

Lund, June 19, 2018

## **Axis launches cloud-based managed services platform to extend security service providers' and alarm monitoring companies' offering**

**In a further development of its cloud-based services, Axis Communications has today launched AXIS Guardian, which is designed to allow security service providers and alarm monitoring companies to offer an end-to-end managed service with remote monitoring. AXIS Guardian has been created in close collaboration with a number of alarm and security service companies to specifically meet the needs of their customers.**

Designed to integrate with a provider's existing alarm monitoring software, the video data is processed on the edge by Axis and then stored in the cloud and/or locally. Using AXIS Guardian's centralized device management, providers can maintain and manage their clients' systems remotely while delivering stable and reliable monitoring to their end customers, without the overheads of maintenance or installation.

AXIS Guardian allows alarm monitoring companies and security service providers to increase their customer service and deepen their relationships with customers, without incurring large overheads by:

### **Increasing operational efficiencies**

Integrating AXIS Guardian with alarm handling software makes alarm handling very quick and efficient. By adding video verification to alarm solutions allows for the easy and fast identification and verification of a potential threat. This can be done immediately, off-site from the providers' central station, so the most appropriate response (fire, police, janitor) can be quickly deployed, without sending a guard.

By being able to verify an alarm trigger and only deploy someone to address actual incidents, security service and alarm monitoring providers can avoid wasting resources on false alarms, so they can run more efficiently, to provide more services, without having to increase their resources to investigate every alert.

### **Increasing Revenues**

AXIS Guardian also opens up the opportunity for alarm companies and security service providers to offer additional services to their end-customers, from remote guarding of a perimeter through to challenging unknown individuals verbally using audio products.

This integration allows for up-selling and cross-selling of additional products and services to end-customers. It means that customers can benefit from the combination of the best surveillance products on the market, without having to worry about how they will manage the extra security devices and services, as it is all looked after remotely by the alarm monitoring companies and

security surveillance providers. This means providers can increase revenues through both the initial sales of the hardware and the additional on-going management of these extra surveillance services.

AXIS Guardian's web and mobile app also allows end-customers to have control over their surveillance as required. Via the apps, customers can access their recorded and live video footage so they can monitor or check their system independently of their alarm or security services provider, for example to catch suspected shop lifters during opening hours, meaning they can act straight away to minimize losses through theft or damage.

### **Cost savings**

The service also provides commercial benefits. Installation is exceptionally easy as no system design is needed, nor are specially trained installers. AXIS Guardian plugs right in to the existing alarm system, and new devices can be added with a single click, meaning no large up front or installation costs. Remote health monitoring of devices reduces the costs associated with paying and training guards or hiring additional engineers to undertake routine checks of equipment.

AXIS Guardian has a flexible subscription model meaning it can be scaled according to a company's clients' needs, so alarm monitoring and security service providers only pay for what they are actually using.

Johan Birkfeldt, Global Director, Hosted Services, Axis Communications, adds, "We have developed AXIS Guardian in partnership with alarm companies and security providers to give them a competitive advantage through a complete end-to-end security service offering. Our partners can own the relationships with their clients and show that they are able to meet the needs of the market. It's a win-win: the end-customer gets an enhanced alarm and response system, while our partners have an additional way to grow their revenue stream and client base."

### ***For more information, please contact:***

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### ***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 2,800 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 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](http://www.axis.com).*