

## ipConfigure Positioning Paper

### ipConfigure versus Exacq Technologies \*



The purpose of this paper is to compare the cost of ipConfigure's Video Surveillance Appliance to Exacq Technologies A-Series IP Camera Server. In addition, we will compare the cost of the entire solution including ipConfigure's Enterprise Surveillance Manager against Exacq Vision video management software for a 16 and 32 cameras installation.

#### TARGET AUDIENCE:

Even though ipConfigure's target audience for ESM is mid to large installations (50 -100 cameras +) with multiple locations and users, it's Video Surveillance Appliance can provide end users with a cost-effective turnkey solution that can accommodate both IP and analog cameras for smaller installations. Exacq's target audience is for smaller camera installations. Their licensing model limits the number of cameras per server to 64, regardless of the size of the server.

#### CHANNEL STRATEGY:

ipConfigure sells its hardware and software via national distributors to resellers using its own sales force. Exacq sells its products using manufacturers' representatives who often carry an IP camera line as well. Is it in their best interest to sell the best solution for the customer or to sell what manufacturer's line they represent?

#### LICENSING SCHEME:

ipConfigure's licensing scheme is very simple. Licenses are based on devices (cameras or

encoders), not the MAC address of devices. Furthermore, the license key is not tied to the server's MAC address which these devices are installed. The same is not true for Exacq's licensing model. Each camera is registered to the MAC address of the server it is associated with. If one wanted to register the camera on a different server, then they would need to obtain another license or if one wanted to transfer the VMS software to another server it would cost \$125. This could be problematic if a camera or server dies in the field and needs to be replaced or moved.

#### HARDWARE SPECIFICATIONS:

ipConfigure's VSAs are built to last with industrial grade power supplies, dual network interface cards, hard drives that have been optimized for video and have a three year warranty against failure. At the heart of the VSA is a genuine Intel Quad-core Xeon processor standard.

#### SOFTWARE:

Enterprise Surveillance Manager is true enterprise software. It was designed from the ground up to be easy to deploy, use and administer. Being based on the browser simplifies the deployment process and shortens the learning curve. Maintenance patches and new features to be 'pushed' to users simply by logging on system. Being browser-based also allows for central administration of all cameras, encoders, users permissions (including Active Directory support), server volumes, reporting from one interface regardless of how many servers are being used to record and archive video. Exacq charges a \$500 (list) premium for certain 'enterprise features' such as: Active Directory, multi-level maps and centralized user administration.

	ipConfigure VSA 1U	Exacq Technologies A-Series IP Camera Server
Base Price	\$3399	\$4935
Form Factor	1U	1U
RAID	Yes	+\$800
CPU	Intel Quad-Core Xeon	+\$815
Operating Systems	Windows Server 2008	+\$1295
Dual NICS	Yes	+\$95
Storage	4TB	4TB
Enterprise Features	Yes	+\$500
16 Camera Licenses (List)	\$3920	\$2400
Total Solution 16 cameras	\$7319	\$10,040
32 Camera License (List)	\$7840	\$4800
Total Solution 32 cameras	\$11,239	\$12,400

#### ABOUT US:

Founded in 2003, ipConfigure is a privately owned video surveillance software company and a leading developer of enterprise IP video surveillance solutions. ipConfigure's Enterprise Surveillance Manager (ESM) with License Plate Recognition are available as software only solutions or preinstalled on a Video Surveillance Appliance. These solutions are capable of supporting unlimited cameras, locations and users through a unified browser-based interface.

ipConfigure's software has been successfully deployed in mid to large installations ranging from national chains, to governmental agencies to, nuclear power plants to universities all based on a non-proprietary architecture and supporting third-party IP cameras, servers, storage, and switches.

ipConfigure is committed to an open architecture and will continue to facilitate the convergence of physical security and IT technologies through a seamless enterprise solution.