Axis.

"This membership level does not require revenue targets and provides an introduction to the broad array of programme benefits to give them a successful start.

"Our partners enjoy the highest standard of partnership and responsive interactions with the Axis partner team," he says.

Alves says that the company took over



Rob Lith, Telecom

offices in SA from a well established distributor with knowledge of Axis products.

"We also opened a sales office in Dubai to strengthen our presence in the Middle East and Africa regions," he says.

Alves adds that the company has developed new fixed network indoor and outdoor cameras, specifically designed for transport and retail. "Our cameras have proven to be effective and we are having more customers placing orders for these cameras. Retailers are also showing interest; already 25 per cent of them have deployed these cameras in their shops and are starting to see the changes and results. We feel that the launch of our cameras will bring more money to our partners in the channel. All our resellers will be trained on these surveillance cameras and we expect good revenue from these products," he concludes.★