

# DNA Signs Distribution Agreement with Avigilon

DNA Connect (DNA) is pleased to announce that it is entering a distribution agreement with Avigilon Corporation (Avigilon) to sell Avigilon's complete array of surveillance solutions to the Australian market. DNA will leverage its existing channel to promote new solutions geared towards emerging end-user requirements, such as "Smart-everything, Internet-of-Things (IoT) and Big Data" integration.

DNA is a great fit to be an Avigilon distributor because of DNA's solution-based experience, 24 years in the IT industry as a successful distributor of integrated systems, and their mature in-house CustomerConnect, TechConnect and KnowledgeConnect programs.

"Developing on our strategy for 2017 to expand our partner channel within the APAC region, we are excited to appoint DNA as Value Added Distributor in Australia," said Graham Wheeler, VP Sales for APAC at Avigilon. "DNA's specializations in IT and analytics will support the development of smarter solutions and will further help us expand into both industrial and IT verticals."

Avigilon's video analytics technology can automatically analyze video data from multiple sources to quickly locate persons and vehicles. Users can transform video from a reactive, post incident tool to a proactive tool. DNA has started to integrate Avigilon's video analytics information into DNA's existing Big Data and IoT platforms, allowing end-users to make more informed decisions; in effect enabling DNA to offer solutions to their customers to "digitize the physical world".

"Avigilon is the perfect partner for us to work with to accelerate our goal of helping our channel partners bring the physical and digital worlds together," said Munsoor Khan, Director of DNA Connect. "There is a growing need to integrate video data with IT data to build intelligent analytics systems that make smarter decisions. This is going to be especially important as technology continues to enhance urban environments."

At the same time, DNA will proactively serve Avigilon's existing customers that are already predominantly active in the physical security market. DNA has local Avigilon stock in its Sydney-based warehouse, and uses air-freight to ensure timely delivery of orders placed on Avigilon's factory in Richmond, Canada – typically delivering within 5-7 business days from placement of order. DNA has invested in training its inside-sales and sales engineering teams, and DNA's management team has taken a focused approach to only support one video surveillance vendor, Avigilon. This focused approach by DNA allows them to realise customer service efficiencies in areas such as timeliness of quotes, warranty claim turn-around times, and support functions such as training and tech support. About Avigilon Avigilon Corporation provides trusted security solutions to the global market. Avigilon designs, develops, and manufactures video analytics, network video management software and hardware, surveillance cameras, and access control solutions. To learn more about Avigilon, visit [avigilon.com](http://avigilon.com).

About DNA Connect DNA Connect is one of Australia's most experienced distributors with over 20 years of experience offering connectivity and analytics solutions. DNA has been providing solutions that connect devices and things in Enterprise and Industrial markets and visualise data and monetise insight. These skills and knowledge have positioned DNA perfectly within the Big Data and IoT markets.

Media Contact Craig Atkinson DNA Connect P. 1300 723 600 w. [www.dna.com.au](http://www.dna.com.au)

## Contacts

Craig Atkinson  
1300 723 600  
[mailto: craig.atkinson@dna.com.au](mailto:craig.atkinson@dna.com.au)