

6 security trends in 2017

1 Cybersecurity

With the rise of IoT, ALL network devices, including network cameras, are subject to threats.

Axis has 100% focus on cybersecurity and we will continue to strengthen our offerings and make it easier for customers to keep their networks and devices secure.



2 Security as a service

We expect customers will start to see their security as a service – with service providers managing everything from system maintenance to storage of videos in the cloud, resulting in

- > More time on growing business
- > Improved service levels
- > Better device management
- > Strengthened cybersecurity



3 Integrated solutions

The convergence of hardware and software into end-to-end solutions will make it easier for customers to purchase, install and implement, while offering a great return on their investment.



4 Expanded use of analytics

Video analytics are getting more sophisticated, extending the ability of video surveillance into business intelligence.

Network cameras + Real-time analytics = Business insights



5 Beyond video

Physical security doesn't just involve watching people and things. It's also about access to places, communication and managing emergencies. So a fully-integrated physical security system should combine cameras, intelligent doors, intercoms, speakers and whatever necessary.



6 Deep learning

As more data is gathered, computers can start to learn what behavior is expected for certain typical locations or environments and flag up incidents when unexpected activities occur.

