

**Strategic Relationship:**

# Pelco & Cisco

**Cisco Delivers the Infrastructure. And Pelco Delivers the Video.**



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## **The Pelco-Cisco Critical Infrastructure Solution Set**

**From the protection of transportation, city surveillance and campus environments to delivering the immediate tactical information demanded by today's first responders and security personnel, video is a critical component to any enterprise. As its applications become more diverse and sophisticated, its combination with wireless infrastructure delivers robust solutions specifically tailored to meet the unique demands of today's businesses.**

The recently forged relationship between the global leaders in IP technology and video security opens a world of opportunity for the deployment of advance video technologies and systems. By seamlessly integrating Cisco's mobility framework infrastructure with the most technologically advanced video security systems available only from Pelco, the result is a proven, reliable and flexible wireless video solution that addresses the needs of evolving business challenges.

## Welcome to a World of Boundless Opportunities

An increasingly important cornerstone of any business' infrastructure, enterprise-class wireless networks enable real-time access to people, applications, and network resources. By leveraging the growing bandwidth capabilities of a unified IT communications infrastructure, video is being effectively deployed in mission-critical arenas, where people, property and millions of dollars are at stake.

Delivering real-time monitoring, indisputable event documentation and improved situational awareness, the implementation of video is a long-term strategy that improves operational efficiencies while putting in place a foundation that will easily accommodate future growth and expansion. And because of the Cisco mobility framework and the unrivaled performance of Pelco video systems, wireless video security is not only a reality, but a trusted, reliable and integral approach to business in the 21st Century.

The one-time objections to wireless video are concerns of the past. The transmission and use of video over a wireless mesh is a reality. Cisco delivers the infrastructure. And Pelco delivers the video.

By deploying a matched system that has been engineered, designed and tested to work together, the Pelco-Cisco Critical Infrastructure Solution Set meets today's security requirements while being robust and scalable to adapt to tomorrow's needs.

But it's more than just security. With video over a wireless mesh freeing you from the constraints of a cabled world, its application and utility go far beyond typical installations. From process management, asset control and improving organizational efficiencies to deployments for port, heavy industrial and remote installations, the use of video improves a company's resource allocation, aligning a number of organizational disciplines.

## The Value of Leadership: Pelco & Cisco

Operating in today's dynamic and fluid business environment demands an approach that minimizes costs while providing value and a sustaining return on investment. The recent partnership of the world's leaders in IP technology and video security does just that.

As a Cisco Technology Developer Program Member, Pelco systems have been engineered and certified to work within the Cisco wireless framework. The result is a tested and reliable wireless video security solution specifically designed for the demands of enterprise-class applications.

And at the heart of this solution are advanced technologies from Pelco, who for more than 20 years has designed and manufactured the industry's most sophisticated and versatile video security systems. Quite simply, Pelco understands the demands of professional security better than anyone else – and no one comes close to delivering the expertise or

breadth of product line to meet the needs of any application opportunity.

Operating from the industry's largest manufacturing complex, Pelco produces the most respected offering of discreet camera and positioning systems, video matrix systems, next generation digital video recorders, and IP solutions in the never-ending pursuit of achieving 100-percent customer satisfaction. Pelco also manufactures a large number of special equipment items, including explosion-proof and pressurized camera enclosures, high-security housings, and thermal imaging positioning systems.

Importantly, Pelco demonstrates its commitment to being an Open Systems Provider with successful integrations and partnerships in such areas as Electronic Access Control, Video Analytics, Central Station Alarm and Video Monitoring, Cellular Phone-Video Monitoring, Command and Control, Mobile Digital Video Recording, Point of Sale and Loss Prevention Systems.

## The Solution

Leveraging the Cisco Unified Wireless Architecture and the leading camera, recording and video management systems available only from Pelco, the end result is a scalable, robust, reliable and cost-effective video security solution, delivering the results you and your business demand.

The strength of such a unique combination of forces provides a single point of contact for the product support, training and application expertise you seek.

Only with Pelco and Cisco can you get the product and technology leadership that is necessary to propel your business forward with the commitment to customer service and support that you demand.



## Critical Infrastructure Solution Set

### The Relationship

Cisco, Wireless Infrastructure

Pelco, Video and Security Systems

### Targeted Industries

Ports, Transportation, City Surveillance,  
Campus Environments, First Responders,  
Mining, Oil & Gas, Remote Installations,  
Heavy Industrial, Commercial

Pelco Positioning, Fixed, Thermal Imaging and  
Explosionproof Camera Systems; Enterprise-  
Class Recording and Video Management  
Solutions; High-Definition Displays

### Customer Benefits

Wireless Video Security for  
Mission-Critical Applications  
Flexible, Scalable and Reliable for  
Enterprise-Class Installations  
Real-Time Event Documentation  
Asset and Property Protection  
Remote Location Accessibility  
Improved Process Management,  
Asset Control, Organizational Efficiencies  
Implementation of Industry-Leading  
Technologies and Expertise  
Single Point of Contact for Product Support  
and Customer Service  
Engineered, Designed and Tested System  
Use of Unified IT Infrastructure to  
Maximize ROI



**Peter Granger,**  
*Cisco Business Development Manager*

When Peter Granger of Cisco introduced Pelco to the Cisco sales force in August of this year, he started off by saying that one of the reasons Cisco had chosen Pelco to work with as a technology partner in the outside wireless video surveillance market was because it “protected the Statue of Liberty in the United States and Windsor Castle in the UK.” He wanted to highlight the market presence that Pelco has worldwide, which, when combined with the Cisco brand in the IT and Internet world, would provide confidence to customers choosing outside wireless surveillance solutions. Granger’s role as a technology partner manager for the manufacturing industry is to help technology and business partners work with Cisco to create solutions that solve their customers’ business problems. Cisco recognizes that although it has the best field representatives in the world in the networking and IT industry, it is partners like Pelco that can help those same field representatives really understand customers’ business needs and provide more complete business solutions.

Pelco is a member of the Cisco Technology Developer Program, and the Pelco solution has been successfully interoperability tested with Cisco’s outside wireless mesh products. “The Cisco Technology Developer Program provides our customers with a level of confidence that products will work better together,” says Granger. “Members of the Cisco Technology Developer Program enhance and unite the Cisco technology portfolio with products that feature verified interoperability. The program includes companies that hold a market leadership position, use Cisco technology, and share Cisco’s strong commitment to customer service.”

As part of the relationship, Cisco and Pelco will be working closely together, providing their sales forces and partners with tools and collateral to help the marketing and sale of the solution to potential customers.