

AXIS Camera Station end-to-end solution

A smart way to grow your business.




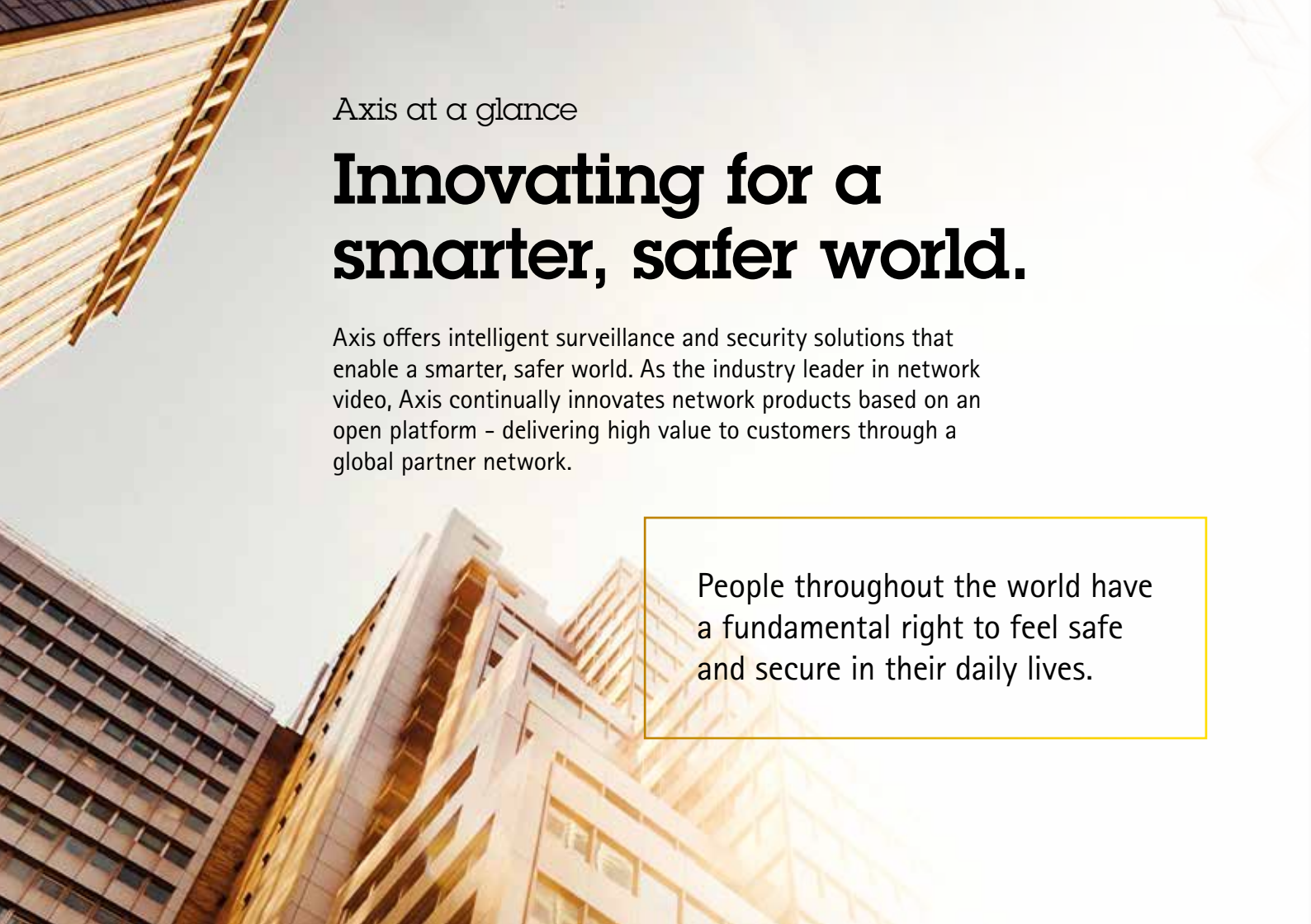




Become an Axis partner

As a specialist in IT systems you already have a great product base. But, imagine if you could boost your existing portfolio with a complete end-to-end surveillance and security solution including video management software, network cameras and other IP products. On the following pages we'll give you an overview of Axis and how we can help expand your business.





Axis at a glance

Innovating for a smarter, safer world.

Axis offers intelligent surveillance and security solutions that enable a smarter, safer world. As the industry leader in network video, Axis continually innovates network products based on an open platform - delivering high value to customers through a global partner network.

People throughout the world have a fundamental right to feel safe and secure in their daily lives.

Axis

A global company
with a local presence.

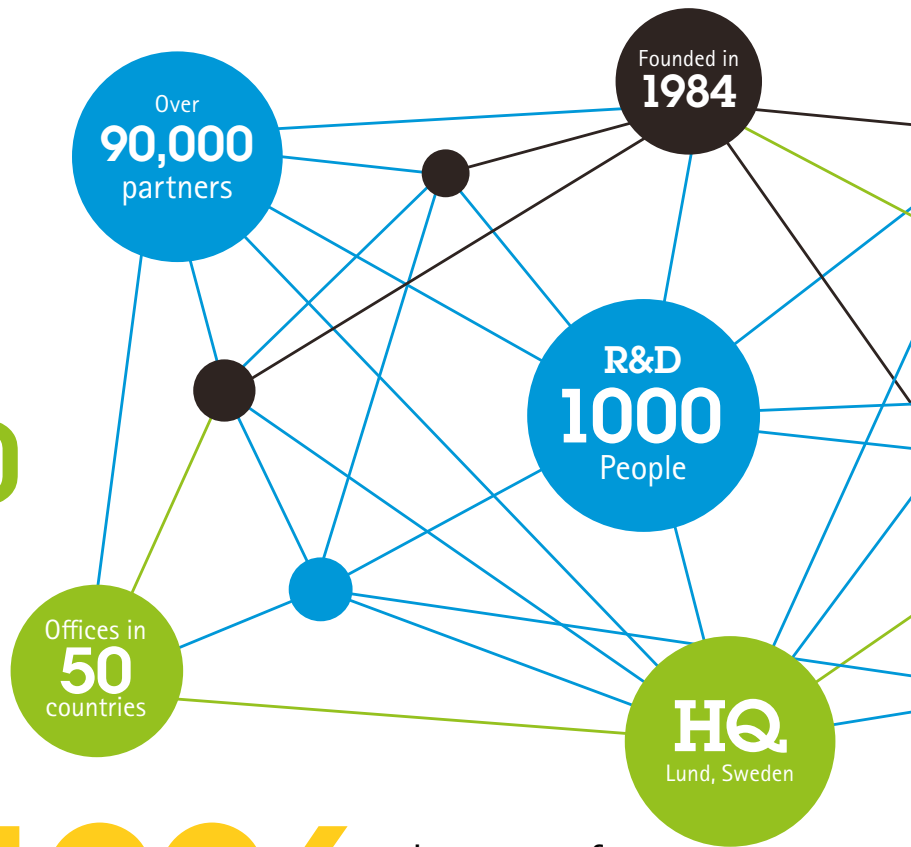


Over
3,000
employees

Turnover

860

MILLION EUR, 2017



1996

Inventors of
the first networked
camera

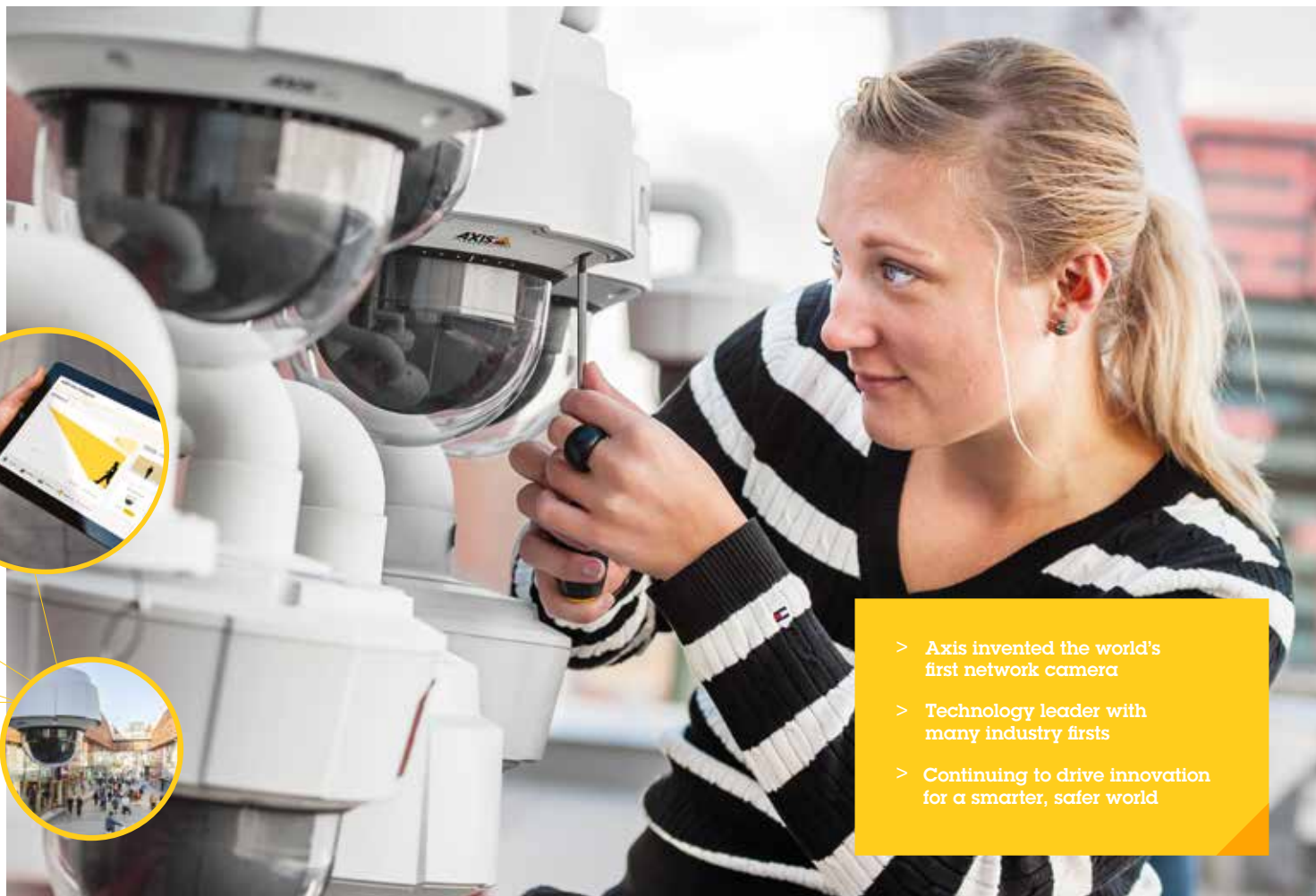
Axis stands for quality & innovation

Quality is in every aspect of Axis business, from research and development to finished product and recycling.

We drive development and continuously innovate to provide our customers with improved safety and optimised business performance. All in close cooperation with a global network of partners.

Our unique corporate culture is a key to our success. The culture is characterised by an entrepreneurial spirit, openness and responsibility – Always open. Think big. Act as one.





- > Axis invented the world's first network camera
- > Technology leader with many industry firsts
- > Continuing to drive innovation for a smarter, safer world

Why include Axis in your IT offering?

As a professional in system architecture and IT system infrastructure you are in the perfect position to complement your existing portfolio with Axis surveillance and security systems.

Broaden your customer base and expand your business by adding reliable, high-quality products including video management software and IP products such as network cameras, speakers and door stations.

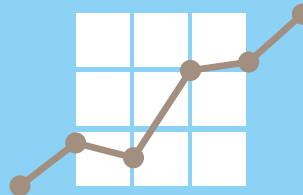
Cybersecurity is a hot topic that most IT specialists have dealt with during IT hardware and software installations. This competence will go a long way when dealing with customers requesting surveillance solutions.



Hassle-free sales opportunities

By adding security and surveillance solutions to your portfolio, you are opening up a world of sales opportunities. Monitors, servers, switches, etc., will be an easy and much appreciated upsell to your existing customers.

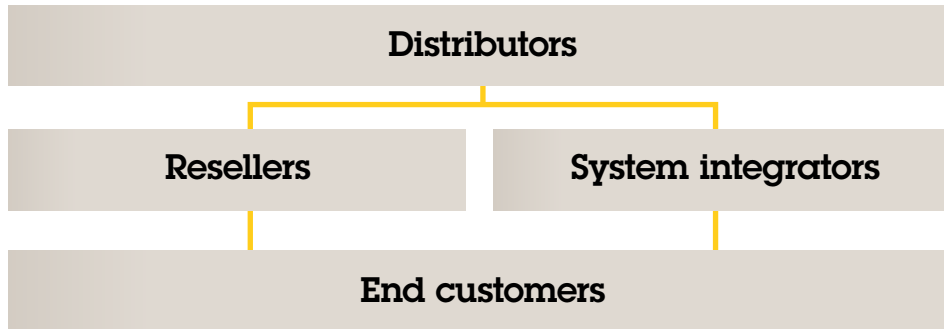
And, it is a hassle-free add on for you and the customer. Cameras and other IP products are handled like any other client on the network and are a perfect complement to the network solutions you provide today.



The market for network video surveillance shows continuous growth.

Working with partners around the world

Since 1984, we've worked in an indirect sales model, so we can partner with experienced resellers with local knowledge, all around the globe. Axis works directly with distributors, who provide our products and solutions to system integrators and resellers, who then sell to end customers.



Solutions for any need

Axis products and solutions are primarily included in security installations ranging from small system solutions for individual stores to comprehensive enterprise systems in retail chains, on trains and motorways, at universities and banks and more.

Small business

BASIC SUREVILLANCE FOR SMALL BUSINESS OWNERS

This segment is characterised by smaller stores and offices with up to 10 cameras. AXIS Companion is a cost-efficient and easy to install end-to-end solution tailored for this segment.



Medium business

A FAST GROWING MARKET FOR YOU

This segment has many end customer types including schools, stores, manufacturing sites and larger offices with typically 10-100 cameras and other devices per site with the need for an easy to use solution. Our solution with AXIS Camera Station Video Management Software is developed especially for this segment.

[> READ MORE ON THE FOLLOWING PAGES](#)

Enterprise business

RELIABLE SOLUTIONS FOR COMPLEX SITUATIONS

This is Axis' largest market segment and consists of hospitals, airports, cities, universities, etc. The segment is characterized by complex installations with larger camera counts that require reliability and flexible integration with other security systems.

AXIS Camera Station
Video Management Software

The perfect solution for customers

The base of our offering is AXIS Camera Station,
which is made up of two closely linked parts:



A video management software and a
platform to build integrated solutions.



AXIS Camera Station Integrator Suite –
A toolbox that will change the way you work
with surveillance projects and help
you save time and money.





New opportunities for existing customers

AXIS Camera Station Video Management Software is an ideal way to enter the surveillance and security market. Safety and security is probably on your customers' priority list and a quick look at their premises will indicate where surveillance is needed:

- > **Monitoring of entrances and exits**
- > **Outdoor areas such as car parks & outdoor storage**
- > **Perimeters & fences**
- > **Manufacturing areas & assembly halls**
- > **Corridors & stairways**
- > **Offices & conference rooms**
- > **Gates & loading docks**

This surveillance system will effectively protect the customers you already work with – schools, shops, industrial sites and more. The software is easy to use and includes the features and functions to meet your customers' needs.

AXIS Camera Station is designed for seamless integration with Axis network cameras and other IP products. It communicates with speakers, entry management, smart analytics and integration of third-party products. You can tailor a solution to meet customer needs and offer a complete and validated end-to-end package.

Start with effective surveillance



Video management software

The core of our end-to-end solution is AXIS Camera Station video management software. It is built with the user in mind. The clear graphical user interface makes it easy for even occasional users to navigate, manage incidents and take action.

To make it really easy, we have a wide range of out-of-the-box ready recorders preloaded with AXIS Camera Station to support quick and easy deployment at your customer's site.



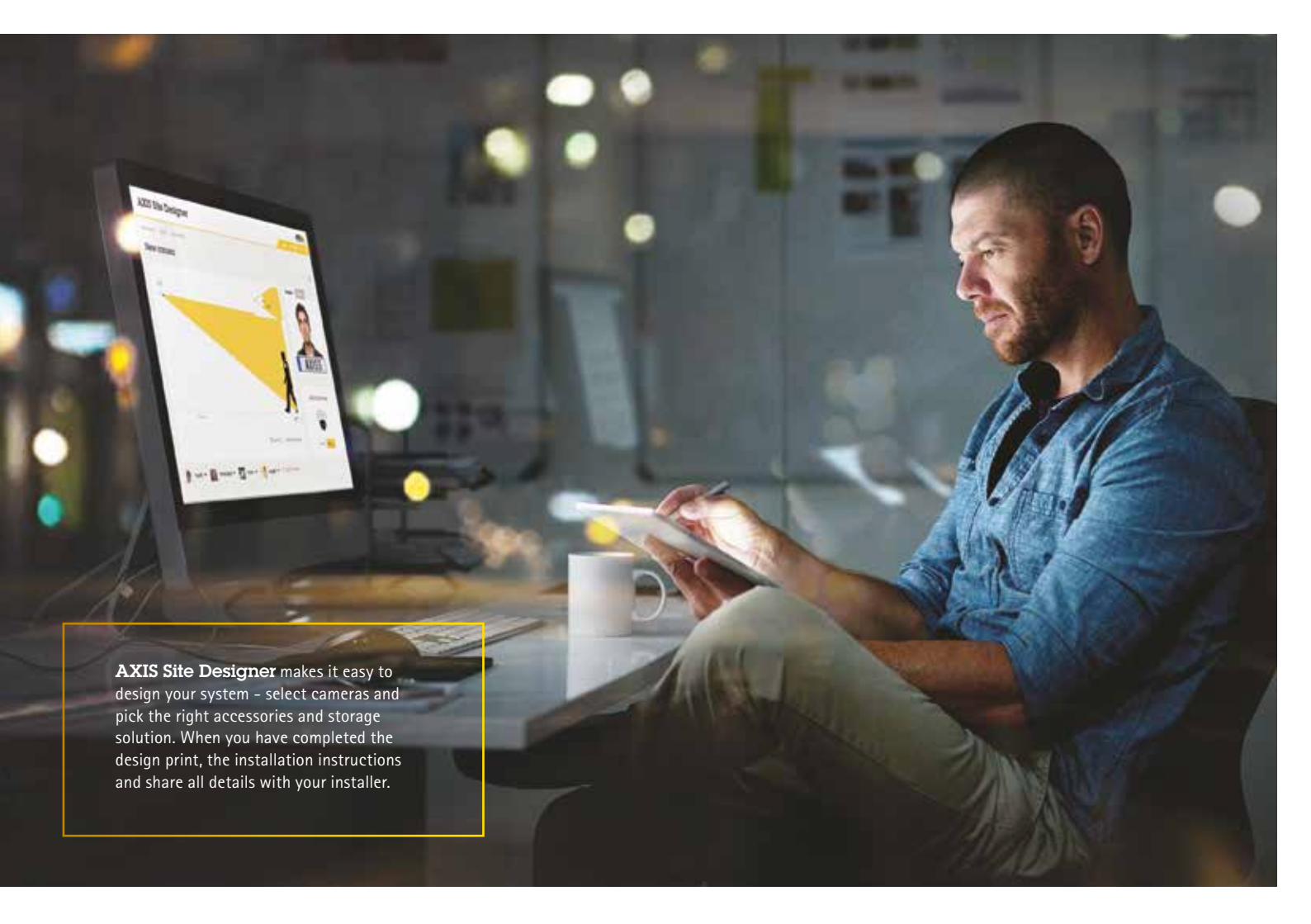
Network cameras

There's an Axis network camera to suit all your customer needs, from robust outdoor cameras to discreet products for sensitive environments. Our cameras provide excellent HDTV image quality regardless of lighting, size or characteristics of the monitored areas. And they do it while minimizing bandwidth and storage needs.



AXIS Camera Station Mobile App

Remote monitoring of the surveillance site with easy access to multiple systems. Features include live view with selectable streaming profiles, timeline visualisation of recorded events as well as snapshots in live view and playback.



AXIS Site Designer makes it easy to design your system – select cameras and pick the right accessories and storage solution. When you have completed the design print, the installation instructions and share all details with your installer.



Endless possibilities with
AXIS Camera Station

As your customer's needs grow, you can grow their Axis system and provide everything they need to support their operations – all from one supplier.



Improved security with speakers

Set up triggered or scheduled messages for remote communication with staff or to deter intruders.



Handle deliveries and visitors

Add a door station to your system to identify and communicate with visitors and control entry.



Control of other equipment

Add an I/O module to your system to control door switches, lights and to open/close barriers.



Add analytics

Use smart analytics from Axis and our partners to further improve surveillance efficiency.



Access control

Complete with access control to manage access to the premises.

Never stop building

A solution using AXIS Camera Station puts efficient surveillance at your customer's fingertips with an intuitive interface that's easy to operate. Effective surveillance for protection of the premises is a good start, but AXIS Camera Station also allows for expansion with other products. You can build an integrated security solution to effectively secure the premises and facilitate everyday business.

Network cameras



**Security analytics
Business analytics**



Mobile viewing app

System setup

Recorder solutions



AXIS Camera Station

Visitor management



Access control



Control of other equipment



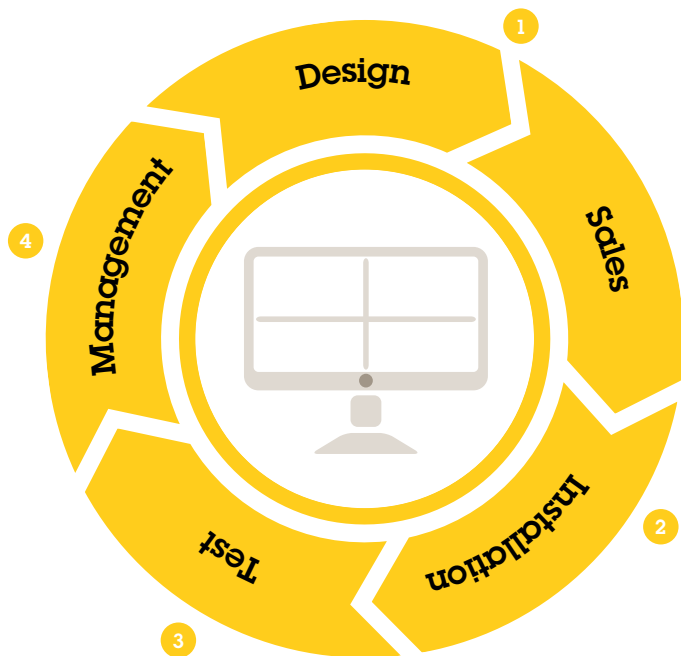
Audio for messages, alerts and music





AXIS Camera Station Integrator Suite

This unique business platform supports your daily work and makes it easy to design and manage your customer installations.



1 **AXIS Site Designer** **For easy on-site system design**

With AXIS Site Designer you can easily select cameras, pick accessories, choose a storage solution and configure the system with camera names, resolution and retention times. Then print out the final installation instructions and share with your installer.



2 **Auto configuration for quick and reliable installation**

To eliminate mistakes and shorten installation time, system designs created in AXIS Site Designer are automatically imported to AXIS Camera Station. Here you can automatically configure all cameras, recorders and additional devices.



3 **AXIS Installation Verifier to test system performance**

AXIS Installation Verifier is an integrated application in AXIS Camera Station. It performs a live on-site system verification to ensure everything is working in normal circumstances and possible worst-case scenarios. This is the last step in quality control before handing the system over to the customer.



4 **AXIS System Health Monitoring for effective management**

With AXIS Camera Station System Health Monitoring you get an easy overview of your installed systems and status as well as notifications if a camera or server is down.

Here to support you, every step of the way.

Moving into a new business area is exciting, challenging and fulfilling. It needs long-term commitment and investment and we're here to support you every step of the way.



Education

We provide initial training in building integrated solutions with AXIS Camera Station as well as training in the Integrator Suite support tools. And of course, we provide NFR units for customer demos.



Sales

We're here to answer questions about system design, suggest equipment and even sit in on customer meetings. We also offer remote installation support to assist you in your first customer installations.



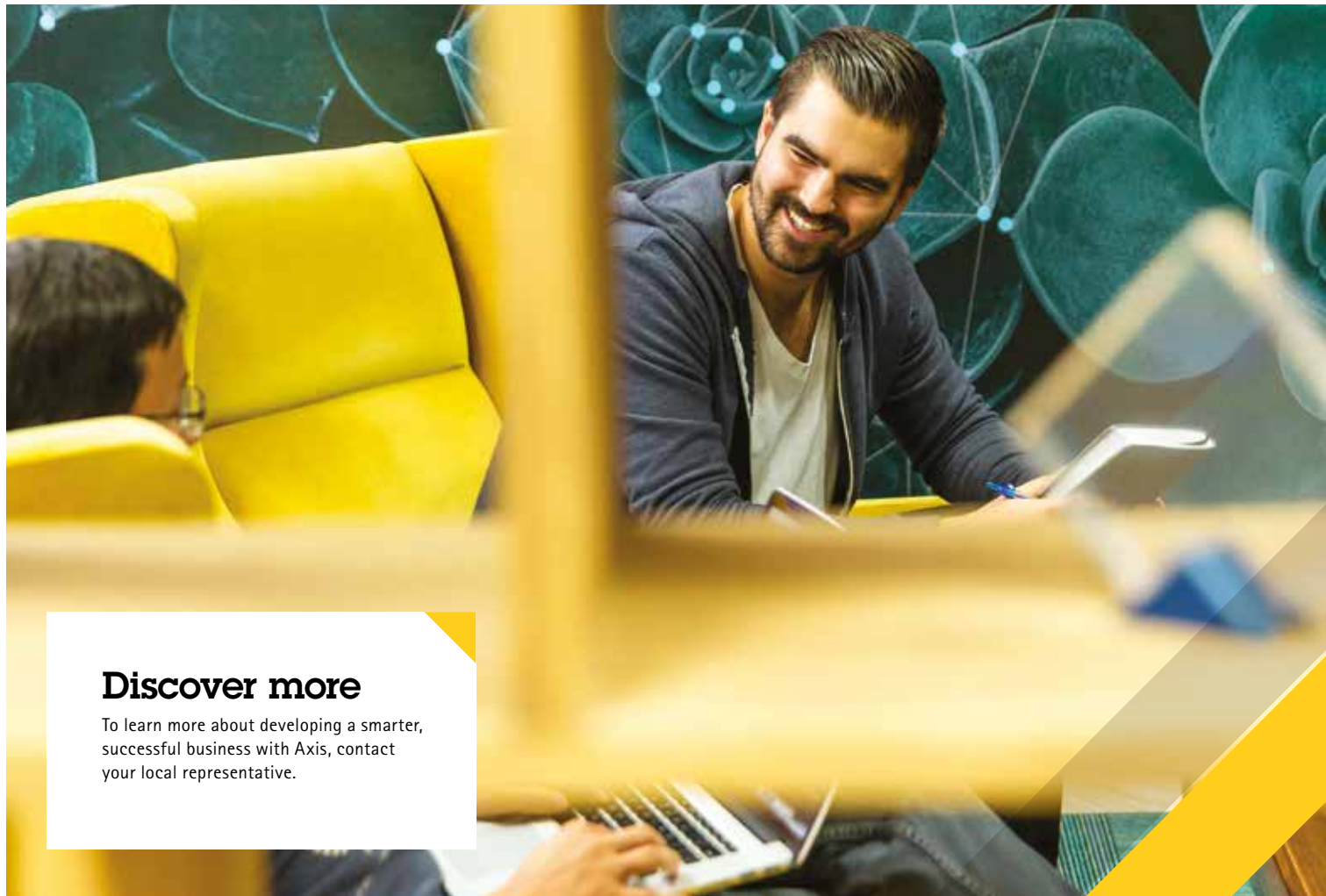
Marketing

We provide marketing material as well as cobranding opportunities. As an Axis partner, we actively promote your services in our marketing channels and provide you with any resulting end customer leads.



Partnership development

You'll benefit from all the Axis Partner Program benefits and together we will set joint targets and activities. You will have direct contact with our Axis team who will support your business development.



Discover more

To learn more about developing a smarter, successful business with Axis, contact your local representative.

About Axis Communications

Axis enables a smarter and safer world by creating network solutions that provide insights for improving security and new ways of doing business. As the industry leader in network video, Axis offers products and services for video surveillance and analytics, access control, and audio systems. Axis has more than 3,000 dedicated employees in over 50 countries and collaborates with partners worldwide to deliver customer solutions. Axis was founded in 1984 and has its headquarters in Lund, Sweden.

For more information about Axis, please visit our website www.axis.com.

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