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Axis introduces partner programme

Axis Communications has strengthened its indirect sales channels with the introduction of a new channel partner programme, designed to help SA resellers capitalise on Axis' market positioning in the network video space.

The programme is open for companies selling both products and solutions, and encompasses the complete range of Axis products.

The company says the demand for network video and IP-surveillance solutions is quickly increasing throughout SA, with the transition from analog to digital solutions as one of the key driving forces.

Because of this, Axis is now ramping up its presence in SA with a programme, designed to help resellers increase their expertise in network video and to meet the future demands from their customers.

The company explains that the programme, split into three different levels of partnership, has been designed to provide Axis' partners with the best marketing, sales and technical support and emphasises Axis' dedication to the partner and channel idea.

Firstly, a company has to become an *Authorised partner and gain* access to the tools and information needed to start selling Axis' products.

The next level is the *Premium Partner* level. In order to obtain the Premium Partner status and enjoy the extended benefits, resellers will have the opportunity to participate in an Axis sales training programme.

A pre-determined yearly sales target will then be set to qualify.

The final level, the *Solution Partner* level, which is designed for partners focused on providing customers with value-added and total solutions, primarily within remote monitoring and video surveillance.

www.axis.com

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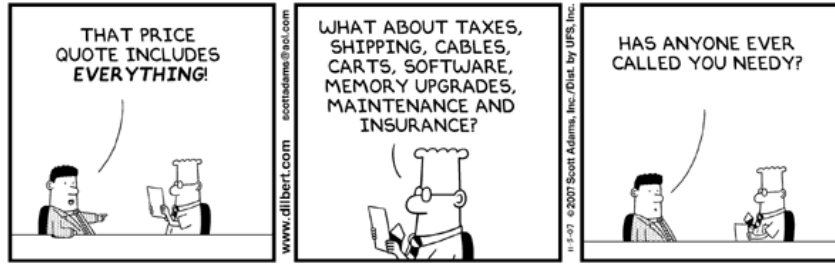
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