

“Tapping into the passion that security integrators have is very easy for Siemon. Our global partnership with Axis and our product range tailored for Security Integrators is VERY EASY to position.”

– Ben Touwen, RSM, Siemon



Security



Successful Siemon-Axis Partnership Delivers Reliable Surveillance Systems

LOCATION: APAC Region - Australia
PRODUCTS: Z-MAX Category 6 UTP Outlets and Z-MAX Category 6A Shielded Outlets
APPLICATION: IP-based security surveillance using Axis Security Cameras

OVERVIEW: Axis Communications is the world leader in IP Security Solutions and have several extremely brand-loyal “Gold & Silver Partners”. These partners supply Axis security equipment to their customers and rarely offer any alternative products as they are so passionate about the quality of Axis products. Many security integrators consult, design, install and integrate end-to-end security and access control solutions for end users. Security integrators usually partner with one Video Management Software (VMS) vendor. For example, Boss Surveillance Systems only supplies Milestone Software with Axis Equipment. Security integrators must provide their customers with an IP-based security system that provides the clearest picture and software reliability possible as security is the first point of physical defense when it comes to protecting their most valuable assets. This is where Siemon and our tailored security cabling products come into the relationship.

You can have the best security equipment and premium security software on the market, but if quality structured cabling is not used to connect the equipment, the customer will not receive the best possible application outcome and may experience signal loss and jittery pictures resulting in gaps in the security footage. When using Siemon cabling systems to connect security applications, the security integrator can ensure they are providing their customer with the ultimate security solution.

Building your complementary manufacturer (CM) relationship with Axis Communications and their gold (plus silver) partners on a local level, can secure Siemon solutions installed alongside security applications on projects within your region. This has been achieved all over the world, and in particular, Queensland, Australia has had some direct success through building and nurturing this relationship.

CARINA LEAGUES CLUB: Boss Surveillance Systems partnered with Siemon CI N&P for a traditional install of an impressive 300 camera upgrade at the Carina Leagues Club which is an entertainment space boasting an exclusive gaming lounge, function areas and dining where a reliable and quality security system was pivotal. They used a Siemon Category 6 UTP end-to-end system, which made this project a direct Axis, Milestone and Siemon solution (in conjunction with Allied Telesis and Dell).

PRODUCTS: System 6 Z-MAX Category 6 UTP end-to-end solution with Outlets (featuring PowerGUARD® technology), Unloaded panels and UTP 4-Pair Cable.

QIC HINKLER SHIPPING CENTER: Link Enterprise Security Group installed an Axis and Siemon security solution for a 100 camera installation within a busy shopping center, the revolutionary Siemon Z-PLUG™ was used to connect half of these cameras. This may have been a small project, however it was not just a project-based win. After working with us, Link Security now uses Siemon as their preferred structured cabling supplier in Queensland on a day-to-day basis for all their projects when possible. During this project, Link Security was notably impressed with the custom lengths and colours of modular patch cords that Siemon offers.

PRODUCTS: System 6 Z-MAX Category 6A Shielded end-to-end solution with Outlets, Unloaded panels, SkinnyPatch Cords and the Siemon Z-PLUG™ Field Terminated Plug.

In the current state of play, when a security integrator uses Axis Communications products, they usually partner with Milestone as their software provider. The next step is for Siemon to be the go-to choice for their structured cabling for security equipment installation projects making us a household name when it comes to connecting security equipment, ultimately leading to more sales opportunities.



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