

MOBOTIX launches new partner programs with increased benefits in global markets

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MOBOTIX launched a new partner program on 1 January 2019 focusing global partners of the German based video surveillance company. The program provides special benefits for the top silver/gold partners and confirms the announced strategy with closer direct communication to partners and end-users in co-operation with the distributors.

The benefits include prioritized support, new training programs, co-marketing opportunities, project support and pricing, exclusive partner websites and many other points which will improve the strategic and operational business co-operation with MOBOTIX global partners.

The partner program has been tested in selected markets during the past months and is now ready for implementation which will happen in all global markets during the second quarter of financial year 2018/19.

Further programs are also developed for technology partners during coming months as the German based company has experienced significant interest from many companies in common development projects.

“We are moving from a product focus via distribution to a solution orientation towards specific vertical markets based on our market analysis and research”, says Thomas Lausten, CEO. These markets are for instance retail, production and healthcare etc.

“The global video surveillance market is changing very fast towards a much stronger attention to cyber security where only dedicated people can access the recordings of the video cameras. The legal requirements outlined by GDPR confirm this even further and we welcome the development as an independent German manufacturer.

It is more important than ever for us to work even closer with our global customers in a partner program which we have developed in close co-operation with selected companies during the past months and we are

pleased to see the added value this will generate for our business” says Lausten.

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About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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