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A Solutions Network

As pioneers in the shift from analogue to digital video surveillance, Axis Communications offers customers peace of mind through innovative and open technical platforms.

Images courtesy of Axis Communications

Wai King Wong, Axis Communications' Country Manager for Australia and New Zealand, came from a technical background with international experience before taking on his current role with one of the world's leading IP network video solutions provider.

Wai King began his career in Malaysia with IT services company, CSC, where in addition to being a systems engineer, he was also heavily involved in the pre-sales aspect of the lead pipeline. Wai King was also one of the consultants for business intelligence tools, where he worked on some interesting project.

"I was at CSC just as everyone was worried about Y2K. It was a very

interesting time to be working in the technology sector to say the least. Thankfully, nothing detrimental eventuated, however I learned a lot of lessons which I still apply today, through working tirelessly with my team to ensure that our customers were prepared for the worst case scenario," explained Wai King.

He later moved to Ingram Micro as a sales and product manager, primarily managing the company's network products. In 2001, Wai King transferred to Ingram Australia, which was about four times the size of the Malaysian arm. He has called Australia home ever since.

"Interestingly, the way business is done in Australia is slightly different to the way business is done in Malaysia. In Malaysia it's much more focused, so there was a

steep learning curve in terms of understanding the laidback, relationship-driven professional culture in Australia," said Wai King.

He was then recruited by Axis, a company well known to him from his days at Ingram Micro, and became the first sales manager for Axis in Australia. After three years, Wai King took on the role of country manager.

As one of the first representatives for Axis in Australia, Wai King was tasked with growing the business and building brand awareness in the region.

He saw early success, too, with the Roads and Traffic Authority (RTA) signing on as a customer, which was a huge win for Axis, particularly as the IP surveillance market was quite nascent at the time. >





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- Wai King Wong



Wai King became an IP network evangelist in Australia as he worked hard to educate the market on the benefits of IP networked solutions over legacy analogue systems.

It wasn't long before Axis Communications was, through its partner network, working on some innovative implementations of IP network surveillance. Since Wai King's appointment at Axis it can now count the Melbourne Cricket Ground, Maribyrnong Council, Chemist Warehouse, KFC, Pizza Hut, Sydney Airport, Swinburne University of Technology, and the Port of Melbourne as just some of the big name brands that it is working with.

A lot of the growth has actually come from 'smart applications', which Wai King explains are the product of innovative

developers who are doing a range of different things with Axis' open platform.

“We have partners doing all kinds of things with our cameras, developing innovative applications that transcend security”, Wai King said. “For example, video analytics is booming in Australia's retail sector. The performance and image quality of our cameras are so high that a retail manager can check weekly specials and sale prices are correctly displayed on the shelves in store without even having to travel to each individual shop.”

Under Wai King's leadership Axis is now averaging about 30-40 per cent year-on-year growth. He puts this down to a consistent go-to-market strategy that involves working closely with key partners, and fostering an ecosystem of long term mutually beneficial relationships.

“We have three core values, which are to be open, think big, and act as one. These values underpin the Axis culture that is endemic across the entire organisation—both locally and globally,” said Wai King.

As a technical person, Wai King is excited by the culture and philosophy of innovation at Axis. Since he joined Axis in 2002, he has helped the company go to market with several world-leading innovations including the world's first network camera equipped with power over ethernet, the HD network camera, the world's first thermal network cameras, and Axis' patented Lightfinder technology, which is the world's most light-sensitive camera.

“Innovation is something I am truly passionate about and it is at the heart of everything we do at Axis Communications. Axis devotes a lot of resources to R&D, at both a software and hardware level—about 350 of our 1,600 staff are devoted purely to research, which is how we have been able to remain at the technical leading edge for so long.

“The world is becoming more reliant on IT and it is improving our lives on an exponential scale. I am overjoyed that I have been able to play a part in the internet revolution and am looking forward to continuing to work for such an innovative technology organisation.” concluded Wong. •

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