D-Link One-Stop Surveillance Solution a Salvation for Systems Integrators and SMBs in Times of Economic Uncertainty

One-stop surveillance solution reduces the costs and complexity associated with the deployment of IP Surveillance infrastructure

Sydney, Australia, 24 July 2012 — D-Link Corporation today outlined the advantages of its end-to-end solution aimed at organisations adopting or transitioning to an IP surveillance system. The company's "One-Stop" infrastructure incorporates Surveillance, Switch, Storage, and Software, the four major components of any a secure, reliable, and manageable surveillance solution.

As the uncertainty caused by the Eurozone crisis continues to influence markets throughout the world, businesses are looking to cut costs and reduce their dependence on highly-paid technical staff. To do so, they must consolidate infrastructure and improve cost-efficiency all around. Yet despite this desire to reduce spending, organisations cannot neglect investments in basic surveillance systems to secure their premises either. Consequently, the best way to tackle this challenge is through the adoption of network infrastructure that handles both data networking and IP surveillance. As a hybrid solution, D-Link's IP surveillance infrastructure is relatively a conservative investment that will significantly diminish the costs associated service and maintenance, and reduce the strain on systems integrators.

D-Link Chairman and CEO Roger Kao explained the underlying principle of the company's "One-Stop" solution, "Seven years ago, D-Link began its transformation from a simple networking technology vendor to a full-on end-to-end solutions provider. Building on over 25 years of experience as a leader within in the networking industry, D-Link has invested heavily in the budding domain of IP surveillance." Kao continued, "The culmination of these efforts is a 'One-Stop' solution designed to offer businesses a cost-effective and hassle-free infrastructure."

Experts have estimated that the number of IP surveillance cameras deployed worldwide will overtake analog surveillance cameras by 2014. As this transition accelerates, IP Surveillance is increasingly becoming both the concern and responsibility of company IT departments. Among an array of advantages, IP surveillance provides high-resolution images that capture greater detail and clarity compared to legacy analog system. IP surveillance presents more robust management and a variety of functions that simplify installation and configuration. For instance, using PoE, a single cable carries both power and data for a minimally invasive installation. D-Link's track record of product stability and price performance across millions of installations supports its renown in the IP surveillance arena.

Schools, retail environments, and SMBs stand to gain from the simplicity of the One-Stop solution. In particular, D-Link's One-Stop solutions offer some of the following benefits:

Streamlined Integration

D-Link seamlessly integrates "two" networks, "Data" and "Surveillance," eliminating the need for costly redundant infrastructure. Once set of cabling and hardware accomplishes what would have previously required the redundant purchase of nearly identical hardware.

Ease of Installation and Configuration

D-Link switches include an Auto Surveillance VLAN feature which automatically detects cameras and places them onto their own VLAN. Data and video traffic is prioritised appropriately with minimal administration. In the past, this traffic segmentation and management would have required one or more dedicated network personnel to manage networks.

Centralised Management

Rather than managing individual cameras and video recorders separately, the D-View and D-ViewCam software provide a central point of management for the network, and security footage.

Simplified Troubleshooting

Rather than contacting a separate vendor for disparate hardware such as switches, cameras, and storage devices, one vendor handles it all. There is no need to first diagnose the problem down to a specific device since D-Link is the single point of contact for everything.

Guaranteed Interoperability

Since switches, cameras, storage, and software all originate from D-Link, interoperability is guaranteed. There is no need to worry the compatibility of hardware and software components from different providers.

D-Link is capable of bestowing the benefits above by concentrating on the four major infrastructure components of a shared data and surveillance network. Each of these components integrates seamlessly with the other components for a truly unified platform.

Switch

D-Link switches are particularly suited for deployment in a mixed environment that includes both data and IP Surveillance traffic. An optimised IP Surveillance solution requires uninterrupted connectivity. This has generally required elaborate QoS and virtual networking controls that must be configured manually by skilled administrators. D-Link switches eliminate these concerns through an advance function known as Auto Surveillance VLAN. Switches automatically detect and add specified cameras to the VLAN eliminating the need for manual configuration. This surveillance network, though using the same network infrastructure, is designed to ensure critical bandwidth is available for surveillance traffic regardless of the performance of the data network. This means that, even in the event of packet storms, heavy traffic, and other disruptive events, a reliable surveillance feed is always maintained.

Surveillance

Over the past several years D-Link has cultivated an extensive line of IP surveillance cameras suitable for deployment in a variety of installation scenarios, both indoor and outdoor, day and night. When used in combination with PoE switches, select camera models can be powered using a single network cable, reducing the need for tedious electrical wiring. This allows cameras to be place in locations that would have otherwise been inaccessible in the past. When combined with D-Link's wireless solutions, cameras can be placed virtually anywhere for comprehensive monitoring of premises.

Storage

Surveillance systems call for specialised storage designed to cope with a constant stream of surveillance data. D-Link Storage Accessible Networks (SAN) and Network Video Recorder (NVR) solutions are designed specifically to handle IP surveillance records. Administrators can maintain a repository of surveillance footage that is secure, redundant, and easy to manage. D-Link storage solutions are also highly scalable, so storage can be expanded as needed.

Software

Any modern surveillance solution would not be complete without management software to care for both aspects of the network. D-Link's D-View and D-ViewCam software offer an intuitive graphical user interface to manage all aspect of the network and IP surveillance infrastructure respectively.

About D-Link

D-Link is the global leader in connectivity for home, small business, mid- to large-sized enterprise environments, and service providers. An award-winning designer, developer, and manufacturer, D-Link implements and supports unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP Surveillance, and cloud-based network management. For more information visit www.dlink.com, or connect with D-Link on Facebook (www.facebook.com/dlink) and Twitter (www.twitter.com/dlink). [Regional Contact Information]

For more information about D-Link's One-Stop Solution visit www.dlink.com.au