

ferent manufacturers. Without this fundamental level of cooperation, true convergence cannot take place.”

The Panasonic Solution Developer Network is a typical initiative; it provides a platform for companies to share resources and encourage enhanced interoperability across formerly disparate product platforms. At least 24 companies have enrolled in PSDN, with Cisco Systems recently emerging as a partner.

Milestone’s Fullerton echoes the corporate message offered by the maker of IP video server/software platforms: the whole video security industry is moving away from the vertically integrated proprietary technology of the CCTV era toward open APIs addressing multiple vertical markets.

“What you will then get is an ecosystem of specializing companies in those market areas,” he said.

The business has progressed from a point several years ago when there were concerns over camera quality and bandwidth, but the intelligent products now are “winners,” and networks are faster, making installations of 80 to 100 cameras or more commonplace, according to Art Morrison, operations manager at value-add distributor ProTech Security in North Canton, Ohio.

ProTech now looks only at IP and open architecture products, seeks out the appropriate vendors, pursues IT training and strives to be more IT savvy, as the industry moves from dabbling with IP video to jumping into IP video with both feet.

“We are not really in the computer business, but guess what, we are,” Morrison said. “The industry is now coming to companies like us with open arms; we are being sought after. They need access control and video in the security mix.”

ProTech’s relationships have included Dell Computer, Anixter, Axis Communications, Milestone Systems, On-Net Surveillance Systems Inc. and Berbee Information Networks, a Cisco Systems contractor.

Robert Hile, vice president of business development at Adesta, an IT, network systems and broadband integrator in Omaha, Neb., said leveraging his company’s expertise into IP-centric video security and sur-



NEW RULES:

Adesta
Robert Hile

Adesta’s contracts with end users involve manufacturers as signatories, and the company is asking producers also to move beyond workmanship warranties into the realm of performance metrics guarantees, according to Robert Hile, vice president of business development at the Omaha, Neb.-based systems integrator.

“We are rapidly approaching the time where if manufacturers won’t sign, we won’t use them,” he said.

In its total video security, IT and network portfolio, Hile described Adesta as product-agnostic, but it has close partnerships with Motorola and Cisco Systems. It is a Cisco physical security authorized technology partner and a Cisco network segment premier partner, plus it is pursuing Cisco wireless ATP status.

“There are training and certification requirements, and we can share sales leads,” Hile said. “But Adesta has to make the financial investment needed for such qualifications and benefits.”



NEW RULES:

Anixter
Tim Holloway

Anixter International’s READY! deployment services allow security integrators to apply best practices in material management to lower their total cost of deployment, improve profitability and scale to the demand their end users will place upon them, said Tim Holloway, vice president of technology and security solutions.

“As a distributor, Anixter does not certify customers directly. We do, however, offer an educational curriculum that focuses on best practices, industry standards (on the networking side) and market trends affecting the networking and security markets,” Holloway said. “For example, we offer a program called Anixter University that focuses on IP and networking basics, video surveillance and access control technology, just to name a few. Our National Seminar series includes information on designing an IP-connected enterprise for various subsystems in a building, including voice and data networking, video surveillance, access control and HVAC.”

veillance is an easy evolution, yet there are challenges in product manufacturer selections and sales channel alliances.

“We are trying to stay with products that are openly integrated with as many protocols as possible,” Hile said. “This whole market is changing, and manufacturers before didn’t always stand behind their products. We are asking vendors to belly up to

the table. If they don’t do that, we will walk away. And many systems integrators are becoming more sophisticated and savvy. They want products that work and integrate well; if the products don’t, they’ll pass on it.”

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