

A photograph of a woman with long blonde hair, wearing an orange blouse, smiling and looking up at a man in a white shirt. They are in an office setting with a window in the background. The image is partially obscured by a diagonal grey and yellow graphic element in the bottom right corner.

**Your fast track to
business success.**
The Axis Partner Network.

A real partnership.

Based on trust, commitment and support.

In today's performance-rewarding environment, it's easy to lose sight of the value of true partnership – of trust, commitment and of actively supporting others. At Axis, we believe that opportunities increase when you help others win and our indirect sales model is the cornerstone of our approach to sustainable business growth.

Axis provides global vision, reach and expertise as well as access to innovative new technologies and solutions.

Our Partners are empowered to build their knowledge and capability, and benefit from an expanded professional community.

We believe that opportunity waits for no-one, actively working along-side and supporting our Partner Network to seize profitable growth opportunities and fast-track to business success.



All loyalty programs offer price discounts, product training and post-sales support. At Axis, we strive for excellence far beyond the traditional loyalty program.

We also offer partners:

- > Innovation leadership – technology, functionality and design
- > World-class training and the industry's only professional certification
- > Comprehensive system design support, tools and sales engineering
- > Premium brand reputation, global reach and operational excellence
- > Channel integrity and unwavering commitment to our partners
- > A true network of opportunities

Multiply your business potential!
Register now at www.axis.com/partner

Technology Partner Program

Connecting network infrastructures

In close collaboration with **hardware vendors**, we strive to optimize end-to-end network performance. Together, we create new market possibilities by combining joint video surveillance and technology innovation.



Channel Partner Program

Accelerating solution sales

In addition to enhanced margin opportunities and the best possible service and support, we offer **value-added resellers, system integrators and installers** world class training and the industry's only professional certification.

Distributors

We are committed to driving business through carefully selected distributors.

**Hardware
vendors**

Distributors

**System
integrators
Resellers**



**Software
vendors**

**Hosting
Providers**

Consultants

Hosting Providers

We offer AXIS Video Hosting System to cloud storage companies that support Video Surveillance as a Service (VSaaS).





Application Development Partner (ADP) Program

Streamlining software integration

As the first network camera vendor to promote a best-of-breed end customer solution, we work proactively with **software vendors** to integrate new technologies, products and capabilities via consistent, open-platform interfaces. We also provide them access to the industry's largest network of resellers and installers.

Architecture & Engineering (A&E) Program

Designing smarter systems

As the trusted knowledge leader for professional video surveillance, we offer our **consultants** comprehensive system design support – through tools, knowledge and sales engineering.

“ Axis is not a company name, it's a partnership concept.
– Axis Distributor

“ On paper, everybody's partner program looks the same. The difference with Axis is that they actually have the staff to deliver the program... and in today's business world that is probably the best compliment I can give.
– Axis ADP Partner

“ Axis leads the way in providing extensive product knowledge and has the right tools to get the job done. The USB stick is a great idea – I always have access to updated specs even when I'm working offline.
– Axis A&E Program member

“ In working with Axis, we are able to deliver solutions to a market that demands nothing less than excellence.
– Axis Technology Partner

“ Axis has the market's best products and the most competent personnel – making my work day easier and better.
– Axis Channel Partner

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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

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