

Entrust IT UK: Delivering Cloud Video Surveillance to the UK & Europe

Based in the United Kingdom, the entrust IT Group was founded in 2006 with a speciality in Hosted Desktops and other related IT solutions. In nearly 15 years of trading, the company has grown and evolved to be a complete IT Managed Service Provider, offering a wide range of services both locally and in the cloud.

The company focuses mainly on the Small and Medium Business (SME) market but its capabilities and geographic reach are large enough that it counts numerous large corporate enterprises as customers across the UK and Europe.


With the UK having one of the largest concentrations of CCTV cameras in the world, it is no surprise that by 2010 entrust IT's clients were requesting CCTV and video surveillance solutions. Responding to this demand, entrust IT developed deep expertise in camera installations and deployments of video surveillance systems.



"In the United Kingdom, there is widespread adoption of video surveillance systems. As a leading cloud IT solution provider, it was a natural evolution for us to install and support our customers cloud video surveillance systems."

— Tom Dodd, Marketing Manager
Entrust IT





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As the market has evolved, more customers have been requesting cloud-based video surveillance systems due to its lower upfront costs and ease of deployment. One of the company's clients, a UK-wide luxury kitchen manufacturer, asked the entrust IT team about installing CCTV at their showrooms across the UK. They were experiencing break-ins semi-regularly and needed a solution to deter would-be criminals, or at least apprehend them. The distributed nature of this customer's locations made a cloud-based system a natural fit.

Entrust IT leveraged its existing expertise in cloud IT services to research the market and identified Camcloud as a leading provider. Camcloud's channel-friendly business model, integration with a wide variety of IP cameras and ease-of-use convinced entrust IT that Camcloud was the right partner. Most importantly, Camcloud offered a hardware-free approach, which suits entrust IT's ethos, and allowed them to avoid the unnecessary complications of on-site Digital Video Recorders or other on-premise systems.

Moving forward, in a post-COVID19 world, where localised lockdowns across the country (and the world) are expected, entrust IT expects the demand for cloud video surveillance to continue to grow. Entrust IT believes this change is a permanent market shift as company's realize the benefits of a cloud-based solution vs. traditional on-premise offerings.



**UK KITCHEN
MANUFACTURER
DEPLOYMENT**

Number of locations: 33

Type of cameras: IP Cameras

Number of cameras: 70+

Camera manufacturer: Hikvision

Integration uses: New installation to replace legacy Network Video Recorders (NVR)



Camcloud Inc.
120 Terence Matthews Cres., Suite E1/E2
Ottawa, ON K2M 0J1 Canada

1-833-CAMCLOUD
partner@camcloud.com
www.camcloud.com

CONTACT US
TODAY