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84% of small businesses call for intelligent video surveillance as existing systems fail to protect premises

Research shows owners of retail, office and hospitality businesses seek smarter technology to tackle theft and loss as it emerges that legacy systems provide limited proof of crime

A survey* of small businesses in the UK has discovered that 84% of retail, office and hospitality owners are looking for video surveillance with high resolution images and intelligent features such as remote monitoring to provide superior security for their premises. 85% also stated that high quality and reliability would be important purchasing considerations when looking to invest in video surveillance. The survey demonstrates a wide consensus amongst small business owners that current surveillance solutions in place are not viable to provide the necessary proof of crime at a time when the cost of shop theft is at an all-time high**. It also reveals that new technology is sought to provide the required security level within their business.

Axis Communications, the market leader in network video, carried out the survey to establish small business owners' key challenges regarding video surveillance and how they believe it could be improved. In addition to stating that high quality images and the ability to access footage remotely on a smart phone or other device is desirable, 70% also stated that ease-of-use is also high on the agenda. In light of accessible intelligent technology, 82% of small business owners are considering new video surveillance technology for their premises to provide a more up-to-date solution.

The survey also demonstrated challenges currently faced by small business owners in regards to their existing video surveillance solutions. A number of factors were revealed as unsatisfactory within their present set up including poor quality of images and difficulty of use. These small business owners reported facing issues with their current video surveillance including "bad quality of system", "lack of ability to monitor outside of premises" and providing "limited proof of crime". This feedback further confirms the desire for more intelligent surveillance solutions to help protect businesses and make staff feel safe.

Atul Rajput, Regional Director of Northern Europe, Axis Communications states, "Pioneering technology and the benefits that come with it shouldn't be limited to corporate entities. With the help of dedicated IT and security installers, the network camera is becoming more accessible and affordable for the small business than ever before. Many small business owners have an awareness that high quality, intelligent solutions are available and are looking for guidance as to how they can make the most of this to protect their premises and ultimately their bottom line. A rise in theft and the continued improvements in technology such as remote monitoring and high-quality images are only set to exacerbate this."

Atul Rajput continues, “As legacy video surveillance solutions become obsolete, we are witnessing a shift in the ways small businesses adopt new solutions. Once regarded as a standalone investment, many now consider IP cameras as a vital upgrade that forms a part of their larger IT infrastructure. Along with this, users are also looking to remotely access live and pre-recorded video footage anytime and anywhere. The ultimate benefit of this is a solution that delivers information rapidly, cost-effectively and that can benefit from the latest applications as and when they become available.”

The recently launched AXIS Companion Line from Axis Communications is a network camera solution tailored for small businesses. The new range transfers enterprise level knowledge into a small business solution at a cost-effective level. The line uses high quality technology for strong reliability and excellent image quality. Easy installation and rapid set up time ensures that there is minimal disruption for small businesses and a dedicated support allows installers to provide an efficient service.

More information: www.axiscompanion.com/market-report-uk

* 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.

** <http://brc.org.uk/news/2016/cost-of-theft-for-retailers-at-highest-level-since-records-began>

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global 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 its 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 2,100 dedicated employees in more than 40 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.