

# OEM Opportunities



A program tailored to help you  
increase your revenue



Quadrox Int



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Providing solutions for video security needs today presents any business with a unique set of challenges.

Solution providers must consider how their solutions can meet their customers' needs, comply with their organisations' existing standards, and manage to be competitive in the market.

**Consider an OEM solution to match these objectives:**

- Access to a state of the art video monitoring solution

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- Fast time to market

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- Reduced development cost

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- Easy integration into existing platforms & systems

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- Scalable networked video solutions

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- Reduced total cost of Ownership

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- Simplified maintenance and modification of solutions in existing installed base

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- Improved efficiency, quality and competitiveness

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**Vertical Market Expertise**



Quadrox understands these special challenges and has created a program to help the OEMs successfully compete in the global security marketplace. This program provides feature-rich software, backed by great technical support as well as a training program for engineers.

The multitiered program is designed to ensure that solution providers benefit from the ease of use, security, maintainability and flexibility offered by Quadrox software.

Quadrox OEM opportunities are designed to speed up time to market and offer unprecedented business success to end-users by providing you with industry-leading video technology, in conjunction with your own hardware and/or software solutions. As a result, you will be able to focus on your core competencies while providing a complete Business Solution to your customers.

**Being a part of the Quadrox OEM Program, your company is granted the ability to:**

- Provide efficient and secure monitoring solutions

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- Develop solutions for operational analysis and control

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- Integrate their solutions with IT and business systems

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The Quadrox OEM Program focuses on increasing the revenue of its partners.

Quadrox offers a wide range of vertical market expertise for the Retail, Banking, Petrol Stations, Government and General Office.

Combining Quadrox software with an OEM system provides an affordable, easy-to-use solution that enhances functionality and flexibility of your product.

## QUADROX OEM PROGRAM

Quadrox helps its OEM customers bring more efficient solutions to market. The Quadrox OEM Program concentrates on the specific needs of the OEM market and its products, to address customer requirements.

### PROGRAM AND BENEFITS

A four-tiered system has been developed to satisfy the variable needs of our customers depending on their stage of development. With its GuardNVR OEM opportunities, Quadrox is ready to provide you with new openings for the video solutions at every stage of development of your company.

### TIERS

**Emergent** – this tier is designed for OEMs that are just beginning to develop products and are interested in creating solutions based on Quadrox software. The emerging status entitles the OEM to adapt the web interface to their own, keeping the copyright notice of Quadrox.

#### The advantages of this level include:

- Ability to customise the interface
- Possibility to use Quadrox software without a volume purchase commitment

**Affiliate** – this tier is designed to grant the possibility to use the API (Application Program Interface) to create a different version of the software. At this stage, your company is able to adapt the web interface. You can integrate it with your own software or add video intelligence plugins. The copyright notice of Quadrox will remain.

#### Its privileges include:

- Annual Quadrox product roadmap information
- Invitations to Quadrox’s solution provider conferences

**Associate** – this tier is designed to further reward revenue and technology commitment, and offers a more comprehensive level of services.

#### The privileges of this tier include all the benefits of the Affiliate tier as well as:

- You OEM and replace copyright notices by your own
- We generate and test specific builds for you
- You get an escrow agreement to protect you

**Premier** – this tier is designed to receive the most complete OEM facilities including access to the source code.

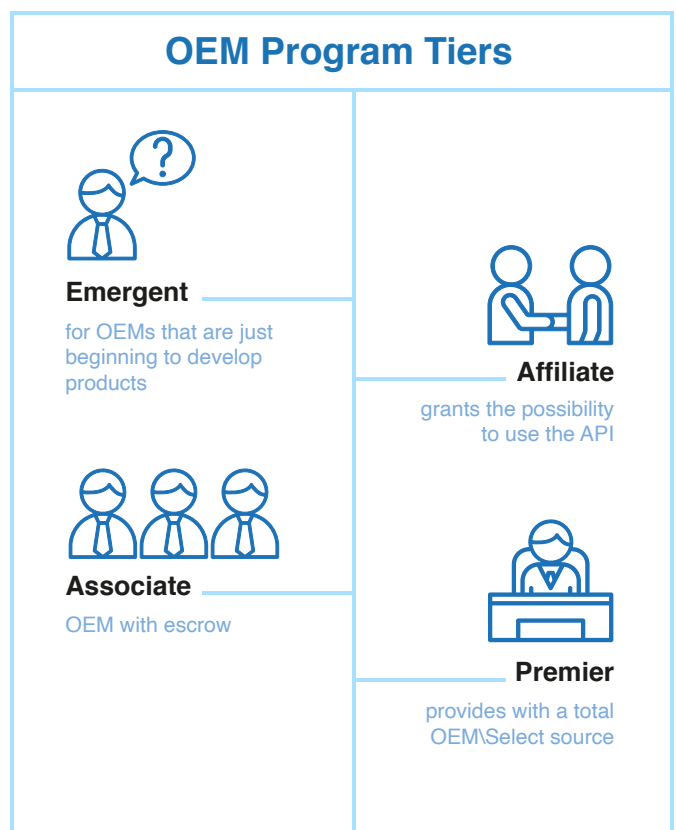
It creates a complementary relationship between Quadrox and the OEM.

It acknowledges the OEM’s revenue and commitment to Quadrox technology.

#### Companies in this tier receive:

- All of the benefits received by companies in the Associate Tier
- Access to the source code of Quadrox
- Invitations to interface with Quadrox’s senior product development management
- Customised technical case management and assistance

This program is designed to enable your business to stay ahead of the competition.



## The Quadrox Advantage

### **SUPPORT OF 10 IT-STANDARDS**

The Quadrox core mission is to increase security while maintaining freedom of choice through the use of digital standards. New standards are implemented from the moment they are available.

Using IT-standards considerably reduces the total cost of ownership of various industry solutions. It allows interoperability with other systems and gives freedom to choose hardware and software suppliers for future purchases. The ability to “play the market” gives power to the customer and eliminates dependency upon the supplier.

### **Native Recording in ASF**

All Quadrox products record video in the industry standard Advanced System Format, playable by multiple media players including Windows Media Player, Real Player or open source players like Media Player Classic.

### **The Real-Time Transport Protocol (RTP/RTSP)**

is an Internet protocol standard that specifies a way for programs to manage the real-time transmission of multimedia data over network services.

### **Standard Compression Codecs**

Flexible selection of compression techniques enables customers to compress video data into a variety of formats. Such flexibility makes it possible to change to the preferred compression technology after purchase.

### **Open Process Control (OPC)**

is open connectivity via open standards. It is an official industry standard that defines how to handle alarms and events in a standardised way, allowing any OPC-based device to be controlled from any OPC server or client.

### **Image Authentication Using Standard Digital Signatures**

To verify the authenticity of the exported movie, Quadrox uses standard digital signature which includes cryptographic standards. The use of standard technology and open-source tools ensures that no back-doors exist in the software to falsify the verification process.

### **Simple Network Management Protocol (SNMP)**

is a popular protocol for network management. It is used for collecting information from NVR servers, network cameras, hubs, switches and routers on an Internet Protocol (IP) network.

### **NRF ARTS IXRetail POSlog Standard**

is a retail technology standard for integrating point-of-sale data to numerous related applications.

### **UPnP (Universal Plug and Play) UPnP**

is a set of computer network protocols, built upon open, Internet-based communication standards. It allows simplifying device discovery, connection and implementation of network.

### **Common Alerting Protocol (CAP)**

standardises the content of alerts and notifications across all hazards. CAP defines a single message format with the essential features to handle existing and emerging alert systems and sensor technologies.

### **ONVIF (Open Network Video Interface Forum)**

ONVIF is a new global open standard for the network interface of network video products. It allows to standardise communication and ensure interoperability between network video devices. Quadrox is committed to support this standard when released.

## A Program Tailored to Help You Increase Your Revenue



### MICROSOFT CERTIFIED PRODUCT

GuardNVR is a Microsoft Certified Product that provides you with reliable and secure software that is proven to meet the Microsoft requirements of the Windows Server Certified for Software Logo Program.

The program addresses the customer's need for manageability, reliability and security. Tell the world that your product has been tested by experts and that it has shown to exhibit high quality and dependability.

You will sell more products to enterprises that are looking to decrease their total cost of ownership and lower their up-front risk of purchase.

### PRE-RELEASE EVALUATION OF QUADROX SOFTWARE

Being a Quadrox OEM Partner provides you the opportunity to participate in product testing prior to release. This way, you can help us improve our product so that you can offer the best possible quality product to your customers.



### SUPPORT

A consistent, high quality support service is provided in several languages. Any time you happen to encounter a problem while using our software, its installation or functioning, our highly qualified support engineers are ready to cope with these problems quickly and professionally compression technology after purchase.



### TRAINING

Quadrox Training extends beyond traditional classroom settings. It consists of innovative training tools in several different languages as well as media including self-paced and Web-based training programs. Quadrox Training provides the courses and programs critical to your educational needs.



### SALES AND MARKETING

Comarketing materials in the form of presentations, narrated presentations, white papers, press releases, user stories and manuals in Word format are provided to Quadrox OEM Partners as a part of sales and marketing assistance.