

Off the Desk:

Total Cost of Ownership - Is it Still Relevant?

Total cost of ownership (TCO) has been a key industry philosophy. However, with the price of security products continually being driven down by low cost offerings, is it still relevant?

According to Security Magazine, over 50 percent of the total cost of a security system happens throughout its life cycle, and not at the initial cost.

Aimetis believes providing value to a customer means more than having the lowest possible up-front price. Operational efficiency and administration, corporate compliance, support and customer care are very important to end users. Organizations that take a broader view of their technology purchases benefit by understanding a complete picture and uncover areas where improvements can be made, which leads to lower TCO in the long run.

Aimetis is committed to providing a broad portfolio of intelligent video products designed to reduce the TCO of IP-surveillance for its customers.

Aimetis Thin Client™ is a more cost effective alternative to decoders and PCs. It simplifies IT management and reduces end user training, which adds up to big savings. **Aimetis Enterprise Manager™** provides central management that decreases up-front configuration and ongoing administration time. Initial set-up time is reduced by inheriting settings from the cloud. Software updates can also be centrally managed, further streamlining administration tasks. **Aimetis video analytics** lower alarm verification and search costs.

Aimetis Symphony™ is one of the few solutions on the market that does not have artificial license breaks. It also utilizes 40 percent fewer servers than the competition. Over the life of the software, this provides huge savings in support and maintenance cost.

So is TCO still relevant? Yes, now more than ever as the security market sees more competition on pricing. Don't let up-front cost become the only factor when evaluating a solution. Indirect costs can play a more significant role than direct cost in the end.



“Aimetis arms customers with the lowest total cost of ownership while providing them with the highest quality solution.”

David Almasi
Vice President, Global Sales