

Course Catalog

Axis Communications' Academy



Winter 2016

**What type of
knowledge do
you need?**

Axis has that.

With the shift to IP technologies, our security industry is in a constant state of innovation. For proof just look at the network camera, which Axis launched to the world in 1996. That first "Neteye" camera maxed out at one frame per second in CIF resolution – that's less than 0.1 megapixel. Today, network cameras boast innovations like full frame rate HDTV video, color video in extreme low light and even covert pinhole form factors.

Axis and the industry have come a long way in a short amount of time. So, with this fast-paced innovation, what are you doing to stay ahead?

It all starts with education. Whether you are looking for classroom training, online courses, tutorials and guides, webinars, seminars and/or certification, Axis has you covered. Axis Communications' Academy provides a wide offering of trainings to help build your strengths in network video surveillance and physical access control. You choose what works best for you.

We designed this course catalog to help easily identify tools and trainings based on three learning tracks: sales and business development, system design, and installation and configuration. Once you select the learning track(s) that best fits your professional goals, look for the corresponding symbol throughout the catalog as well as each course's difficulty level and learning format to choose the right offering for you.

If education is the first step, validation is the next. Each learning track builds toward becoming an Axis Certified Professional, the industry's first professional network video certification to validate IP video expertise. By working together with Prometric, a leading global provider of comprehensive testing and assessment services, Axis provides a globally standardized network video certification that is valid, reliable and fair. Put your knowledge to the test and give your business a valuable competitive advantage by becoming an Axis Certified Professional.

Additionally, whether you are new to the industry or a seasoned veteran, Axis is dedicated to providing you the right tools and resources to meet your professional goals. Earn continuing education credits through classroom-based trainings, which are accredited by BICSI and ESA. Our team of technical and sales trainers is here to help you succeed and provide customized support and learning opportunities.

Our portfolio of trainings, tools and guides in various learning formats are continuously updated to reflect the newest innovations and technologies. As a result, this catalog will be updated regularly to reflect changes in course offerings and availability.

Axis works with every facet of your business, providing training, tools and quick reference help for everything your customers expect – as well as the things they don't even know they need yet.

Let's get started...





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Learning tracks

Tailored to meet your professional goals.

Sales and business development



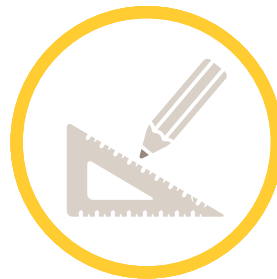
Match your customer needs to the right solution.



System design



Designing optimal solutions.



Installation and configuration



Installing and configuring solutions, quickly and easily.



Sales and business development

Make a sale that makes a difference.

Growing a business depends, in part, on building a reputation as an expert in providing exactly what your customers need. Expertise and credibility aren't earned overnight, but instead are rooted in training and education in addition to on-the-job knowledge. Axis developed this learning track to provide practical, relevant knowledge that allows you to show your customers the clear and compelling business benefits of IP-based solutions.

Below are the recommended courses to gain expert knowledge for this learning track. Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	<ul style="list-style-type: none">> Network Video Fundamentals> Axis Sales Acceleration Program
Online courses	<ul style="list-style-type: none">> Axis naming convention> Axis product types> Introduction to networking
Webinars	<ul style="list-style-type: none">> Analytics for a smarter, safer world> Beginner networking series> Intermediate networking series> Latest and greatest product> Physical Access Control 101 & 201
Web articles	<ul style="list-style-type: none">> Introduction to imaging> Prepare your network video surveillance system> Technical guide to network video> Ten reasons to switch to IP-based video
System design tools	<ul style="list-style-type: none">> Axis Accessory Selector> AXIS Camera Companion Buyers Tool> AXIS Guide App> Axis Product Selector

Track your progress by using the sales and business development checklist provided on page 39.

System design

Designing solutions is your passion.

Success stories hinge on quickly and efficiently designing optimal solutions for your customers' needs. With the right knowledge, you can increase your speed and proficiency in top level designs.

Below are the recommended courses to gain expert knowledge for this learning track.
Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	<ul style="list-style-type: none"> > AXIS Camera Station > Designing Network Video Solutions > Entry Management System > Network Video Fundamentals > Small Systems Installation and Configuration 	
Online courses	<ul style="list-style-type: none"> > Applied image quality > Axis naming convention > Axis product types > AXIS T8414 Installation Display > Fiber optics with Axis products > Introduction to networking > Lights, Camera, Action! 	
Webinars	<ul style="list-style-type: none"> > Analytics for a smarter, safer world > Beginner networking series > Intermediate networking series > Latest and greatest product > Physical Access Control 101 & 201 	
Web articles & educational apps	<ul style="list-style-type: none"> > Identification and recognition > Image quality > Introduction to imaging > Low light solutions > Perfect pixel count > Preparing your network video surveillance system 	<ul style="list-style-type: none"> > Site survey considerations > Sound in surveillance > Technical guide to network video > Troubleshooting Axis cameras > Wide Dynamic Range (WDR)
Videos	<ul style="list-style-type: none"> > Axis Camera Families for Autodesk® Revit® video > Axis Coverage Shapes video > AXIS Design Tool video 	<ul style="list-style-type: none"> > The Zoom Factor > Visual light studio > 60 seconds: video series
System design tools	<ul style="list-style-type: none"> > Axis Accessory Selector > AXIS Camera Extension for the SketchUp® 3D CAD software > Axis Camera Families for Autodesk® Revit® > Axis Coverage Shapes for Microsoft® Visio® 	<ul style="list-style-type: none"> > AXIS Design Tool > AXIS Guide App > Axis Lens Calculator > Axis Product Selector

Track your progress by using the system design checklist provided on page 40.

Installation and configuration



You are the front line.

Whether it is your first installation or 1,000th, keeping customers satisfied comes down to trust. That trust comes from your customers knowing that you will always come through for them by handling products in the right way and delivering flawless installations with optimal configuration. With top performance from day one, your customers will get the most out of their solutions, while you save time and money.

Below are the recommended courses to gain expert knowledge for this learning track.
Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	<ul style="list-style-type: none">> Entry Management System> Network Video Fundamentals> Product Installation and Configuration
Online courses	<ul style="list-style-type: none">> Axis naming convention> Axis product types> AXIS T8414 Installation Display> Fiber optics with Axis products> Introduction to networking
Webinars	<ul style="list-style-type: none">> Analytics for a smarter, safer world> Beginner networking series> Intermediate networking series> Monthly installation tip> Physical Access Control 101 & 201
Web articles & educational apps	<ul style="list-style-type: none">> Introduction to imaging> Prepare your network video surveillance system> Power surges> Technical guide to network video> Top ten installation challenges> Troubleshooting Axis cameras
Videos	<ul style="list-style-type: none">> 60 seconds: video series
System design tools	<ul style="list-style-type: none">> Axis Lens Calculator

Track your progress by using the installation and configuration checklist provided on page 41.



Validate your expertise in
network video

Axis Certification Program

Axis Certification Program



Master your knowledge.

Certification is a significant professional development benefit, giving you and your company a valuable competitive advantage. As an Axis Certified Professional, you will be readily identified by colleagues and customers as an expert in IP video.

Axis sets the industry standard by offering the first professional network video certification to validate IP video expertise. The Axis Network Video Exam is a rigorous and advanced level test. Certification is valid for two years, making it a comprehensive indicator of the latest network video technologies, solutions, best practices and implementation techniques.



LISTEN!

Hear what current
Axis Certified
Professionals have to say...



Your path to certification:

1

What's on the exam?

- > Network video technology (15%)
- > Networking (15%)
- > System design (30%)
- > Axis product knowledge (30%)
- > Installation (10%)

2

How do I prepare?

- > Go to page 46 and we'll show you!

3

Test your knowledge!

- > Visit www.axis.com/certification for sample questions

4

Register for the exam

- > Register online with Prometric

5

Pass the exam

- > Yay!

6

Receive your diploma and card

- > You'll receive these a few weeks after passing the exam

7

Now, show off your expertise!

- > With all this swag, show your customers you're the one for the job

8

Don't let your certification expire

- > Refresh your knowledge and get re-certified!

For more information and preparation materials, visit www.axis.com/certification



Academy educational offerings

Classroom trainings

Axis offers a wide range of classroom trainings. Whatever your background, you can achieve the proficiency you need to work successfully with Axis products and solutions.

The following courses are available throughout North America. To register and view the complete course schedule, visit: www.axis.com/academy/classroom-based.htm

Network Video Fundamentals or Bootcamp, which is right for you?

Network Video Fundamentals

If you are looking to more confidently design and install video surveillance systems, then Network Video Fundamentals is for you.

You'll gain product knowledge, information on camera basics, video encoders, troubleshooting, and much more! With demos and hands-on labs, you will walk away with the knowledge to design and install video solutions more effectively. With your comprehensive student guide provided in the class, Axis will be with you every step of the way.

**Only
\$599 USD!**

Includes: AXIS Q1614 Network Camera and 28 channel AXIS Camera Station Licenses)

Axis Boot Camp

Want to take it a step further? Make it a Boot Camp!

Looking for a certification that validates you as a trusted system designer? Attending the Axis Boot Camp gives you the chance to identify yourself as an Axis Certified Professional. This four day class combines Network Video Fundamentals with a third day Certification Booster that includes additional information you'll need to pass the exam. You'll get introduced to network video system design concepts, system storage, IP networking and much more, preparing you for the Axis Network Video Exam on the final day.

**Only
\$749 USD!**

Includes: Voucher for Axis Network Video Exam, AXIS Q1614 Network Camera and 28 channel AXIS Camera Station Licenses)

With each class you will improve your skills in designing network video solutions and learn about your local Axis resources.

Building blocks

Network Video Fundamentals



Level of difficulty:

Introductory

Length:

2 days

Credits:

ESA: 1.4 / BICSI: 13

Cost:

\$599 USD (includes AXIS Q1614 Network Camera and 28 channel ACS licenses)

Course description:

This is a comprehensive course covering the essentials of network video. Topics are explored in theory lessons combined with hands-on labs.

Learning objectives:

- > Camera technology and setup
- > Selecting the appropriate camera type and placement
- > Ways to save bandwidth and storage
- > Intelligent applications

Prerequisites:

We strongly recommend all students spend 30 minutes on Axis' online "Introduction to networking" course to confirm their network knowledge.

Upcoming trainings*

01/05	Chicago AEC, IL	02/23	Phoenix, AZ
01/12	Columbus, OH	03/01	Chelmsford AEC, MA
01/12	Houston, TX	03/01	Milwaukee, WI
01/12	Parsippany, NJ	03/01	Nashville, TN
01/12	St. Louis, MO	03/01	Baton Rouge, LA
02/02	Long Island, NY	03/08	Denver, CO
02/02	Kansas City, KS	03/08	Albany, NY
02/02	Frisco, TX	03/08	Columbia, MD
02/09	Harrisburg, PA	03/08	Edmonton, AB
02/09	Sacramento, CA	03/15	Minneapolis, MN
02/16	Tulsa, OK	03/22	Chicago AEC, IL
02/16	Irvine AEC, CA	03/22	Charlotte, NC
02/16	Rochester, NY	03/29	Grand Rapids, MI
02/16	Columbia, SC	03/29	Fairfield, CT
02/23	Richmond, VA	03/29	Des Moines, IA
02/23	Omaha, NE	03/29	Portland, OR
02/23	Mississauga AEC, ON		

Axis Boot Camp



Advanced

Level of difficulty:

Length:

4 days

Credits:

BICSI: 22

Cost:

\$749 USD (includes voucher for Axis Network Video Exam, AXIS Q1614 Network Camera and 28 channel ACS Licenses)

Course description:

This course gives you the chance to become an Axis Certified Professional all in one week! Three days of intensive preparation training will help you get ready to take the Axis Network Video Exam on the final day.

Learning objectives:

Understand the five critical knowledge areas on the exam: networking, network video technology, system design, product knowledge and installation.

Prerequisites: Participants are required to read the "Technical guide to network video" to gain a basic knowledge of video surveillance and IP networking.

Upcoming trainings*

01/05	Chicago AEC, IL	02/23	Phoenix, AZ
01/12	Columbus, OH	03/01	Chelmsford AEC, MA
01/12	Houston, TX	03/01	Milwaukee, WI
01/12	Parsippany, NJ	03/01	Nashville, TN
01/12	St. Louis, MO	03/01	Baton Rouge, LA
02/02	Long Island, NY	03/08	Denver, CO
02/02	Kansas City, KS	03/08	Albany, NY
02/02	Frisco, TX	03/08	Columbia, MD
02/09	Harrisburg, PA	03/08	Edmonton, AB
02/09	Sacramento, CA	03/15	Minneapolis, MN
02/16	Tulsa, OK	03/22	Chicago AEC, IL
02/16	Irvine AEC, CA	03/22	Charlotte, NC
02/16	Rochester, NY	03/29	Grand Rapids, MI
02/16	Columbia, SC	03/29	Fairfield, CT
02/23	Richmond, VA	03/29	Des Moines, IA
02/23	Omaha, NE	03/29	Portland, OR
02/23	Mississauga AEC, ON		



Sales and business development



System design



Installation and configuration



Certification

Advanced offerings

AXIS Camera Station

Level of difficulty:

Length: 1 day

Credits: ESA: 0.7 / BICSI: 6

Cost: \$299 USD (includes 28 channel ACS licenses)

Course description:

This technical course gives you the skills to successfully deploy and manage AXIS Camera Station 4.0. Topics are explored in theory lessons combined with hands-on labs.

Learning objectives:

- > Plan, install and use AXIS Camera Station
- > Configure split views, hotspots, sequences, maps and PTZ functionality
- > Set-up recordings and alerts
- > Configure video format, resolution and frame rate
- > Estimate and configure storage space

Upcoming trainings*

02/02	Raleigh, NC	02/24	Cleveland, OH
02/09	Lexington, KY	03/23	Albuquerque, NM
02/10	Chicago, IL		

Designing Network Video Solutions

Level of difficulty:

Intermediate

Length: 1 day

Credits: ESA: 0.7 / BICSI: 6

Cost: \$299 USD

Course description:

This course covers many important aspects of designing a network video surveillance system and puts theory into practice through comprehensive and interactive lab sessions.

Learning objectives:

- > Understand the cornerstones of a network video system
- > Learn how product selection and camera placement effect the usability of a system
- > Make decisions on products and placement based on customer needs
- > Use Axis' system design tools to facilitate the design process

Prerequisites:

We strongly recommend all students take Network Video Fundamentals and introductory online courses and tutorials.

Upcoming trainings*

03/23	Chelmsford AEC, MA
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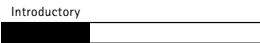
*All courses include breakfast, lunch and course materials.

Dates, locations and availability for classroom trainings are subject to change. Please see complete list of available courses online at www.axis.com/academy/classroom-based.htm. For questions, please contact your sales representative at 1-800-444-2947 option 3.

Entry Management System



Level of difficulty:



Length:

1 day

Credits:

BICSI: 5

Cost:

\$299 USD (Price includes the AXIS A1001 Network Door Controller)

Prerequisites:

We strongly recommend that participants have some knowledge of physical security or access control systems.

Upcoming trainings*

Available upon request.

Course description:

This course introduces a new era of Axis products through a combination of instructor-led presentations and interactive labs. Students will learn how to build the foundation for a non-proprietary and scalable IP-based access control solution.

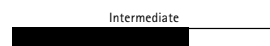
Learning objectives:

- > Understand the main components of an access control system and differences between distributed and centralized designs
- > Become familiar with safety and security challenges surrounding access management
- > Install and configure an AXIS A1001 with the built-in AXIS Entry Manager web-based software
- > Learn more about how to create scalable solutions through open IP-based access control

Product Installation and Configuration



Level of difficulty:



Length:

1 day

Credits:

ESA: 0.8 / BICSI: 6

Cost:

\$299 USD

Prerequisites:

We strongly recommend that all attendees complete the Network Video Fundamentals training and introductory online courses and tutorials.

Upcoming trainings*

02/10	Lexington, KY	03/09	Birmingham, AL
02/23	Cleveland, OH	03/22	Chelmsford AEC, MA
03/09	Chicago, IL	03/24	Albuquerque, NM

Course description:

This course provides advanced camera installation, configuration and management solutions to accurately and efficiently bring camera installations to full operation. Practice what you have learned through hands-on lab exercises.

Learning objectives:

- > Understand installation and configuration options
- > Understand how to use Axis software and installation accessory products for camera installations
- > Anticipate challenges and identify solutions based on customer needs



Sales and business development



System design



Installation and configuration



Certification

Small Systems

Level of difficulty: Introductory
Length: 1 day
Credits: Pending
Cost: \$299 USD (Includes an Axis Branded Tool Kit)

Course description:

Small Systems Installation and Configuration is a comprehensive course covering the design and implementation of network video surveillance. Topics such as basic camera installation, optics and image usability, bit rate and storage, design theory, and Axis video products are explored in theory lessons combined with hands-on labs.

Learning objectives:

- > The technology basics of video surveillance
- > Selecting the appropriate camera type and placement
- > Configuration and use of AXIS Camera Companion
- > How to install and configure a small video surveillance site

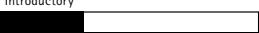
Prerequisites:
There are no set prerequisites to this class

Upcoming trainings*	
02/03	Raleigh, NC

*All courses include breakfast, lunch and course materials.
Dates, locations and availability for classroom trainings are subject to change. Please see complete list of available courses online at www.axis.com/academy/classroom-based.htm.
For questions, please contact your sales representative at 1-800-444-2947 option 3.

Sales trainings

Axis Sales Acceleration Program

Level of difficulty:  Introductory
Length: 1 day
Cost: \$99 USD (includes AXIS M1124 Network Camera)

Course description:

You want to sell more. And when you're selling video surveillance systems it can sometimes be complex. Axis' new sales training – Axis Sales Acceleration Program (ASAP) – enables you to sell more by identifying the sales process and tools you can use along the way, and simplifying the way you identify the right system for your customers. This 1-day training is designed to provide you with the knowledge and tools needed to ignite new and run-rate business in network video surveillance by providing an all-around approach to generating more profitable sales results on small to medium-sized projects.

Learning objectives:

- > Understanding a fresh approach to the value-added sales process
- > Gaining the competitive advantage through leveraging Axis' design tools and resources
- > Getting to know Axis' new technologies & product roadmap

Upcoming trainings*

02/02	Washington D.C.	02/25	Cleveland, OH
02/02	Las Vegas, NV	03/08	Birmingham, AL
02/04	Pittsburgh, PA	03/08	Halifax, NS
02/09	Chicago AEC, IL	03/10	Chicago AEC, IL
02/09	Montreal, QC	03/15	Irvine AEC, CA
02/11	Lexington, KY	03/22	Albuquerque, NM
02/11	Ottawa, ON	03/22	Teaneck, NJ
02/16	Boca Raton, FL	03/24	Chelmsford AEC, MA
02/23	King of Prussia, PA	03/24	Kansas City, KS
02/23	Seattle, WA		





*All courses include breakfast, lunch and course materials.

Dates, locations and availability for classroom trainings are subject to change. Please see complete list of available courses online at www.axis.com/academy/classroom-based.htm. For questions, please contact your sales representative at 1-800-444-2947 option 3.



Academy educational offerings

Online courses

Take the classroom with you and stay updated on the Axis product portfolio, services and solutions at your convenience anywhere in the world, any time. These brief, free courses are perfect for new employees or as quick refreshers.

Axis' online courses are free and can be found at www.axis.com/us/en/learning/online-courses

Axis Certification Program

Knowledge check

This course contains questions covering the five knowledge areas that the Axis Network Video Exam is based on. Feedback on your answers will be provided, for you to learn more.

Complete at own pace

Practice Test

Are you ready to take the Axis Network Video Exam? Take this practice test and find out!

Complete at own pace

Network video technologies

Axis product types

Learn about Axis' different product types to help meet your customers' surveillance needs.

Length: 10 minutes

Axis naming convention

This course provides an overview from the product lines to the extensions.

Length: 5-10 minutes

Introduction to networking

This course provides a basic understanding about networking and commonly used terms.

Length: 30-40 minutes

Fiber optics with Axis products

This course will teach you about fiber optics in general as well as using fiber optics with Axis products.

Length: 20-30 minutes

NEW

Video Encoding Technologies

Learn the basics about video encoders, the Axis naming convention, and the various methods of displaying video.

Length: 20-30 minutes

Design & installation considerations

AXIS T8414 Installation Display

Learn how to use the latest handheld installation display for focusing your Axis network cameras.

Length: 10-15 minutes

Imaging

Applied image quality

Learn how to cover various aspects of image quality from a surveillance point of view.

Length: 10-15 minutes

Lights, Camera, Action!

This course will advise you about why, when and how to install lighting.

Length: 10-15 minutes

System Design

NEW

Get to know Axis mid-size solutions

Learn how simple it is to protect a mid-size business with a complete, end-to-end security solution from Axis Communications.

Length: 10-15 minutes

NEW

Get to know Axis small system solutions

Learn how simple it is to protect small businesses with a complete, end-to-end security solution from Axis Communications.

Length: 10-15 minutes



Sales and business development



Installation and configuration



System design



Certification



Academy educational offerings

Webinars

Whether you are new to Axis Communications or have been in the industry for years, these free presentations are designed to update you on the latest technology, products, trends, and innovations in physical network security.

For more information about access, please contact our Inside Sales team at 1-800-444-2947 option 1.

Here's a glance at some of our ongoing webinar series. Specific presentation dates and previous recordings can be found on the Partner Pages or online at www.axis.com/us/en/learning/webinars

Analytics for a smarter, safer world



Video surveillance goes way beyond security! With the numerous applications that emerge on the market, customers are able to utilize video for business intelligence to make informed decisions, improve response time, reduce costs and maximize return on investment. Join a technical trainer each month and explore different analytics that integrate with Axis cameras to provide a full solution.

Beginner networking



Before anyone can fully dive into IP video surveillance, it is critical to have a strong foundation in the fundamentals of networking. Each month, a technical trainer will highlight a different topic to get you up to speed.

Behind the camera



These monthly presentations focus on equipment, power, and networking. Axis will cover all the needs to support a camera from the network side. Join us each month to learn what you will need to know to support your camera.

Intermediate networking



For those who have a strong foundation in networking, we invite you to take an in-depth look at more complex networking capabilities that will enable you to design and securely integrate security solutions that meet the goals and objectives of upcoming projects.

Latest and greatest product



Stay one step ahead with the knowledge of the newest Axis products. Every month, a technical trainer will take you through the details of the advancements and innovations surrounding the newest addition to Axis' product offering.

Monthly installation tip



Axis takes pride in its dedication to empower integrators with the innovations and tools for easy installations and optimal configuration. These monthly presentations are aimed at showing how Axis does just that with every product to ensure top performance and build trust with end customers.

Physical Access Control 101 & 201 Webinar Series



Did you hear Axis entered the physical access control market? No fear if you're new to the industry! Solidify your basic knowledge of locks, readers, software, door controllers as well as other industry technologies, standards and practices with our Access Control 101 webinars. Already a master of physical access control? Time to discover a new level of freedom as our technical trainers explain how to improve traditional systems with Axis' innovative IP-based edge solution with our Access Control 201 webinars.

Sales



From a sales perspective, Axis wants to show partners how to bring digital cameras to the market. This will entail sales tips and tricks, various topics, and answer any questions you have about selling. Each month a new sales representative will be presenting on exciting topics.



Sales and business development



Installation and configuration



System design



Certification



Academy educational offerings

Web articles & educational apps

Do you want to learn more about topics such as network video, camera installation and how to obtain the image quality needed for specific surveillance objectives? Here you find tutorials and guides to help you in the design and installation of your network video project.

Axis' tutorials and guides are free of charge and open to the general public. To access our tutorials and guides, please visit www.axis.com/academy/guides.htm

Web articles

Identification and recognition

Learn how cameras can provide the close-up footage required for identification and recognition.

Reducing the bit rate with Axis **NEW**

Learn about Axis Zipstream and how it can help you save on bandwidth and storage.

Video Analytics **NEW**

Learn about video analytics software and how it can make your video surveillance system more efficient.

Low light solutions

Get an understanding of why cameras have a harder time to operate in darkness, show common pitfalls and present general design considerations.

Perfect pixel count

This guide helps you select the best cameras for operational requirements and surveillance scenarios.

Power surges

Learn about what these surges are, what they can do and how you can benefit from the built-in capabilities of Axis cameras.

Preparing your network video surveillance system

Determine the scene requirements, application needs and network needs.

Site survey considerations

A five step guide to conducting a site survey and documenting it for future needs.

Sound in surveillance

Learn how audio can extend your video surveillance system's capabilities.

Technical guide to network video

Explore the techniques and factors to consider for the successful deployment of IP-based surveillance.

Ten reasons to switch to IP-based video

Take a look at ten key motivators for switching from analog to IP-based cameras.

Thermal imaging

The goal of this article is to provide a better understanding of thermal imaging technology and when it can be used.

Top ten installation challenges

A 10 step guide to some installation challenges and how to overcome them.

Troubleshooting Axis cameras

This article will guide you through some useful steps in troubleshooting your Axis network cameras.

Educational apps

Virtual light studio

See how a scene's appearance changes depending on the type, amount and placement of light.

Pixel Density **NEW**

The Pixel Density application allows you to manipulate different parameters and learn how they affect pixel density.

Frame rate versus Shutter speed **NEW**

The Frame Rate versus Shutter Speed application allows you to change the frame rate and shutter speed of three sample videos. These two settings are important in understanding how they affect image quality.



Sales and business development



Installation and configuration



System design



Certification



Academy educational offerings

Videos

Our educational videos cover the most current solutions, technologies and Axis system design tools.

Enhance your knowledge by visiting www.axis.com/academy/videos.htm for the latest educational videos.

Videos

60 Seconds: Zipstream

(1:09 min YouTube video)

Axis' Zipstream technology is a video compressor that cuts your bandwidth and storage in half. Find out how!

60 Seconds: Image Noise

(1:08 min YouTube video)

Take a quick look at what's actually causing image noise in digital images.

60 Seconds: Arctic Temperature Control

(1:13 min YouTube Video)

In 60 seconds learn how Axis Cameras survive freezing temperatures.

60 seconds: Multicasting

(1:09 min YouTube video)

In 60 seconds, learn how multicasting differs from normal network traffic and how it can benefit your IP video installation.

60 seconds: Frame rate

(1:10 min YouTube video)

In 60 seconds we sort out the difference between frame rate and shutter speed, and look at the potential effect on video.

60 seconds: The Focus Assistant

(1:07 min YouTube video)

AXIS P13 network camera series has a little-known feature that comes in handy during installation. Find out about the focus assistant in this episode of Axis Communications' Academy "60 seconds"!

60 seconds: Jitter **NEW**

(1:07 min YouTube video)

Jitter is when moving object stutter at regular intervals, detracting from the viewing experience. Learn how to change your screen to avoid Jitter.

60 seconds: SIP **NEW**

(1:11 min YouTube video)

Session Initiation Protocol is the industry standard for Voice over IP telephony. Learn how Axis products can be integrated with SIP.

60 seconds: Emissivity **NEW**

(1:09 min YouTube video)

Learn how some objects can emit heat and how you can get accurate temperature readings on the Axis Q29!

60 seconds: Video Analytics **NEW**

(1:08 min YouTube video)

Axis Cameras come equipped with video analytics such as motion detection.

Axis Camera Families for Autodesk® Revit®

(2:57 min YouTube video)

Interactive Axis camera models for Autodesk® Revit® to illustrate surveillance system designs directly in 3D CAD building layouts.

Axis Coverage Shapes

(5:26 min YouTube video)

An easy-to-use library of camera shapes for Microsoft® Visio® that helps you plan your surveillance solution.

AXIS Design Tool

(5:18 min YouTube video)

A practical example for estimating bandwidth and storage needs for your video surveillance installation.

The Zoom Factor

(2:42 min YouTube video)

Find out more about zoom optics and how to interpret the lens' zoom factor.



Sales and business development



Installation and configuration



System design



Certification



Academy educational offerings

Seminars

Business seminar presentations are designed to provide valuable information about new technology, products or other information of interest.

To request a seminar, please contact your regional sales representative or call our Inside Sales team for more information at 1-800-444-2947 option 1.

Accelerate Network Video Sales

Course description:

This course provides information for network video professionals who want to become more successful in selling IP and Axis products.

Length:

3-4 hours

Prerequisites: Network video industry background.

Learning objectives:

- > Understand Axis' business model and how Axis works to support you in your sales process
- > Gain insight into the rapidly growing network video market
- > Identify the 10 most compelling arguments for network video

Heat up Sales with Axis Thermal Cameras

Course description:

The course will describe how to effectively integrate Axis thermal camera technology with existing Axis network cameras, expanding the system's surveillance capabilities.

Length:

1.5 – 2 hours

Prerequisites: Video surveillance or physical security background

Learning objectives:

- > Understand how Johnson's criteria are used to determine detection, identification and recognition of targets
- > Factor environmental conditions into the detection range of Axis thermal cameras
- > Augment an existing video surveillance system with Axis thermal cameras



Sales and business development



Installation and configuration



System design



Certification

Network Video IT Integrator

Course description:

This course describes Axis' business model and route to market, as well as products and features uniquely developed by Axis to address the growing demand in the industry.

Length: 4 hours

Prerequisites: IT industry background

Learning objectives:

- > Leverage the network video market and existing business opportunities
- > Identify the resources and support available

Selling Network Video

Course description:

This introductory course gives students information on ways to fine tune the sales process.

Length: 2-3 hours

Prerequisites: Network video industry background

Learning objectives:

- > Identify obstacles selling network video
- > Understand Axis' business model
- > Leverage product lifecycles for long-term end customer relationships

Time to Switch to Network Video

Course description:

The course gives the students an insight into network video and how it gradually replaces analog CCTV.

Length: 2-3 hours

Prerequisites: CCTV industry background

Learning objectives:

- > Compare the two technologies to see how network video can replace analog CCTV
- > Network video functionality and additional features
- > Your migration to network video

Utilizing Video Encoders

Course description:

This course will describe how Axis video encoders are the ideal way to expand an analog system's surveillance capabilities. Axis video encoders leverage existing investments by enabling a mix of analog and network cameras.

Length: 3 hours

Prerequisites: Video surveillance or physical security or IT industry background

Learning objectives:

- > Extend the lifespan of legacy analog equipment with Axis video encoders
- > Create a clear migration path from analog to IP using Axis video encoders



Sales and business development



System design



Installation and configuration



Certification

Are we missing something?

Customized trainings

Axis offers a variety of popular seminar topics, which are outlined in the “Academy educational offerings” section of this catalog. However, we recognize that every company faces different challenges when it comes to education. That’s why Axis has a team of sales and technical trainers here to listen, understand, and educate your team with your specific goals in mind. If you don’t find what you’re looking for among the standard course offerings, partners can request customized classroom-based seminars or webinars.

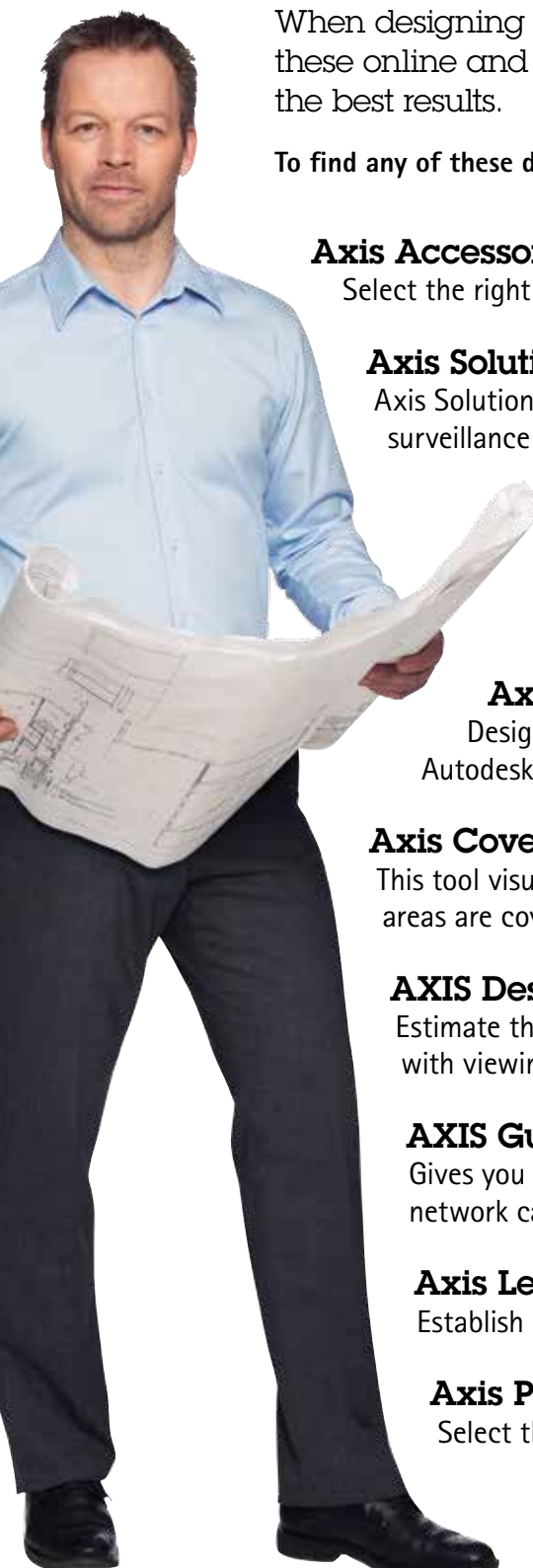
To request a customized training, please contact your regional sales representative or call our Inside Sales team for more information at 1-800-444-2947 option 1.





Design for success with Axis tools

Axis system design tools



When designing and specifying a surveillance system with Axis cameras, these online and app-based system design tools save you time and ensure the best results.

To find any of these design tools, please visit www.axis.com/tools/

Axis Accessory Selector

Select the right housing, brackets and power supplies for the cameras in your projects

Axis Solution Designer

Axis Solution Designer helps you find the right AXIS S10 Recorder for your surveillance project.

Axis Camera Extension for the SketchUp® 3D CAD software

Place 3D CAD Axis camera models with interactive functionality to visualize the camera's coverage in your SketchUp models

Axis Camera Families for Autodesk® Revit®

Design a surveillance system based on Axis cameras directly in your Autodesk® Revit® 3D CAD building layouts

Axis Coverage Shapes for Microsoft® Visio®

This tool visualizes camera coverage in a layout drawing to ensure all critical areas are covered (exclusive for Axis' partners)

AXIS Design Tool

Estimate the storage and network bandwidth your system needs and experiment with viewing, recording and compression options for each camera

AXIS Guide App

Gives you an overview of the features and specifications for Axis' entire range of network cameras and video encoders

Axis Lens Calculator

Establish distances, scene sizes and required focal lengths for different scenarios

Axis Product Selector

Select the right camera or video encoder for your projects



Sales and business development



Installation and configuration



System design



Certification



Meet your Academy team

Who we are

Get started



"More and more, customers are relying on the services of systems integrators to assure they're making the right selections with their video surveillance investment. We're committed to standing behind our partners and educating the industry by providing relevant trainings and tools to make this a reality. Throughout this catalog, you can see that with Axis Communications' Academy you're getting the practical and hands-on education you need to provide the best possible service to your customers.

From technical and system design, to selling tactics and demo strategies, our Axis trainers provide top-notch content in an environment that encourages a variety of learning tracks and styles. With trainings in various locations and formats and topics for a range of experience levels, the Academy offers you flexibility as you look to elevate your expertise with Axis."

Kelly DeLeo, Business Development Marketing & Educational Services Manager

Kelly DeLeo is the business development marketing and educational services manager for Axis Communication in North America. She joined Axis in 2009 and is responsible for all training efforts including Axis Communications' Academy.

Meet the trainers

Whether you're new to the industry or a seasoned veteran, Axis has a dedicated team of trainers available to answer questions, tailor our educational offering to meet your needs and help you better serve your customers.



Derek Burnett
Technical Trainer, Midwest
derek.burnett@axis.com



Robert Drozd
Technical Trainer, South Central
robert.drozd@axis.com



JR Correa
Technical Trainer, West
jr.correa@axis.com



Stephen Oliva
National Sales Trainer
stephen.oliva@axis.com



Mark Coughlin
Technical Trainer, Northeast
mark.coughlin@axis.com



John Phelps
Training and Development Analyst
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Emmanuel Prempeh
Technical Trainer, Canada
Emmanuel.Prempeh@axis.com



Izzy Sharif
National Sales Trainer
izzy.sharif@axis.com



Randy Salminen
Senior Technical Trainer,
Mid-Atlantic
Randy.Salminen@axis.com



Alan Severin
Technical Trainer
alan.severin@axis.com



Checklists

Track your progress

Checklist: Sales and business development



Use this checklist to help keep track of your educational achievements. To make planning your curriculum easier, the courses are categorized by experience level with space to note the date you have completed the training.

Baseline

- ☐ _____ Axis naming convention (online)
- ☐ _____ Axis product types (online)
- ☐ _____ Introduction to imaging (web article)
- ☐ _____ Introduction to networking (online)
- ☐ _____ Physical Access Control 101 & 201 (webinar)
- ☐ _____ Prepare your network video surveillance system (web article)
- ☐ _____ Technical guide to network video (web article)

First step

- ☐ _____ Beginner networking series (webinar)
- ☐ _____ Latest and greatest product series (webinar)
- ☐ _____ Ten reasons to switch to IP video (web article)

Second step – deeper understanding

- ☐ _____ Analytics for a smarter, safer world (webinar)
- ☐ _____ Intermediate networking series (webinar)
- ☐ _____ Network Video Fundamentals (classroom)
- ☐ _____ Thermal Imaging (web article)

Third step – specialize

- ☐ _____ Sales Essentials (classroom)
- ☐ _____ Advanced Sales Essentials (classroom)

System design tools

- ☐ _____ Axis Accessory Selector
- ☐ _____ AXIS Camera Companion Buyers Tool
- ☐ _____ AXIS Guide App
- ☐ _____ Axis Product Selector

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional. Keep an eye out for new and updated offerings on the latest innovations.

Checklist: System design

Use this checklist to help keep track of your educational achievements. To make planning your curriculum easier, the courses are categorized by experience level with space to note the date you have completed the training.

Baseline

- ☐ _____ Axis naming convention (online)
- ☐ _____ Axis product types (online)
- ☐ _____ Beginner networking series (webinar)
- ☐ _____ 60 seconds: video series (video)
- ☐ _____ Introduction to imaging (web article)
- ☐ _____ Introduction to networking (online)
- ☐ _____ Physical Access Control 101 & 201 (webinar)
- ☐ _____ Prepare your network video surveillance system (web article)
- ☐ _____ Technical guide to network video (web article)

First step

- ☐ _____ Intermediate networking series (webinar)
- ☐ _____ Latest and greatest product series (webinar)
- ☐ _____ Network Video Fundamentals (classroom)

Second step – deeper understanding

- ☐ _____ Applied image quality (online)
- ☐ _____ AXIS T8414 Installation Display (online)
- ☐ _____ Fiber optics with Axis products (online)
- ☐ _____ Identification and recognition (web article)
- ☐ _____ Image quality (web article)
- ☐ _____ Lights, Camera, Action! (online)
- ☐ _____ Low light solutions (web article)
- ☐ _____ Perfect pixel count (web article)
- ☐ _____ Site survey considerations (web article)
- ☐ _____ Sound in surveillance (web article)
- ☐ _____ Thermal Imaging (web article)
- ☐ _____ The Zoom Factor (video)
- ☐ _____ Troubleshooting Axis cameras (web article)
- ☐ _____ Visual light studio (educational app)
- ☐ _____ Wide Dynamic Range (web article)

Third step – specialize

- ☐ _____ Analytics for a smarter, safer world (webinar)
- ☐ _____ AXIS Camera Station (classroom)
- ☐ _____ Designing Network Video Solutions (classroom)
- ☐ _____ Entry Management System training (classroom)
- ☐ _____ Video Encoder Technologies (classroom)

System design tools

- ☐ _____ Axis Accessory Selector
- ☐ _____ Axis Camera Extension for the SketchUp® 3D CAD software
- ☐ _____ Axis Camera Families for Autodesk® Revit® (video tutorial)
- ☐ _____ Axis Coverage Shapes for Microsoft® Visio®
- ☐ _____ Axis Coverage Shapes (video)
- ☐ _____ AXIS Design Tool
- ☐ _____ AXIS Design Tool (video)
- ☐ _____ AXIS Guide App
- ☐ _____ Axis Lens Calculator
- ☐ _____ Axis Product Selector

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional. Keep an eye out for new and updated offerings on the latest innovations.

Checklist: Installation and configuration



Use this checklist to help keep track of your educational achievements. To make planning your curriculum easier, the courses are categorized by experience level with space to note the date you have completed the training.

Baseline

- ☐ _____ Axis naming convention (online)
- ☐ _____ Axis product types (online)
- ☐ _____ Beginner networking series (webinar)
- ☐ _____ 60 seconds: video series (video)
- ☐ _____ Introduction to imaging (web article)
- ☐ _____ Introduction to networking (online)
- ☐ _____ Physical Access Control 101 & 201 (webinar)
- ☐ _____ Prepare your network video surveillance system (web article)
- ☐ _____ Technical guide to network video (web article)

First step

- ☐ _____ Intermediate networking series (webinar)
- ☐ _____ Network Video Fundamentals (classroom)

Second step – deeper understanding

- ☐ _____ Analytics for a smarter, safer world (webinar)
- ☐ _____ AXIS T8414 Installation Display (online)
- ☐ _____ Fiber optics with Axis products (online)
- ☐ _____ Power surges (web article)
- ☐ _____ Top ten installation challenges (web article)
- ☐ _____ Troubleshooting Axis cameras (web article)

Third step – specialize

- ☐ _____ Entry Management System training (classroom)
- ☐ _____ Monthly installation tip series (webinar)
- ☐ _____ Product Installation and Configuration (classroom)

System design tools

- ☐ _____ Axis Lens Calculator

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming an Axis Certified Professional. Keep an eye out for new and updated offerings on the latest innovations.

Checklist: Axis Certification Program



Get the confidence you need to take the exam. Use this checklist in addition to your learning track checklist to ensure you are getting all the education you need to succeed in your role and become an Axis Certified Professional.

To make planning your curriculum easier, the courses are categorized by experience level with space to note the date you have completed the training.

Baseline

- ☐ _____ Axis naming convention (online)
- ☐ _____ Axis product types (online)
- ☐ _____ Beginner networking series (webinar)
- ☐ _____ Introduction to imaging (web article)
- ☐ _____ Introduction to networking (online)
- ☐ _____ Knowledge check (online)
- ☐ _____ Prepare your network video surveillance system (web article)
- ☐ _____ Technical guide to network video (web article)

First step

- ☐ _____ Identification and recognition (web article)
- ☐ _____ Image quality (web article)
- ☐ _____ Network Video Fundamentals (classroom)
- ☐ _____ Top ten installation challenges (web article)

Second step – deeper understanding

- ☐ _____ Applied image quality (online)
- ☐ _____ Analytics for a smarter, safer world (webinar)
- ☐ _____ Designing Network Video Solutions (classroom)
- ☐ _____ Fiber optics with Axis products (online)
- ☐ _____ Intermediate networking series (webinar)
- ☐ _____ Low light solutions (web article)
- ☐ _____ Lights, Camera, Action! (online)
- ☐ _____ Perfect pixel count (web article)
- ☐ _____ Product Installation and Configuration (classroom)
- ☐ _____ Site survey considerations (web article)
- ☐ _____ Thermal Imaging (web article)
- ☐ _____ Video Encoder Technologies (classroom)
- ☐ _____ Visual light studio (educational app)
- ☐ _____ Wide Dynamic Range (web article)

Third step – specialize

- ☐ _____ Axis Boot Camp (classroom)
- ☐ _____ Axis Certification Preparation training (classroom)
- ☐ _____ Practice test (online)

Notes

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform – delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,000 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

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



Your learning is never complete!

Get access to the latest catalog at
[http://www.axis.com/us/en/learning/
classroom-training/course-catalog](http://www.axis.com/us/en/learning/classroom-training/course-catalog)