

# Codestuff and Integrators

*There is now more and more market research showing that IP camera sales will overtake analogue in the not too distant future.*

The same research tells us that the requirement for video management software will be on the increase. In fact the figures are quite remarkable with the growth expected to around 37 % per annum for the next three years.

So who is benefiting from the increased demand and from the profit that will be generated from the addition to the value chain?

One of Codestuff Integration customers will definitely benefit.

We were recently approached by a UK integrator who had decided that they wanted a part of the market but at the same time new they didn't have the team in-house or the IP experience to deliver a software product to the market.

They wanted to have a unique selling point with features tailored to each client, and to be able to offer clients the opportunity to choose from the variety of IP devices on the market but more importantly they wanted to be more cost effective and thus give them competitive advantage. All this managed under their brand and development controlled by them.

The ultimate goal was to build a flexible, future-proof video management system that could grow to add Access Control, Intercoms and whatever was needed to grow the business and deliver the best solution for their client.

That is why choosing Codestuff was an easy decision to make. With Codestuff developing the application the client had access to 27 man years' experience in the security industry. They had an application built on proven award-winning technology. They had a team of experts who are constantly looking to improve their own core technology and searching the market for the best products to benefit their clients.

Delivery of the new application was made in eight weeks. It was installed two weeks later and is now running in a high security location in the UK. The most important fact is that the application was created tailored to the end user client's need - and all for the cost of purchasing an off-the-shelf solution.

The integrator is delighted as they now have a product they can sell over and over to generate profit at every installation.

The integrator doesn't have to worry about a licence for each video stream when the end users want to increase the number of cameras on site because Codestuff doesn't charge for one. They know that any further development cost will always be related to projects and when Codestuff develops new products, as a trusted partner, they have instant access.

Tailored software products don't have to cost the earth and are a logical way to generate an additional profit stream to any business operating in the security industry.

