

## Cracking Open Cloud-Based Video Surveillance

Written by Bob Snyder  
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Genetec enters into a strategic multi-year alliance with Microsoft to develop hosted security solutions including video surveillance, access control and license plate recognition (LPR) as a Service that will be built on Microsoft's Windows Azure cloud-computing platform.

The new cloud-based security solutions will combine the strength of Genetec's unified security platform with the global reputation of Windows Azure. Genetec plans on delivering its first cloud-based service offering in the first half of 2013.

"Just as we pioneered IP video 15 years ago, we are now breaking new ground by using advanced cloud technology to make video and security applications even more accessible and meaningful for companies of all sizes," says Pierre Racz, Genetec's CEO.

Until now, admits Genetec, the physical security industry has not fully embraced the concepts of software-as-a-service and true hosted services. According to MarketsandMarkets, the VSaaS market should reach \$2.4 billion by 2017 with a CAGR of 31.5% from 2012 to 2017. Genetec is looking to take first-mover advantage before other major players move in.

Genetec's hopes their new solutions will let integrators take advantage of streamlined and greatly simplified set-up, provisioning and install procedures, meaning they can on-board more

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customers, more easily, and with greater initial satisfaction.

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