



Streamlining software integration.

Application Development
Partner Program.



Empowering you to succeed.

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. That's why we actively work alongside and empower software vendors to streamline software integration.

By joining the Axis Application Development Partner (ADP) Program, you can benefit from the industry's most complete and reliable product portfolio, an expanded professional network, and comprehensive integration support for:

- > Video management software
- > Integration with other systems (e.g. building management, PSIM)
- > Device and network management
- > Physical access control
- > Video analytics
- > Live video streaming

Multiply your business potential!

Register now at www.axis.com/partner

“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 Application Development Partner



A true network of opportunities

As an Axis ADP Partner, we help you to expand your market penetration and geographical reach by connecting you with the industry's largest partner network. And we help you with introductions to complementary technology that add value to your software solutions.

Innovation leadership

Axis combines the best of human capital with intelligent technology to pioneer industry-leading innovation, investing 15% into R&D every year. You can rely on us to bring you the latest and most trustworthy technology innovation.

Consistent, standardized product interfaces

As the first network camera manufacturer to adopt an open-platform, best-of-breed approach to market, we work closely with you to integrate new technology and capabilities through consistent and standardized product interfaces.

Comprehensive integration support

We provide detailed technical documentation, tools, SDKs, training, and early access to our latest technology innovations. All backed by our expertise and support - enabling you to go to market quickly with reliable end customer solutions.

Competent and caring professionals

Axis people are open-minded, knowledgeable and dedicated. Our global team of highly experienced engineers, account managers, business developers and marketers stay with you all the way - ensuring your integration success and expanding your commercial reach.

Global recognition for excellence

When you partner with Axis, you're connected to a global organization with a strong reputation for innovation, excellence, and more than 30 years of unwavering commitment to the partnership philosophy.

Discover the Axis difference.



Partnership



APPLICATION
DEVELOPMENT
PARTNER

Three levels of partnership are designed to foster mutual success and reward our partners' investment in the integration of Axis products. Joining the Application Development Partner level is easy – with minimal requirements and a number of benefits to get you off to a highly successful start!



Integration tools

- > VAPIX® – Axis' own Application Programming Interface (API)
- > AXIS Virtual Camera – camera simulation tool
- > AXIS Metadata Monitor – event and PTZ visualization/validation tool



Software Development Kits

- > Live view video
- > Video recording and playback
- > Advanced PTZ integration
- > Product discovery and device management
- > Edge based app development: AXIS Camera Application Platform (ACAP)

Discounted Not For Resale (NFR) demonstration equipment

benefits.



Prioritized integration support

- > Axis products and capabilities
- > Axis APIs and SDKs
- > Axis development tools
- > Easy to follow guidelines



Marketing and communication

- > Marketing collateral
- > Axis Partner Pages
- > Quarterly ADP eNews
- > Firmware roadmap
- > Early product introduction and discontinuation announcements
- > Technology white papers and trends articles

Networking opportunities

- > Access to Axis Partner Network of complementary hardware and software vendors, resellers, consultants and more

Silver and gold advantages.



Silver and Gold level ADP Partners have successfully integrated their commercial applications with Axis products and capabilities, and are actively growing mutual business. At Axis, we value partner commitment with extended and exclusive benefits.



SILVER APPLICATION
DEVELOPMENT
PARTNER



GOLD APPLICATION
DEVELOPMENT
PARTNER

Dedicated account management

- > Account team of engineers, marketing and business development professionals
- > Roadmap sharing

Prioritized integration planning and support

Additional discounts on NFR equipment

Joint marketing promotion

- > Promotion on Axis "Application Database" website
- > "Specialist" recognition and marketing opportunities in prioritized industry segments
- > Joint solution co-marketing development
- > Funded co-marketing

Exclusive networking opportunities

- > Participation at regional or global Axis Partner Network events and forums
- > Introduction to complementary hardware and software vendors

PARTNER BENEFITS	ADP	Silver ADP	Gold ADP
SALES AND MARKETING SUPPORT¹			
Discounted Not For Resale (NFR) demonstration equipment ²	📍	📍	📍
Secure access to Axis Partner Pages, marketing collateral, and integration tools	📍	📍	📍
Quarterly eNews	📍	📍	📍
Welcome kit and recognition certificate	📍	📍	📍
Participation opportunity at Axis partner events	📍	📍	📍
Connection to Axis Partner Network; resellers, software developers, technology vendors & consultants	📍	📍	📍
Extended loaner equipment opportunities		📍	📍
Lead forwarding		📍	📍
Dedicated account team		📍	📍
Listing on Axis website (subject to terms & conditions)		📍	📍
Co-marketing opportunities		📍	📍
End customer event opportunities in Axis Experience Center		📍	📍
Specialist recognition and promotion in prioritized industry segments		📍	📍
Awareness in joint solution – Axis sales team			📍
TECHNICAL SUPPORT¹			
Axis' APIs, SDKs, technical tools and extensive technical documentation	📍	📍	📍
Technical and integration support	📍	📍	📍
Axis ADP engineer certified/trained on partner solution			📍
Pre-launch availability of selected development units			📍
Roadmap for products and capabilities			📍

EDUCATION ¹			
Technical and sales training – Axis Communications' Academy			
Online courses			
Classroom and/or web-based integration training			

PARTNER REQUIREMENTS	ADP	Silver ADP	Gold ADP
Open to all companies/organizations			
Participate in Axis integration trainings	recommended		
Negotiated channel attachment target			
Support for VAPIX [®] *, for fast integration of new capabilities			
Annual account plan and dedicated account team			
Offering pre-and post-sales support			
Axis presence and supported products listed on partner's website			
Project pipeline exchange			
Alignment of product roadmap			
Provide up-to-date software/hardware to Axis			
Train dedicated Axis ADP Engineer(s)			
Awareness in joint solution – Partner's sales team			

*VAPIX[®] is Axis's own API (Application Programming Interface)

¹ Where available. May vary depending on location, opportunity size and partner level.

² The Partner must provide Axis with account numbers from their current distributor(s). Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.

Silver level partners receive extended partner networking opportunities and prioritized technical support as compared to ADP Partners.

Gold level partners receive regular meetings, extended partner networking opportunities, prioritized web listing, co-funded marketing opportunities and prioritized technical support as compared to Silver level partners. Gold partners also have higher requirements on channel attachment target, deep integration of Axis products and advanced project pipeline exchanges as compared to Silver level partners.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. 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.