



## Viseum Certified Technology Partners

Many technology businesses in the security industry want to associate themselves with Viseum Product Solutions.

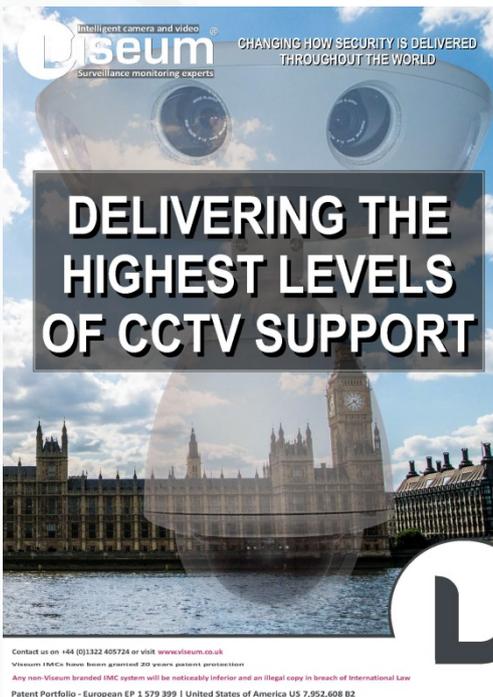
**Competition** – Viseum **Product Solutions** are internationally patented and therefore have no technical competition. This technology advantage wins high-end security projects when compared to any other solution. Security products and services have so much competition it forces businesses to sell in high volume and reduce quality. As security is specialised and not a box-shifting exercise, the security industry is saturated with not-fit-for-purpose security equipment.

**Disruptive Technology** creates **new markets** and displaces established technologies, to change how people spend, save and make money in particular markets. The Viseum IMC Camera is the only CCTV camera to automatically detect multiple incidents. And from short-range to long-range in all directions at the same time. Viseum Technology is widely recognized as the much needed Disruptive Technology for today's CCTV security and surveillance market.

**Viseum Disruptive Surveillance Technology** - Automatically monitor and uniquely follow over 100 times more people or vehicles, and automatically detect and enforce over 15 times more incidents and **traffic violations** from just one camera installation.

[> See Viseum CCTV Performance Statistics <](#)

[> Viseum Technology and Support Strengths <](#) This brochure presentation of our technical support and capabilities is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.





## Complete Change of Sales Strategy

**Security Consultancy** – With Viseum sales being a purely educational process, to be implemented at the design stage of security projects, Viseum naturally becomes the security consultants for the customer, with the role of specifying all other best-of-breed solutions. This is the patent-protected value that Viseum gives the end-user. All security-focused businesses want to resell their products and/or services alongside Viseum.

Examples of such Viseum Technology Partnerships - **PTZ Cameras, Command Control, VMS, PSIM Software, PIDS, Network Technologies, Security Guard Services, CCTV Monitoring Services**, etc. The PSIM Software Market is a typical example of the larger sale taking several years of prospecting. There is a high risk of losing the sale on price. There are no Unique Selling Points other than integrating with Viseum. We often hear from other **PSIM Companies**, “*Users do not see PSIM Software as something they must have, and therefore cannot justify the budget.*”. In fact, with other PSIM Software Systems integrating into Viseum **Product Solutions**, the technical performance and **Operational Savings** make **Viseum Holistic Intelligent Vision PSIM Software** crucial for optimizing the value of a customer’s entire security estate.

**Project Wins** – There are many unique benefits of Viseum’s patented cameras. This best-of-breed software is winning new security projects over any other CCTV offering. Viseum is multiplying this advantage by enhancing legacy systems with its vast network of Certified Technology Partners. Our success in choosing Technology Partners throughout the world is based on selecting the right businesses to work with. We only select completely mutual partnerships. This is where Viseum not only learns how best to sell our partners’ offerings. But our partners learn to multiply their sales using the Viseum offering.

**Viseum Technology Partner Selection** – Successful technology vendors that Viseum selects to supply each of its projects. This is based on the performance of the first sales campaign. A security project is needed so that Viseum can learn about the vendor’s Unique Selling Points. Viseum does not do anything until the prospecting partner identifies the first project.



## Viseum Technology Upgrade Programme

Viseum Technology Partnerships are certified when they are successful in their sales campaign for the Viseum Upgrade Programme. They target their existing customers to benefit from [Remote Monitored CCTV](#) security services:

- 24/7 monitored CCTV camera networks.
- Alarm Receiving Centre (ARC) monitored camera installations for manned response services.
- Part-time manned or completely unmanned CCTV camera networks.

### Non-Competing

Viseum and each Technology Partner enter into a Non-Competing Agreement. This ensures all mutual sales and marketing campaigns result in sales for Viseum and the Technology Partner's joint solutions.

### Business Model

The following is the typical commercial model:

#### System Integration Fee

A one-off payment to Technology Partner for system integration. Technology Partner will be required to code their software systems to integrate with Viseum's. This typically costs 1 engineer up to 3 days to code their software to Viseum IMC functionality level 1.

#### Typical Sales Model

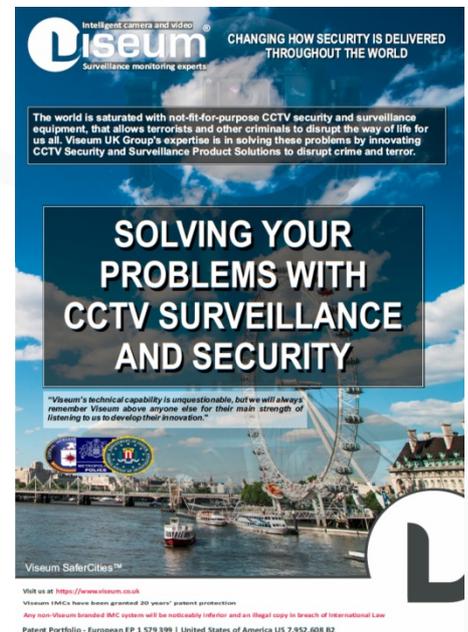
Step 1: White letter campaign targeting Technology Partner's end users, resellers and security consultants. "Save operational expenditure and improve security".

Step 2: Technology Partner to call warm customers with a follow-up, Viseum will call all others.

Step 3: Sale processed through Viseum's or Technology Partner's resellers.



> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



## Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods, nor can they secure investment due to this breach.

Purchase of a Viseum-driven product from an authorised Viseum<sup>®</sup> supplier guarantees that it contains authentic Viseum<sup>®</sup> software, and carries with it a licence giving the purchaser permission to use the Viseum technology patents. Attempted use of Viseum<sup>®</sup> software without a valid licence is in breach of international law.

**Patents Granted** European Patent > [EP 1 579 399](#) < & United States of America > [US 7,952,608 B2](#) <

**Registered Trade Marks** Viseum<sup>®</sup> SafetyWatch<sup>®</sup>

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For further information on how to set up Sales Agent, Regional Reseller and Distribution agreements to become a Viseum Certified Corporate Partner, please contact your Viseum representative or write to us using the Viseum website.