



# White Label Cloud VMS

Create your own branded cloud VMS

## Why own a camera cloud?

Having your own camera cloud helps your business to increase customer loyalty, differentiate from competitors, and generate recurring revenue.

## Why network video?

- > Superior image quality
- > Remote accessibility
- > Easy, future-proof integration
- > Scalability and flexibility
- > Cost-effectiveness
- > Distributed intelligence
- > Proven technology

## Why Axis?

- > Industry leader in network video
- > Global market presence
- > Strong partner network
- > Smart, innovative products and services for video surveillance, access control, audio systems, and video analytics



The image shows a white Axis camera mounted on a ceiling. Below it, a laptop and two tablets are displayed, showing different views of the surveillance software interface. The laptop screen shows a dashboard with a grid of camera feeds and a sidebar menu. The tablets show a mobile app interface with a 'SURVILLA' logo and various controls. The background is a blurred blue industrial setting.

## Features

- > Custom branding – tailored to your specific needs
- > Full customization of services – aligned with your requirements
- > Extensive user management – prevent unauthorized access
- > Watchdog notifications and event log – streamline workflow and detect issues with ease
- > Mobile app – convenient access to the cameras anywhere, anytime
- > Usage reports and billing tools – manage operations efficiently
- > Robust integration of Axis cameras with qualified support
- > Audio devices included – in all services



## Survilla – overview

Survilla is a cloud video management system with a direct camera-to-cloud connection. It is a perfect solution for anyone wishing to support their business with a branded cloud service without investing in development and maintenance.

Survilla is made exclusively for Axis devices, natively supporting Axis cameras, audio devices, intercoms, connectivity hubs, as well as environmental sensors. It offers a wide range of services suitable for industries such as retail, construction, destination marketing, sports streaming, and more.

## Survilla – perfect fit for Axis resellers and service providers

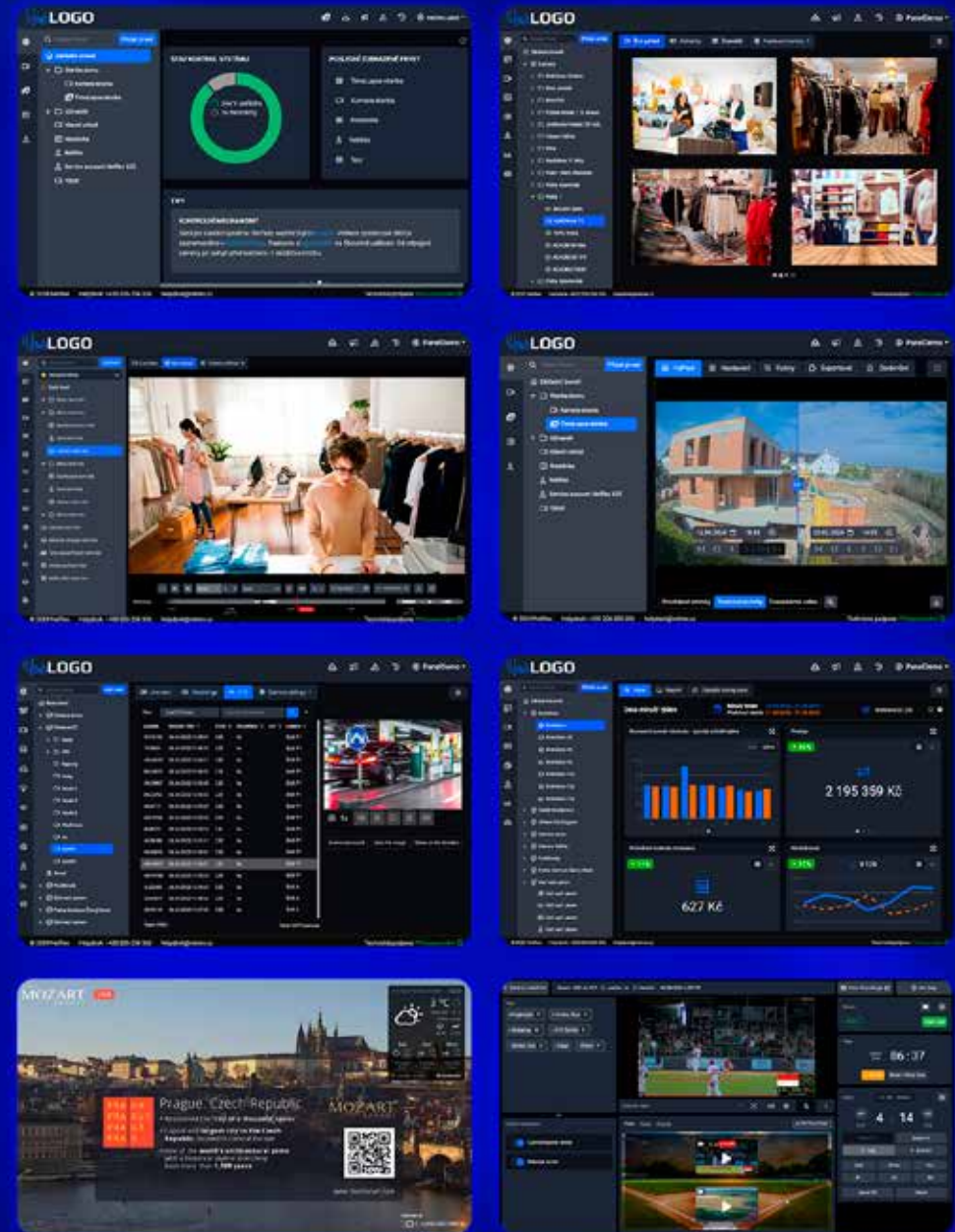
Companies that regularly install and service Axis cameras can benefit from their own branded camera cloud. By providing not only the hardware but also cloud services – such as retail analytics and overlays for destination marketing – they can strengthen customer relationships and differentiate their business.

Similarly, service providers who use cameras as part of their core offering can also benefit from a branded cloud portal. By providing live video streams to their customers – for example, as part of construction surveillance or sports event organization – they can elevate the value of their services to a new level.

## Wide portfolio of services

- > Remote access to Axis cameras
- > Audio in recordings and talkback functionality
- > Cloud and local recording
- > Timelapse snapshots and videos
- > Retail analytics with dashboards
- > Live streaming to YouTube and other platforms
- > Overlay graphics
- > Sports streaming
- > License plate recognition

Services can be renamed, repackaged, or used just as they are. Cloud services can also be combined with your own products and services to create a truly unique offering.



# About Axis Communications

Axis enables a smarter and safer world by improving security, safety, operational efficiency, and business intelligence. As a network technology company and industry leader, Axis offers video surveillance, access control, intercoms, and audio solutions. These are enhanced by intelligent analytics applications and supported by high-quality training.

Axis has around 5,000 dedicated employees in over 50 countries and collaborates with technology and system integration partners worldwide to deliver customer solutions. Axis was founded in 1984, and the headquarters are in Lund, Sweden.