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## **Axis Communications strengthens its global partner offering by increasing the integration with software solutions**

**Axis Communications, the world leader in network video, evolves its Application Development Partner (ADP) program with local competence, increasing the range of localized end customer solutions.**

“We see the opportunity to work more closely with ADP Partners of strategic importance in local markets as an important step in maintaining our continued global market leadership. By making an investment in dedicated Axis resources in all regions, we will continue to upgrade the ADP Program, further strengthen our market-leading position and create true win-win partnerships”, said Bodil Sonesson, VP Sales Axis Communications.

Axis is leading through partnership with a network of system integrators, consultants, software developers, network infrastructure vendors and more. The ADP Program is a cornerstone of the partner network and of key importance to Axis. The program helps software vendors fully integrate Axis network video products into end-customer solutions. By providing open programming interfaces, technical documentation and specifications, and dedicated support, application developers can easily integrate with Axis’ broad product portfolio and unique capabilities.

Axis Communications will now strengthen the ADP Program by recruiting more dedicated personnel for closer collaboration with local and regional ADP partners. Exchanging local competence, market knowledge and cultural/legal awareness will result in earlier integration of Axis products and capabilities in video solutions adapted for a specific region or industry segment.

Axis will introduce three levels of partnership to open engagement, grow business, and reward loyalty with clear benefits and requirements. The program offers focused tools, services and training to meet specific customer needs.

### **Application Development Partner**

All qualified software vendors that are ready to integrate their commercial software with Axis network video products are eligible to join the program as an Application Development Partner. Axis offers a number of technical development tools, support and marketing benefits to help the ADP Partner get a successful start.

### **Silver ADP**

Partners at the Silver level are growing their business together with Axis, focusing on joint business and marketing initiatives. Silver ADPs are successfully meeting the demands of Axis

end customers often with specific solutions for prioritized industry segments.

### **Gold ADP**

Gold ADPs are market leading companies, working very closely together with Axis, focusing on early integration and joint business development. Gold level Partners provide robust, flexible and scalable network video applications. They offer first-line support, and have demonstrated that Axis is their preferred surveillance camera vendor.

For more information about the Application Development Partner program, please visit [http://www.axis.com/partner/adp\\_program/](http://www.axis.com/partner/adp_program/)

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#### ***About Axis Communications*** □

*As the market leader in network video, Axis is leading the way to a safer, smarter, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.*

*Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*