



# A new offering for small business security.

A new opportunity  
for IT resellers

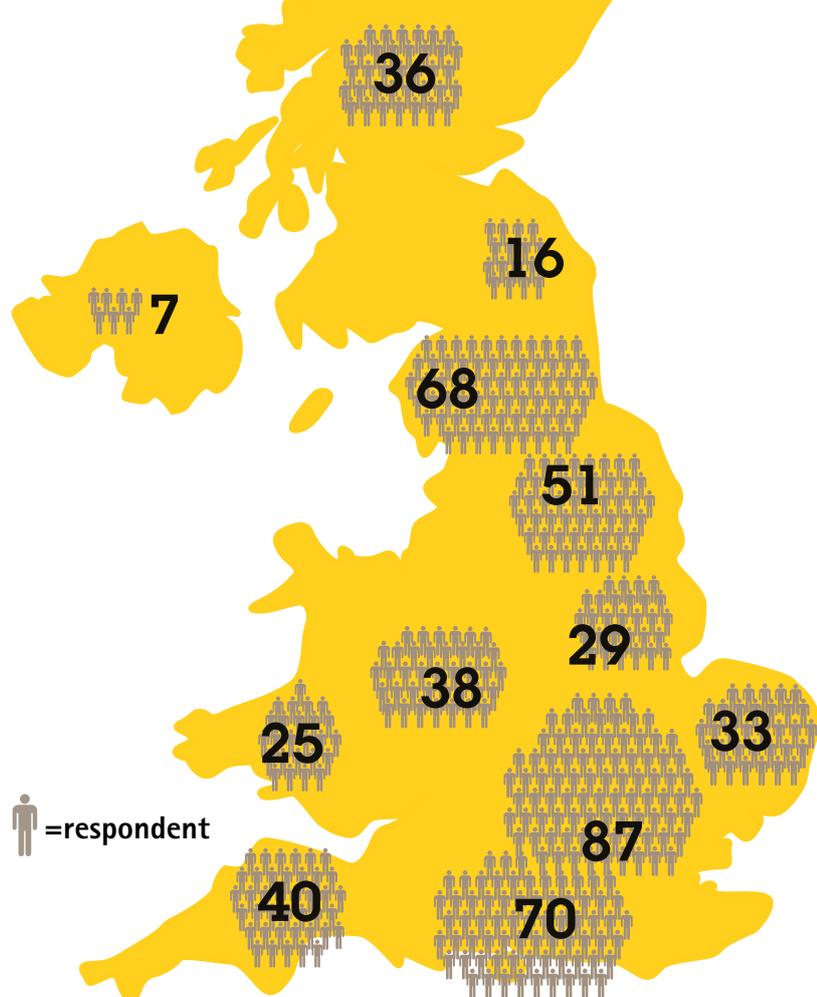
# A new offering for small business security; a new opportunity for IT resellers

Small business sectors such as retail, hospitality and offices are under pressure to boost security measures following a rise in theft and revenue loss<sup>1</sup>. As these businesses look to implement video surveillance to protect their people, premises and assets, the solution is increasingly being perceived as an integral part of their IT infrastructure, rather than a standalone security purchase.

This provides a growing market opportunity for IT resellers as business owners seek to expand their IT infrastructure with the addition of network cameras and surveillance solutions.

To fully explore the opportunity and appetite for network cameras, Axis Communications conducted an independent survey of 500 UK business owners between July and August 2016<sup>2</sup>.

Respondents included owners of companies with 1-20 employees that would be involved in the purchase of video surveillance for their workplace. This report highlights key trends from the survey, including the demand for video surveillance, the challenges facing the market and the key drivers and purchasing routes for those procuring video surveillance.



1. [www.brc.org.uk/downloads/51309-4\\_2015\\_Crime\\_Survey\\_Report\\_P7.pdf](http://www.brc.org.uk/downloads/51309-4_2015_Crime_Survey_Report_P7.pdf)

2. Research was conducted by OnePoll independent market researchers on behalf of Axis Communications between 22/07/2016 - 10/08/2016 via an online survey. 500 UK business owners of companies with 1-20 employees that would be involved in the decision to purchase video surveillance equipment for their company premises were surveyed.

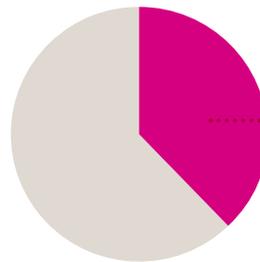
# A clear demand for video surveillance

For the small business owner of up to 20 employees, the workplace is often the centre of their universe and their passion. Ensuring its safety and security is therefore of the utmost importance as a theft, act of vandalism or inventory shrinkage could be detrimental to its viability or future success.

Axis research demonstrates that 38% of small businesses have suffered a break in or theft at their business premises. It's clearly keeping a number of small business owners awake at night, with 78% stating that a break in or theft within the business is a major concern now and in the future.

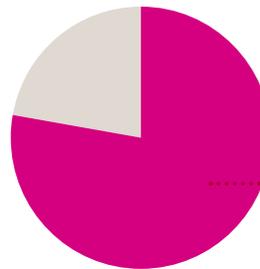
Although many small businesses are currently using video surveillance within their premises to help alleviate those concerns, satisfaction levels differ and it is clear that there is a strong appetite for new technologies that provide a more effective solution. 62% of small business owners currently have a surveillance solution in place, however, as technology continues to advance, 82% of these would consider new technology to provide a more up-to-date solution. For those that do not have a video surveillance solution in place (38%), there is a strong awareness of its benefits and a desire to apply the technology, with over a third considering its implementation in the next two years.

When surveyed, two thirds of small business owners agreed that with video surveillance



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in place, their business premises, people and assets would be more secure and it would provide peace of mind to their staff. This broad consensus led to exploring the most important criteria when purchasing a video surveillance solution, and how small business owners prefer to procure a solution to establish the most common routes to market.

**How many small business owners are looking to implement video surveillance in the next 2 years ?**

# The driving force for video surveillance purchase

There are a number of key drivers for small business owners looking to invest in a video surveillance solution, with 85% of small businesses stating high quality and reliability would be an important purchase factor. This represents the need for high quality images to ensure the utmost safety of premises, and

a robust solution that stands the test of time. In addition to quality as an important factor, 70% agreed that ease-of-use is also high on the agenda, and over 50% considered cost effectiveness, remote monitoring and a strong support service as imperative to their decision.



High quality



Remote monitoring



Cost effectiveness

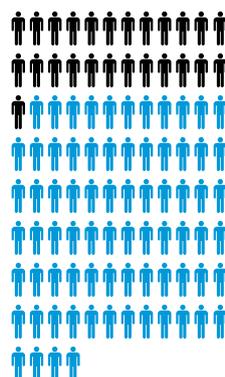


strong support service

As technology continues to advance, the average small business decision-maker is aware that advanced network camera functionality is becoming available, and is interested in how this will boost organisational security. 84% of small business owners believe that video surveillance with high resolution images, and access to the video stream from a smart phone, for instance, would provide superior security for company premises.

route. These preferred methods of purchase demonstrate that video surveillance solutions form not only part of the security network but also the broader IT infrastructure. With two thirds of small business owners citing an online search as their preferred route, this offers further opportunity for IT and security resellers, whereby a vendor website is able to direct end customers to their local reseller and in turn deliver business.

The most popular purchase routes for small business owners searching for video surveillance advice and solutions were explored to establish the preferred route to market. Alongside the frequent avenues of an online search and going directly to a manufacturer, seeking assistance from a reseller was also common. Over 75% of small business owners cited speaking to a local IT or security reseller would be a preferable



# 75%

of small business owners cited speaking to a local IT or security reseller would be a preferable route to procure network cameras

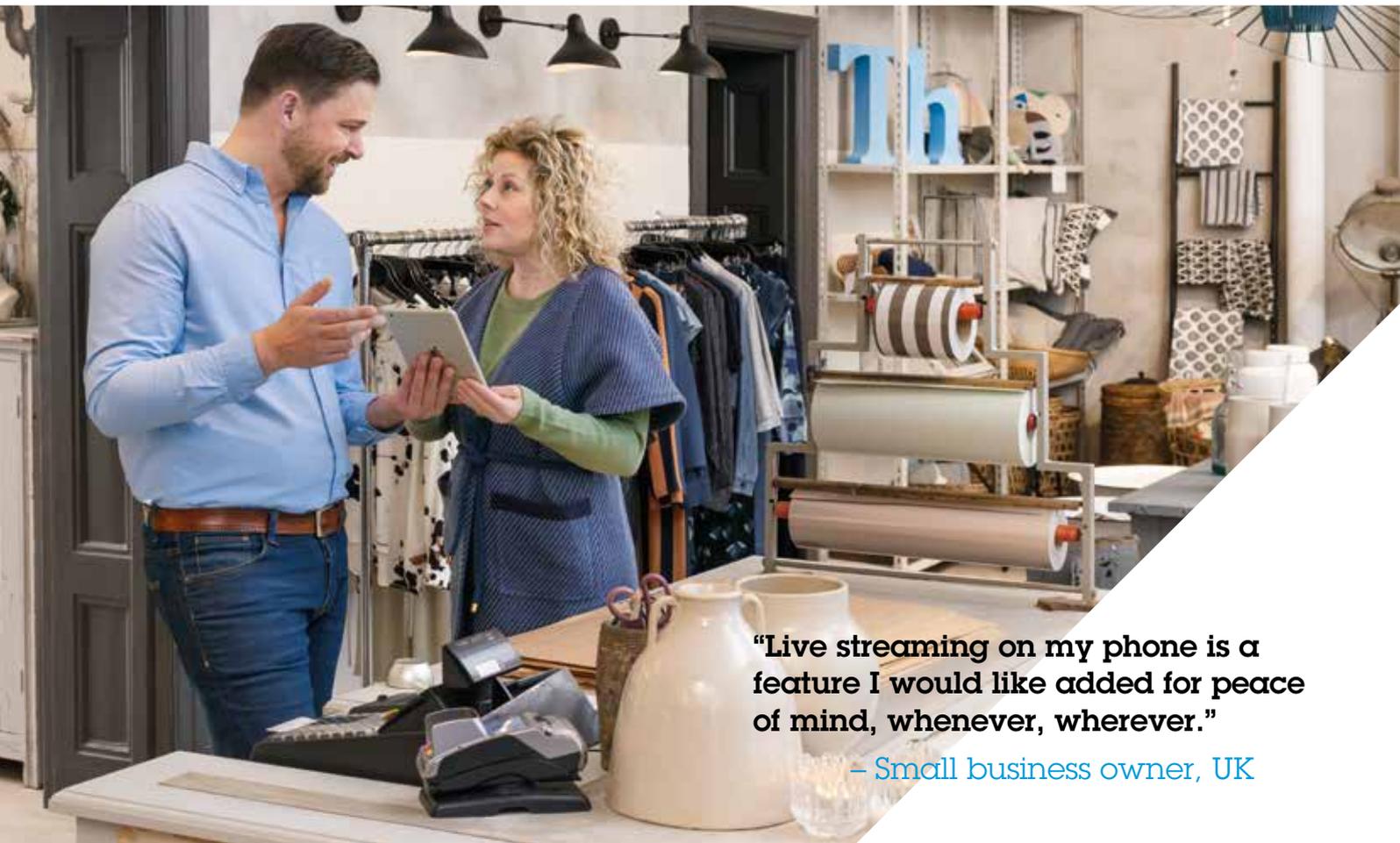
# Addressing **market challenges** to overcome purchase barriers

Despite a clear desire and need for video surveillance, small businesses revealed a number of factors that may deter them from investing in a network camera solution. Poor quality of technology and difficulty of use were considered a major deterrent by a quarter of small business owners. These small business owners also reported facing issues with their current video surveillance including "bad quality", "footage not clear enough", "system very complicated" and providing "limited proof of crime".

With advancements in technology making video surveillance accessible from any location at any time, a number of business owners are demanding more functionality from their

systems and showing dissatisfaction with their current setup. Live streaming and mobile monitoring on a device, for example, would be a desirable feature that simply isn't available within firms' current solutions. There was a wide consensus amongst small business owners with video surveillance in place, that their existing technology was not up-to-date and it was becoming increasingly challenging to gain the high quality and easily accessible surveillance required in their business.

**What would deter small business owners from purchasing video surveillance solutions ?**



**"Live streaming on my phone is a feature I would like added for peace of mind, whenever, wherever."**

**- Small business owner, UK**



# A market opportunity for IT resellers

This report qualifies a strong demand for professional, high quality and easy-to-use video surveillance solutions in the small business market, with owners seeking assistance in increasing safety and security using the latest technology. As legacy systems come to the end of their lifecycle, business owners are waking up to a new world, one where security cameras are part of an IT infrastructure and take the form of Internet Protocol (IP) cameras. The opportunity for IT resellers to build and showcase their offering in this area is rising rapidly, as the community looks for advice and solutions from somebody that understands their current IT infrastructure.

Many small businesses are investing time and money to secure their premises, people and assets. However, with many small businesses continuing to rely on outdated equipment, a clear market opportunity is emerging for the provision of solutions that address these issues and provide the peace of mind small business owners require. As the market seeks ease-of-use, remote access and high quality images, it is clear there is a need for a solution that delivers more than those currently in place, alleviating key safety and security concerns.

As a market player that prides itself on working closely with its partners, Axis Communications is well placed to support IT resellers as they look to build competitive advantage and grow their presence in the video surveillance market. The market leader in network video takes enterprise-level technology and its strong video surveillance heritage and transfers it into a small business solution.

As a result, Axis offers a complete, integrated and highly reliable product solution, the AXIS Companion Line, with comprehensive support for installers, simple set up and installation, all at a competitive price. The support includes dedicated training and sales promotions, as well as marketing collateral through the AXIS Companion Specialist initiative.

The initiative allows fast and direct access to technical support through a local helpdesk, as well as a dedicated web portal to provide installers with the support to sell to and assist small businesses.

# 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 groundbreaking network products in existing and new markets.

Axis has more than 2,500 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](http://www.axis.com).

AXIS Companion is a complete video surveillance solution built around the award-winning AXIS Companion software, specifically designed and developed to meet the needs of small businesses and helping make their world safer. For more information, please visit [www.axiscompanion.com](http://www.axiscompanion.com).