

Visionaries Wanted.

Axxon Company Profile



Better Security. Better Business Processes. Endless Possibilities.

Axxon is a major software developer that combines end-to-end IP-based physical security management, intelligent video surveillance, and an enterprise-wide platform. We offer integrated, industry vertical and horizontal solutions for governments, institutions and commercial enterprises.

We enable governments, institutions and commercial enterprises to conduct their operations in radically new and improved ways, while making more intelligent business decisions and achieving greater efficiency and effectiveness.

That's because our advanced software allows users to connect multiple systems and devices in one, single environment, so they can aggregate and analyze data for better decision-

making and automate processes they've never been able to automate before.

Plus, we have easily customizable, industry solutions that allow rapid implementation for a wide range of customers and requirements.

Our vision is a fully connected, fully networked universe. By converging security with business systems, our software enables our customers to do things they've never done before. We can help you improve your business efficiency, enhance your physical security, and achieve your strategic goals, all at the same time. For our partners and customers, the possibilities are endless.

This is our vision. What's yours?



Why Axxon?

1. We help you achieve real business results the way no one else can.

Integrating physical security and video surveillance with your other devices and business systems in a single environment means better security, better business efficiency, and a better bottom line. Period. And at Axxon, this is exactly what we help you do. By combining physical security solutions, intelligent video surveillance, and a universal enterprise-wide platform for linking multiple devices and business systems, we help you achieve real business results: more efficient business processes, greater intelligence, quicker automation, and more powerful security for people, facilities and assets.

2. Our partner-based business model. Your customer gets the best solution, service and support.

We only sell our products and solutions through a network of partners who are highly trained and certified security and IT integrators. As a result, our customers only work with trusted, local partners who have specific expertise in their industry, sector, and region, and are fully equipped to provide knowledgeable training and support. That translates into a complete turn-key solution from a single vendor.

3: We're leaders in converging IP-based security management with business systems.

As leaders in the area of converging technologies, Axxon has created software that is so highly developed, it enables you to do more than you've ever done before - easily, quickly, and in accordance with your existing systems and strategies. That's because our advanced software allows you to connect multiple systems and devices in one, single environment, so you can aggregate and analyze data for better decision-making and automate processes you've never been able to automate

before. Plus, we have easily customizable, industry solutions for rapid development and implementation that fit your unique requirements.

4. Our highly advanced software is also cost-effective.

Axxon is the only company that delivers extremely advanced software for organizations of all sizes – including the budget-conscious business. As a result, you get the same advanced technology, capabilities and features that previously only the biggest companies could afford. Our core technology has been designed from day one to be completely scalable and flexible, making it just as suitable for small organizations as for large ones. Because our solutions are built with a modular approach, you get everything you need, and don't have to pay for features you don't want – plus it's remarkably easy to add features and functions, and integrate new systems and devices as your company grows and changes. Above all, Axxon's uniquely lean price structure ensures you get quality, innovative solutions at an unbeatable price.

5. You can count on us.

You wouldn't trust just anyone with your security system – so why would you trust a start-up? You want to know that the technology's been proven, and that the company will be around to support you for years to come. That's why we're proud to say we have 4 years of innovation behind our business. Axxon is the proven leader in intelligent video and security software – just ask any of our 22,000 customers in more than 20 countries. With our head office in Toronto, Canada, a research and development center in Russia, and offices and partners in the U.S., South America, and Europe, plus a worldwide community of resellers, ISVs and distributors, we're an established global company you can trust.



Imagine a security system that integrates with every part of your business.

Axxon's cutting-edge security solutions make it remarkably easy to prevent theft, fraud and other security breaches effectively, immediately enforce appropriate action when necessary, and ensure fewer false alarms. All with less cost, less effort, and less staff.

That's just the start. Our partners and customers use Axxon's solutions to do much more.

With our core technology platform, you can connect video and security management systems to any other business systems and IP devices – including legacy software and new IP-based security devices – in a single environment. You get the same benefit of an enterprise-wide solution, without the enormous expense and complexity. There's no need to buy new hardware and software – you maximize the value of your existing systems by linking them together to get better results.

Axxon's core technology platform enables you to consolidate data from different sources and devices, analyze digital information from different sources including video, and automate processes you've never been able to automate before.

Unlike other systems, Axxon's core platform offers you extreme customizability, scalability, simplicity, and rapid deployment. Modularity and a distributed architecture make the platform remarkably flexible.

As a result, you'll achieve a new level of physical security, and you'll conduct your operations far more efficiently and effectively than ever before. Fulfill your strategic objectives and position your organization at the forefront of cutting-edge business and security practices. Our partners will help you do it – quickly, easily, and profitably.

Imagine the possibilities

Our technology platform allows you to connect different systems within your organization, so that you can analyze data, automate processes, and maximize your existing business and security systems.

Just imagine what you could do if you could connect...

- Your HR management system to your building automation so new employees are automatically admitted and former employees are automatically locked out.
- Your resource management system to your security cameras so you can see exactly where key staff members or valuable assets are, anywhere on the premises, in case of emergency.
- Your business intelligence system to your warehouse management ERP so you can see the financial impact of a warehouse mistake.
- Your CRM system to your security cameras and your resource management system so employees are notified when a VIP customer or client enters the building.
- Your security cameras to your building automation so alarms go off and barriers are erected when glass breaks.
- Your security cameras to the building automation in your parking garage so only privileged cars are allowed in and out.
- Your access control system to your building automation so you can efficiently monitor and control variables such as air conditioning, heating, and lighting, according to how many people are in the building.
- Your IT system to your security cameras, so you can reliably identify and even users who inappropriately access or use computer systems in your office.

...and so much more! We'll help you make it happen.



Imagine a fully networked IT infrastructure that integrates with your security systems.

Most organizations keep their systems separate from each other – digital ‘silos’ of information that require their own management, maintenance, training, upgrades, overhead, and other related costs and frustrations. If your systems are separate, you can’t get the benefits of combining the data from each system into something of real value – intelligence, and appropriate action.

With Axxon Enterprise, Axxon’s revolutionary technology platform, you free your organization of the burden of dealing with different digital systems, and tap into an endless number of possibilities, starting with a whole new range of opportunities for better efficiency, effectiveness, and competitiveness in your market.

That’s because our integrated platform links together all the systems that commercial enterprises, governments and institutions rely on – security, video, building automation, HR management, resource management, and more – in one unified environment.

Unlike other solutions that are designed to link only IT systems, Axxon Enterprise can connect and integrate any digital system within your organization, including security applications, systems and devices. Even legacy systems and the newest IP-based systems can be integrated into one comprehensive, inter-connected system, allowing users to leverage their existing IT and security infrastructure.

Why is this so beneficial? Axxon Enterprise allows you to aggregate data from different sources, and intelligently interpret and analyze information from cameras and other security devices to facilitate smart decision-making and support effective physical security. You also automate processes and program systems in ways you’ve never been able to do before.

The Axxon business case is simple. Less cost, less effort, less time, less labor, and less complexity equals better business decisions, better efficiency, and better profit.



Ultimate Security. Easily.

With Axxon Enterprise, you can connect any type of digital system or hardware, regardless of the equipment type, manufacturer, technical features or topology.

Thanks to our advanced telecommunication and network technologies, you can connect and control these systems from any location, whether they're in a single building, or in offices around the globe -- without sacrificing image quality, bandwidth capacity, or usability.

Other systems restrict user reactions to a limited set of reactions in response to certain system events. Not so with Axxon Enterprise – whether it's an alarm, lockdown, notifying authorities and/or people in your building, you can specify any response to any event.

For the first time, customizability doesn't come with the cost of complexity. You can do almost anything in four clicks or less.

Axxon Enterprise is the foundation for your ultimate security and business system. On top of Axxon Enterprise, we've developed industry solutions specifically created for companies in your industry. These are pre-built, ready to go vertical solutions. We also have horizontal solutions for many business challenges which are ready to be applied to your needs.

Our Vertical solutions include:

- Axxon Retail Suite gives you the tools you need to effectively combat and prevent fraud, theft and other problems on the shop floor. Intelligent video and tight

integration with systems you already use ensure total control over all transactions and activities – from entry points to point-of-sale. Includes Point of Sale, digital video security for your point of sale terminals.

- Axxon Traffic Control Suite monitors and controls all your public or commercial vehicular traffic and transportation operations. Includes Traffic Monitoring/Traffic Control, a real-time transport and traffic detection system, and Plate ID, an automatic license plate recognition and identification system.
- Axxon Banking Suite lets you proactively detect and prevent fraud, theft and other threats, branch-wide. Includes Transact, digital video surveillance for every terminal in your network.
- Axxon Oil & Gas Suite provides a real-time integrated security solution that spans every aspect of your operations – from production and refining to distribution and management.
- Axxon's Homeland Security suite combines hardware, software and operational measures to provide video security, technical safety, and manage utilities and other distributed services. It includes SafeCity, a multifunctional expandable solution built on an integrated modular distributed platform – Axxon Enterprise – with embedded intelligent data analysis.

“ Axxon Enterprise gives you the features you need, and grows with you. You'll always have the ability to extend Axxon Enterprise as your business expands. That also means you can implement Axxon Enterprise in phases to match your budget and your schedule. And when you're ready to upgrade, there's no need to force users off the system or shut it down for maintenance. It's truly remarkable.”

Andrey Isaev, Head of Corporate Sales, Communication Systems Inc.



Solve Your Security Challenges. Reach Your Business Goals. Right Out Of The Box.

Axxon is dedicated to developing the absolute best video security technology in the world, with intelligent video software that allows organizations to vastly improve their security with less cost, time, and labor – and fewer false alarms.

Built to work with our core technology platform are vertical and horizontal solutions to help you solve your specific business and security challenges, quickly, easily, and effectively.

Our SafeCity solution is a networked set of security technologies for total or partial city surveillance. Our cutting-edge technologies, ranging from intelligent video security to electronic life support systems, keep citizens secure while protecting their privacy. SafeCity is amazingly scalable. Our installation in Moscow,

a metropolis with over 12 million people, involves 25,000 cameras on one network – more cameras on one single system than any other installation in the world.

Best of all, these solutions not only integrate with our core platform, they work intelligently and seamlessly with your existing IT infrastructure. You get endless opportunities for real, bottom-line results, without the time, cost and frustration of implementing, learning and using a new security or business system.

“Axxon's solution integrated easily with the enormous number of devices we have – fire and access control systems, inexpensive cameras and high-level ones. It's infinitely scalable – there's no limit to the number of servers and users you can have.”

Vadim Volk, sales director of "VideoGlaz"



Axxon Partners: Work with the best

Our partners help you hit the ground running

When you invest in an Axxon solution, we guarantee you a successful, trouble-free implementation. That's why we're so careful to select our Axxon partners – they'll be with you every step of the way.

More than 500 resellers, integrators, and distributors worldwide work with us every day to provide easy-to-use Axxon Enterprise-based security solutions that work. Here's why they're the best for your business:

1. Unparalleled support: We are completely focused on providing partners with solutions, sales assistance, and support so that they can give you their best. You get the benefits of dealing with partners who know your industry, sector, and region.

2. Solutions that work: Our partners are experienced at integrating your legacy hardware and software, so you'll save time and money during the implementation. They speak your language.

3. Solutions that go beyond security: Axxon's integrated Axxon Enterprise technology platform enables partners to easily integrate video IP security with the rest of your business. You'll appreciate the profitable ways security can work with your BI, CRM, POS, and other business systems.

How do we help our partners help you?

Our partners receive everything they need to create and integrate your solutions efficiently – so you can

get exactly what you need, including a higher, faster ROI.

While Axxon's integrated platform is exceptionally easy to learn and use, we also support partners every step of the way with ongoing, regularly-scheduled training programs that get down to the fundamentals. Partners learn best practices, tips and tricks to make the most of the software and hardware, and even new ways to help their customers do business. When it comes to updates, maintenance, and support, partners can rely on Axxon's strong technical support team to provide them with the answers they need.

Why do partners choose Axxon?

We are dedicated to helping our partners grow a profitable business more efficiently than ever before, through our unique business model and our state-of-the-art technological platform. Our 100% partner-centric business model means our solutions are only delivered to customers through partners, and we supply our partners with everything they need to create and integrate unique solutions for a wide customer base. We provide our partners with continuous support for any technical issues they encounter, and a business development framework for any business challenges they face. For IT integrators, this means new possibilities to help customers with practical and innovative technologies. For security integrators, this means endless opportunities to create solutions for a wide variety of markets, without extensive training or a time-consuming learning curve. All our partners help their customers in exciting new ways, with low initial cost, and a faster ROI. Learn more about how we help our partners by reading the Axxon Partner Program Brochure! www.axxonsoft.com/partners

“ The decision to install Axxon Enterprise was based on the strong recommendation of Vladimir Timakin, the General Director Lilana, our security integrator. Mr. Timakin is a highly professional specialist who really knows his stuff. His authority in the security business, along with the outstanding Axxon Enterprise features we could see for ourselves determined our choice. ”

Victor Alekseevich Serdukov, head of the Equipment and Engineering Systems Operation Department of Gormost State Unitary Enterprise, Moscow.

“ Axxon blows away its competitors with functionality and ease-of-use. The best part for us? As an ISV, we gain competitive advantages by promoting our own added value. ”

Alim Sizov, Director, SVS-Proekt.



Our Technology Partners

In addition to our integration partners, we also partner with some of the leading security system providers in the world – companies that stand for quality and reliability. Hardware and software that work the way you need them to – today and tomorrow.

Here are some of our technology partners who help us deliver state-of-the-art technology that really works:

- **IBM** – We use their servers based on AIX/UNIX operation system
- **Intel** – We use their processors and technologies like core2 duo
- **JVC** – IP networked cameras integrated with Axxon's security systems
- **Microsoft** – Microsoft Windows embedded systems
- **Panasonic** - IP networked cameras and NVRs integrated with Axxon's security systems
- **Axis** – Networked cameras and other networking devices
- **Sony** - Intelligent Video Analysis (DEPA) enabled IP cameras integrated with Axxon's solutions
- **Vivotek** – integration with their IP cameras and encoders
- **AVIOSYS** – integration with their IP cameras and encoders
- **Cognitec** – Facial recognition software (we are integrated with their software)
- **Lilin** – integration with their IP cameras
- **PIXORD** – Networked cameras and video servers



Providing Safety from the Shop Floor to the City

Every day, Axxon's integrated Axxon Enterprise platform helps secure, protect, and defend installations around the world. Here are just a few possibilities that Axxon Enterprise makes a reality for businesses like yours.

Banking

At 3:30 pm a car pulls into the bank parking lot. Axxon-LPR registers the license plate as a stolen car and automatically sends an alert to police. As a man gets out of the car, his face is recognized by Axxon-Face as a wanted suspect. Another alert is sent to the police, and the doors to the building are automatically locked and secured by the building's automation system.

Hotels

At 12:00 am a man and a woman walk separately towards the hotel, and both are observed by video surveillance. The Axxon-Face module recognizes the woman's face and identifies her as a VIP customer according to the CRM database. This triggers an alert on the manager's handheld device, so he promptly meets the customer as she enters the lobby. Meanwhile, the man is identified by the Axxon-Face module and, according to the database, is a black-listed customer who is known to cause trouble. An automatic alert is sent to the front desk, as well as security personnel, who prevent the man from entering the hotel.

Business

At 7:00 pm, a company party takes place with some VIP clients. The building automation is tied to the access control system, which registers how many people are in the office. Rather than shutting off the air conditioning automatically at 5:30, the system responds to how many people

are in the office, and provides air conditioning and fresh air accordingly. When the party is over, the air conditioning is automatically reduced and lights are automatically shut down to ensure energy efficiency.

Transportation

As the 4:15 cargo train pulls into the railway station, video cameras record and transmit its railway car numbers. The Axxon-LPR module recognizes the railway car numbers and ensures the train cars are numbered correctly. Each car's cargo is identified by matching the numbers to the dispatch database. Once the cargo train has stopped, the Axxon-LPR module sends instructions to Dispatch to unhook and disperse the cargo cars to their various destinations. Meanwhile, Axxon Enterprise tracks cargo and on-time delivery statistics, and compiles them into a weekly report.

Retail

At 5:00 in the afternoon, a retail store is flooded with customers. As some customers stop to look at merchandise displays, they're recorded by video surveillance. When customers purchase products, the data previously collected by the Axxon-Face module interacts with the Axxon-POS module, so it is noted which merchandise displays or in-store advertisements the customer observed before heading to the cash register. This data is then catalogued by the CRM system to be used for highly advanced marketing and customer service at a later date. Meanwhile, at 5:01, a known shoplifter attempts to enter the store. Axxon-Face automatically recognizes the shoplifter and sends an alert to managers and sets off a security sensor, which scares the shoplifter away.



Who uses Axxon Enterprise?

More than 22,000 businesses, organizations, and governments in 20 countries are secured and informed by Axxon Enterprise systems every day. These are just a few examples of the businesses we've helped.

Raiffeisen Bank Aval, Ukraine

Raiffeisen Bank Aval is a branch of the global Raiffeisen International Bank, which serves nearly 4 million customers and over 200,000 legal entities. Unfortunately, Raiffeisen's existing security system was unreliable - the system failed 3-4 times a month and needed to be re-started and re-configured each time. Every time this happened, the bank was left without any security system at all: an extremely risky situation. In addition, the current security providers failed to provide the customer service and support necessary to keep the security system repaired and running. As a result, the existing system was costing the bank time, money, and most of all, leaving it vulnerable to robbery or attack. Raiffeisen Bank Aval's technical specialists determined that Axxon Enterprise was the only solution that could meet their specific requirements.

““ Because the system is so visual, even those who are unfamiliar with computers can operate the system. This was a key advantage because it allowed us to equip our many regional branches with the same system. ””

Oleg Pronko, Chief Specialist of the Technical Security Section of Security Department, Raiffeisen Bank Aval

Murmansk Sea Commercial Port, Russia

With seventeen berths and a total of 120,000 square meters of outdoor storage space, Murmansk Sea Commercial Port (MSCP) is the second-largest port in all of North-Western Europe. After approximately ten years of steady growth, the port's management realized that some key issues were interfering with the port's profits -- namely quality control, cost efficiency, damage and theft prevention, and fire safety. At the time, the port's management was supported only by radio communication. Management also wanted a way to visually see the work being done in real time, in order to evaluate procedures and ensure compliance with quality and safety standards. Of all the systems evaluated, Axxon Enterprise was the only one that could work with both the analog and IP cameras integrated into the system. Axxon Enterprise now helps MSCP enforce fire safety throughout the port, detects smoke and fire, and immediately alerts the fire department when an incidence occurs. Being able to supervise the district visually in real-time also helps management make smarter, quicker decisions.

““ We chose Axxon Enterprise because it is the most flexible and development-oriented product, providing exceptional image quality and a convenient and user-friendly interface. ””

Igor Prischepov, Chief Engineer, MSCP

SafeCity, Moscow, Russia

High crime rates, as well as a recent hostage taking in the Dubrovka Theater Center, threatened Moscow. Two-thirds of its residents felt unsafe in the face of crime. Only Axxon Enterprise offered a fully integrated platform that was robust enough to handle the city's needs. Axxon Enterprise enabled the city to expand its distributed video surveillance network to create a comprehensive, multilevel system that protects sites including group dwellings, life support systems, schools, mass circulation areas, airports and railway stations, trains and subways, transportation and motorways, and television towers. Over 20,000 video cameras are controlled and monitored with Axxon Enterprise – more than with any other system in the world. According to the Main Internal Affairs Directorate of Moscow, the SafeCity implementation has caused a dramatic reduction in burglaries and vandalism – drops of 12.5% and 33% respectively in the first six months of operation alone. Crime-solving rates have also increased. Video surveillance also enables the government to monitor and control the quality of utility service providers' work. Building control systems allow for tight control over personnel activities, leading to more accurate accounting and technical supervision. And the number of actual residents can be calculated from utility resource usage – useful for checking migration law and tax compliance. SafeCity has been crowned a success by the professional community. At the National Security International contest during the InterPolyTech 2004 International Exhibition, Axxon was awarded a medal and a 'Guaranteed Quality and Safety' nomination diploma “for the development of the SafeCity digital integrated security system as the basis of the centralized citywide video monitoring solution in Moscow.”



Axxon: Recognized as the Best in IP Security Technology

Here are a few of the awards we've achieved for our remarkable technology that simply works.

“Best Innovative Solution in Security Technology” – Axxon’s VideoIQ7. 1st place award in Video Surveillance and CCTV Systems, Security Technologies – 2007 International Forum.

“Bronze Award in High-Tech Products and Services” – Axxon’s Axxon Enterprise integrated security system. EFFIE / THE BEST BRAND 2006 Contest.

“For Strengthening Security in Russia” – Axxon (formerly ITV) awarded the ZUBR-2006 National Security Award – 2006, Russia. This award is the highest security public award in Russia.

“First Prize for Innovation, Research, and New Technologies” – Axxon (formerly ITV) awarded first prize in the World Exhibition of Innovation, Research and New Technologies EUREKA! – 2005, Brussels.

IMS Research recognized Axxon as the second largest software vendor in Open Network Video Management Software in EMEA market and number 8 software vendor among suppliers of Open Network Video Management Software in World Wide market.

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