End-User Value Proposition

Razberi Technologies believes it should be easy for anyone to deploy, manage, and cybersecure their enterprise video surveillance system. We make it simple and cybersecure by providing an open video surveillance platform that enables enterprises to:

- Mix and match best of breed video surveillance system components.
- Optimize the deployment of video appliances to capture, process, and store video.
- Cybersecure the IP cameras and other components.
- Monitor and manage it all holistically.

Benefits for the enterprise customer include:

Deployment and Installation
- Fewer components to install, with less space required.
- Faster installation setup, including cybersecurity.

Manageability
- Faster issue identification and resolution with fewer truck rolls.

Cost Savings & Efficiencies
- Network bandwidth savings by optimizing where to capture the video in the network.
- Elimination of vendor lock-in for video components.
- The ability to use lower skilled personnel to support the system.

Business Risks and Liabilities
- Strengthened cybersecurity with a lower risk of a cyber breach.
- Higher video quality, with fewer lost videos.
- Fast track project approval process with IT departments.

Razberi lowers the total cost of ownership and reduces business risk for the enterprise.

Integrator Value Proposition

Integrators who install, support, and manage video surveillance systems gain all of the benefits described for the enterprise, plus the following additional benefits:

More Revenue and More Customer Wins
- More flexible, cost-effective solutions for customers resulting in higher deal win rates.
- More revenue and margin from networking equipment sales that otherwise might have been procured directly by the enterprise.
- A recurring revenue stream to support and manage the system for enterprise customers.
- Differentiated offering, with cybersecurity, remote management, and better support services.

Cost Savings & Efficiencies
- Ability to manage multiple customers remotely from a single dashboard.
- Lower labor costs on bids to install and support systems.