The only constant theme for video technology is its constant evolution. Over the last 40 years, cameras have gone from limited view, constantly monitored rarities to being one of the most populous Internet of Things (IoT) devices with a global reach.

Fixed cameras with limited fields of view have been augmented with panoramic cameras with 180- and 360-degree viewing capabilities at ultra-high resolutions in the 4K and 8K ranges, a far cry from the grainy, monochrome viewing of the past.
Threats have also evolved in that time, leading to a necessary evolution in security posture, moving from a series of individual programs and practices, to a comprehensive strategy designed around complex risk assessments. To ensure the successful implementation of your security stance in today’s world, you need technology to integrate seamlessly and vendors to work together to deliver coherent solutions rather than individual components.

Since successful partnerships are always a two-way street, it’s important to take a look at some of the factors that vendors should offer and expect to receive when entering a beneficial partnership where technology seamlessly folds into the ecosystem of the partner’s technology offerings.

**Open Technology Standards**

If you ask any customer what the biggest negative is when it comes to new and emerging technologies, you’ll get a pretty rapid answer of “vendor lock-in.” You can have the best technology in the world, but if you don’t give a customer the opportunity to build multiple, “best-of-breed” products into a comprehensive strategy, you’re going to fall by the wayside pretty quickly.

"You need technology to integrate seamlessly and vendors to work together"

That’s not to say that you can’t have unique, proprietary or visionary technology; you absolutely can, and it is what innovation and progress thrives on. Building those technologies around open technology standards is vital if you are looking for wide-scale adoption.

Using open technology standards also allows you to integrate with established industry players faster, more smoothly and with increased benefits to the customer. All of this leads to a faster time to revenue and a more rapid scaling of your presence in the market.

**Direct Technology Integrations**
Continuing the theme of open technology standards improving the ability to drive relationships with existing, complimentary technology partners, the directness and depth of integration also bears consideration.

Using open technology standards also allows you to integrate with established industry players faster, more smoothly and with increased benefits to the customer

One of the blights of building a security practice is getting all of your technologies to integrate together and feed information to each other. When you add the fact that each technology has its own user interface (UI) and management console, it can very quickly become overwhelming for the end user to keep tabs on each console, learn every interface and complicates building a workflow in the case of incidents or investigations.

The administrators who manage the system also have to update each component individually, ensure that the integrations don’t break when an update is delivered and ensure that any new technologies don’t cause an existing piece of your solution to fail.

As a technology vendor, if you have used open technology standards, and written your software with integrations in mind, you will find yourself becoming an easy solution to turn to. Camera manufacturers in particular can take advantage of this when integrating with a video management system (VMS). The deeper you integrate, and the easier you make it to manage, update, monitor and interact with your cameras for the VMS and subsequently the operator using the VMS, the more likely your technology will be designed into solutions.

**Open Communication and Equal Joint Development**

Successful partnerships are all about communication, and in my experience, having organizational alignment throughout both companies does wonders to improve the development processes. Executive support in particular is key, and a mutual understanding between leaders makes for a more successful go to market strategy.
Equally as important is joint development, especially for engineering teams. Often, software engineers are just thrown the software from the larger of the two partners and told “make sure we integrate with this.” It is then down to the engineering teams to figure out how the partner software works and figure out their integrations. This is less difficult if the partner is using open standards, but there is still a high degree of difficulty involved. It also takes longer to create, test, adjust and release software integrations in this way. Then you have to repeat the process whenever there is a software update on either side.

**Successful partnerships are all about communication**

If you work collaboratively as engineering teams with defined co-development plans and processes, this process is simplified, and a better solution is realised for the customer. Working as equals also allows you to drive technology advancement faster, especially for the longer established vendor. New technology companies are forced to innovate faster to stay alive and that is well worth remembering. Your mutual sales teams also have a large part to play here, since working together in front of customers with a connected message will deliver better feedback into the engineering teams for future developments and projects.

If you build your technology partnerships on these foundations, then you are well positioned to deliver great solutions to your customers, real value when it comes to forming a major part of the wider security ecosystem and will be well on your way to becoming a mainstay in the physical security world.

**Author Profile**
Therese Hume is the Strategic Partner Director at Oncam, where she is the conduit between our global strategic partners and all internal stakeholders, the main glue that works daily to integrate our business objectives with those of our key partners. She ensures communication and activities between Oncam and our partners are all geared towards financial growth and heightened brand awareness for our business and its products. Her knowledge base has been built over a 15-year career covering diverse roles including operations, project management, sales and marketing in sectors such as security, education, retail, entertainment and hospitality.

Therese lives in New Jersey, US and is married with 2 children. She loves spending time with her family, traveling and is a self-proclaimed foodie.
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