



Axis Improves Carbon-footprint with New Security Solution

Customer Case Study

TECHNOLOGY / PRODUCTS

- iCLASS® R30 Readers R30 (13.56 MHz contactless technology)
- iCLASS Readers RWK400 (13.56 MHz contactless technology)
- iCLASS 2k Keyfobs 2050 (13.56 MHz contactless technology)

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Juan Luis Brizuela,
*Managing Director
for Axis Communications in Iberia*

TOP REASONS WHY AXIS CHOSE HID GLOBAL SOLUTIONS:

1. High security and convenience of iCLASS® technology
2. Axis' interoperability requirements for video surveillance and remote monitoring systems were met by iCLASS
3. iCLASS solutions integrate seamlessly with chosen access control system and provide functionality to help Axis becoming more energy efficient

The search for greater energy efficiency

Green initiatives and reducing carbon footprints are at the top of many organisations and according to the Carbon Trust Organisation, by simply switching machines off after use or turning the heating down in warm weather, a real savings of energy can be made. Just reducing energy usage by 20 percent could add as much as the same amount to your profits as a 5 percent increase in sales.

Axis Communications, the global market leader in network video, is one of the most recognised brands in the video surveillance industry. Leading the current shift from analogue to digital video surveillance, Axis prides itself on being forward-thinking and innovative. When Axis in Madrid, Spain decided to build new office premises, they wanted to ensure that these qualities would be clearly represented within their new facility and security solution.

"Axis was looking for a security solution that used the latest technology, offered interoperability for multiple applications and would be future proof and support us in becoming more energy efficient," said Juan Luis Brizuela, managing director for Axis Communications in Iberia. "We are leaders in our market and are always looking to be one step ahead of the competition. This is our philosophy for new products, services or use of smart technologies and applications for our offices."

As a company at the forefront of market developments and trends, it was important for Axis to do this in an ethical way, thus demonstrating corporate social responsibility by choosing solutions that will help to reduce their carbon footprint by being more energy efficient.

Axis' list of requirements was extensive and Proxima Systems, the chosen integrator enlisted to find a solution that does not only use the latest technology, but was also energy efficient so that Axis could set an example by always striving to reduce its carbon footprint.

The requirements for Axis' new security solution included:

- Latest smart card technology that integrates with a tele-control system
- A combination of Axis' surveillance technology and IP video seamlessly integrating with HID Global's physical access control products based on iCLASS® technology
- Remote monitoring of all electronic functions, such as lighting, air-conditioning and blinds to ensure higher energy efficiency
- A contactless card reader with a read-range of more than 5 cm
- Additional security for secure areas by using a keypad reader
- A future proof and scalable solution

Understanding Axis' vision and needs, Proxima Systems, one of HID's biggest customers in Spain, won the tender for Axis' new office building by tailoring a solution suited to the company's requirements, including recommending HID's iCLASS technology.

Emiliano Muñoz, managing director of Proxima Systems explained that iCLASS technology is an ideal choice for Axis due to the interoperability of HID's technology with other applications, the high product quality and the fact that iCLASS technology offers a future proof solution for any company looking for a reliable access control solution.





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*Emiliano Muñoz,
Managing Director of Proxima Systems*

iCLASS playing a key part of Axis’ green initiatives

HID Global’s iCLASS technology was chosen for the access control cards and readers. “iCLASS integrates seamlessly with Proxima’s Puma domo system that was suggested for Axis and offers a high level of security and meets the requirements as set forth by Axis”, said Emiliano Muñoz. “We selected two types of readers for Axis. The iCLASS R30 because it fits perfectly with European back boxes and offers a read-range of 10.2 cm, which is more than double of what Axis was expecting. Also, in some areas of the Axis premises we installed the iCLASS RWK400, as this reader has an integrated PIN pad and increases the security level by requiring two-factor authentication (i.e card and pin). We have worked with HID for many years and value not only the professional customer service and responsiveness but also product quality of their cards and readers as this is the element that my customers experience and demand and I get measured on.”

Is it always about security for access control – not entirely? Security is a key consideration when choosing a solution, but today’s forward thinking organisations, such as Axis, expect more than security. They want a solution that is future proof and of high quality, as well as enables usage across multiple-applications. Also topics such as corporate social responsibility and energy saving initiatives are carefully considered and form part the decision making process for a new security solution, says Emiliano Muñoz.

“With these considerations in mind, Axis made an environmentally conscious decision when choosing their new security solution for their Spanish office. It is not just about the right solution in terms of security and functionality, but also about a solution that is smart and where all components actively help us to reduce our carbon foot print,” said Juan Luis Brizuela.

Many of my colleagues wonder how the right security solution can also create energy savings and assist in achieving higher efficiency. It is about the way all of the elements of our new system interact, enabling us to be more intelligent and in turn, control all electronic functions in this office remotely. This means lighting, air-conditioning/heating, blinds and other functions are regulated remotely, and if someone leaves the office without switching the lights off, we are aware of this and able to switch the lights off remotely, added Brizuela

Saving energy saves money, protects the company’s reputation and helps climate change by cutting carbon emissions. Saving energy and using the right partners, such as HID Global with their future-proof and high quality products, to support us in this mission makes good business sense, explained Muñoz.

Making the most of new technology for a greener and securer future

Proxima’s tailored security solution based on iCLASS technology has enabled Axis to quickly alert staff of security threats such as fire or burglary by using modern communications channels such as SMS, MMS or e-mail. The staff is quickly notified and instructions are given about how to proceed, which improves reaction time to emergencies considerably and shows that Axis is a safe and caring workplace.

Axis recognises that in the future it may want to add even more functionality and applications that will work within their existing set-up without having to make a substantial investment. By using HID iCLASS cards and readers, further applications such as time and attendance or parking control can be easily and quickly added.

“It was our vision to have a modern solution that uses the latest technology to help us increase our energy efficiency and security,” said Juan Luis Brizuela. “iCLASS technology is a key component and supports our vision by giving us the confidence that we have a future-proof solution. It is good to work with companies like HID Global that understand our ethics and have helped us to achieve our vision with suitable products and support.”





Proxima Systems concludes that "HID's iCLASS enables us to further strengthen our relationship with Axis as we can confidently offer solutions that are of high quality, expandable and future-proof. We recommend iCLASS technology to all our customers for their security projects."

About HID Global

HID Global is the trusted source for secure identity solutions for millions of customers around the world. HID Global's secure identity solutions include contactless identification technology and identity and access management. HID Global is an ASSA ABLOY Group brand. For more information, please visit www.hidglobal.com

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