



# Installer Partner Presentation

Deploy and sell the Video Evidence Protection offering  
*Operational deployment support & field sales pitch*

Natively compatible with:



# Acoba - Technology publisher specializing in cloud video surveillance & AI

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Acoba is a French developer of solutions dedicated to video surveillance

- ❑ **10 years** in operation
- ❑ **30+** engineers
- ❑ PrésenPresence: **Europe, North Africa, United States**



## Recognized partners:

**Homiris:** A major French remote monitoring provider, distributed via Crédit Mutuel and BNP Paribas

→ Our technology forms the technical foundation of their camera range.

**Delta Dore:** A leading French reference in the smart home industry (thermostats, alarms, energy management).

→ Acoba designs and develops their entire range of video surveillance cameras.

# Cam2Drive - Video Evidence Protection

**Cam2Drive** is a cloud backup solution for video recordings It enables:

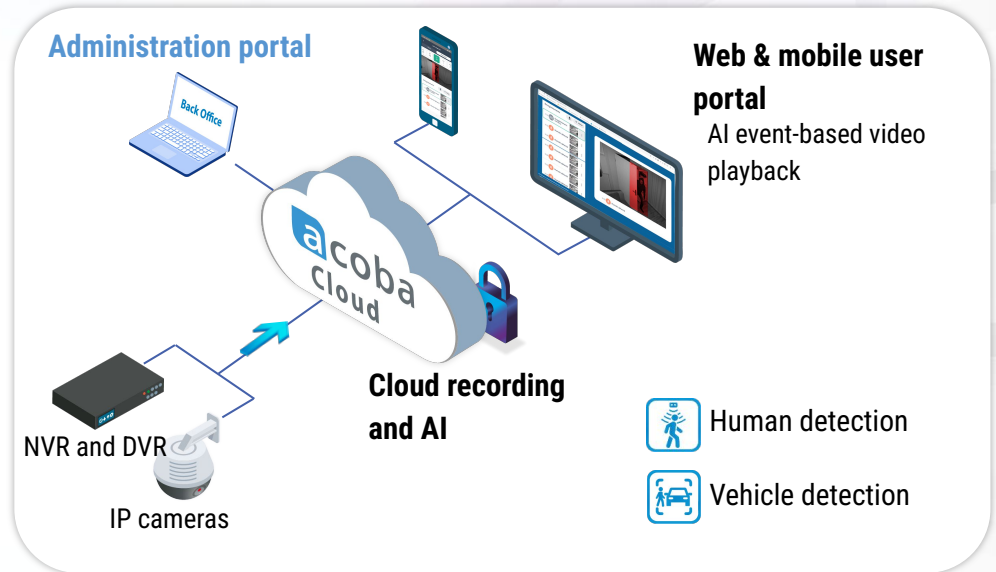
- ❑ Backup of critical video footage,
- ❑ Physical independence from the site,
- ❑ Off-site secured storage,
- ❑ Access to video evidence even in the event of NVR theft or destruction

Natively compatible with :



- ✓ No additional hardware required
- ✓ No architectural modifications
- ✓ Fast deployment
- ✓ Standard video AI (motion detection, ....)

➤ *Your client is not buying cloud storage. They are buying video evidence protection.*



# Cam2Drive - Prompt-Enhanced Video AI

## > Transform cameras into a business and audit assistant.

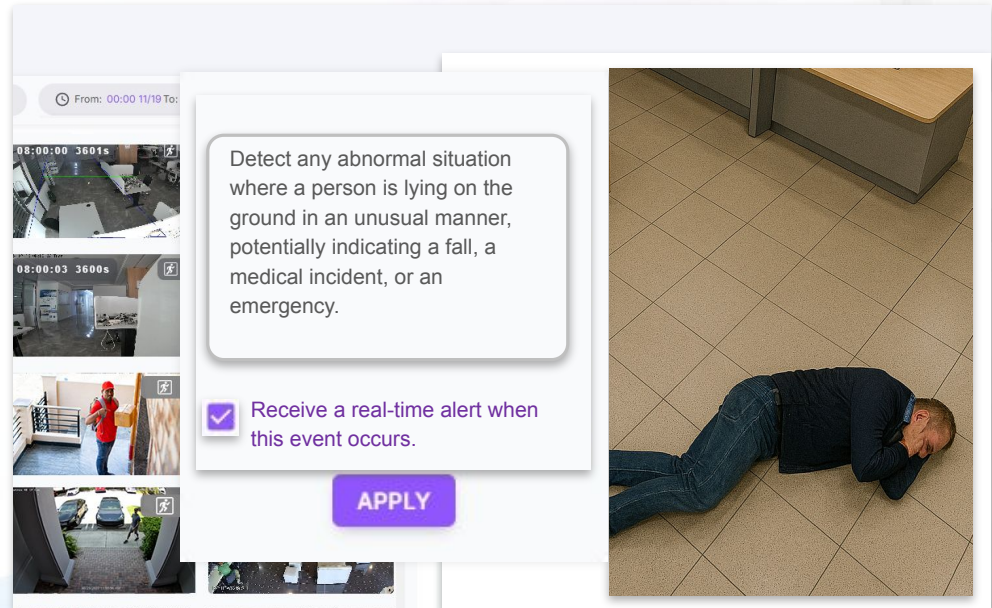
In addition to cloud backup, Cam2Drive integrates an operational AI mode powered by intelligent prompts.  
(A **prompt** = a text instruction used to query video content.)

### It enables:

- ❑ Convert cameras into an auditing tool,
- ❑ Analyze behaviors,
- ❑ Generate automated reports,
- ❑ Deliver business value to your clients.

### Examples :

- ❑ Automated operational and behavioral audits
- ❑ Intelligent search by description,
- ❑ Footfall and traffic analysis...



The screenshot displays the Cam2Drive AI interface. On the left, there is a video search interface with a timeline and several video thumbnails. The central part of the interface features a prompt box with the following text: "Detect any abnormal situation where a person is lying on the ground in an unusual manner, potentially indicating a fall, a medical incident, or an emergency." Below the prompt, there is a checked checkbox labeled "Receive a real-time alert when this event occurs." and a purple "APPLY" button. On the right, a large image shows a person lying face down on a tiled floor, illustrating the event being detected by the AI.

# A technology that integrates into various sectors

## Personal safety



## Industry



## Construction



## And much more...

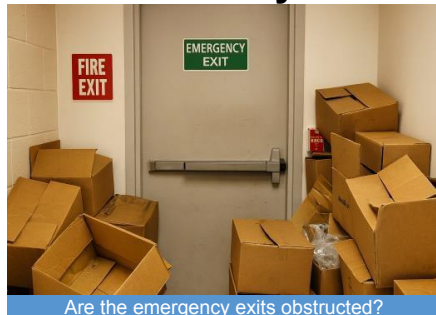
- Cities
- Agriculture
- Retail & Commerce
- Logistics
- Industry
- Construction
- Hospitality & Tourism
- Restaurant Industry
- Shopping Centers
- Offices & Businesses
- Banking & Finance
- Healthcare
- Education
- Transportation

## Retail stores

Is there currently a queue in the store?



## Tertiary



## Restaurant

Do any tables require cleaning?



> AI represents an upgrade. The foundation remains the “**Video Evidence Protection**” option

# Our storage plans & partner terms.

Plans tailored to precisely meet your clients' needs

## Standard range

Ref	Capacity	Description	Acoba price / month	public price / month
AC-ST-50	50 GB	4 Max cameras	9,10 €	18,20 €
AC-ST-100	100 GB	8 Max cameras	15,60 €	31,20 €
AC-ST-150	150 GB	Unlimited channels	22,10 €	44,20 €
AC-ST-250	250 GB	Unlimited channels	37,70 €	75,40 €
AC-ST-500	500 GB	Unlimited channels	72,80 €	145,60 €

## Advanced range

Ref	Capacity	Description	Acoba price / month	public price / month
AC-ST-750	750 GB	Unlimited channels	110,50 €	--
AC-ST-1TB	1 TB	Unlimited channels	146,90 €	--
AC-ST-2TB	2 TB	Unlimited channels	230,10 €	--
AC-ST-3TB	3 TB	Unlimited channels	344,50 €	--
>3 TB	Custom-made	Contact us	Upon request	--

➤ *End-customer price: freely set by the partner*

# Partner business model

Turn your installed base into recurring revenue.

## Simulation - 10 installations/month, €10 margin per subscription

Period	Active subscriptions	Monthly margin	Cumulative profit
Month 1	10	100 €	100 €
Month 3	30	300 €	600 €
Month 6	60	<b>600 €</b>	2 100 €
Month 9	90	900 €	4 950 €
Month 12	120	1 200 €	<b>7 800 €</b>

- ❑ You complete 10 installations per month. Each installation generates **10 €** in monthly margin.
- ❑ **After 6 months:**  
**600 €** in recurring revenue every month.
- ❑ **After 12 months:**  
**7 800 €** in cumulative net profit.

✓ No additional on-site work ✓ No inventory ✓ No hardware ✓ No heavy after-sales support

> *Each installation becomes monthly revenue.*

# Cam2Drive – The reflex at every installation

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## Best practices

**Systematically offer Cam2Drive with every installation** (and with every NVR replacement or maintenance service).

**To be included in the quotation (concise description)**

 **Option: “Video Evidence Protection”**

- Monthly price: \_\_\_\_\_ € / month (Essential Plan)
- Monthly price: \_\_\_\_\_ € / month (Plus Plan)
- Monthly price: \_\_\_\_\_ € / month (Pro Plan)

# Cam2Drive – The reflex at every installation

## ❑ 15-second pitch

I've included the “**Video Evidence Protection**” option in your quote. With this feature, a secure copy of your recordings is automatically backed up to the cloud. So even if the recorder (NVR) is stolen or damaged, you can still recover your footage.

## ❑ Phone photo analogy

“It's like your iPhone or Samsung: your photos are saved in the cloud. If you lose your phone, you recover everything.

Here it's the same: if you lose the recorder, **you can recover your videos**, which can serve as evidence for your insurance company or the police.”

# Partner Support & Development

Acoba supports you at every stage.

## 1 Technical support:

- ☐ Ticketing system
- ☐ Phone support
- ☐ Email support
- ☐ Live chat
- ☐ Technical FAQ
- ☐ Video tutoriels

## 2 Sales support:

- ☐ Field sales scripts (appendix documents)
- ☐ Marketing materials (appendix documents)
- ☐ Assistance with sizing and special projects
- ☐ Support on initial deals

## 3 Training :

- ☐ ME-learning modules
- ☐ Sales role-play sessions

[Click here](#) 

> *Our commitment: to make you autonomous and high-performing.*

# Conclusion

**Cloud** is not a technical option : it's a business model.

## **Cam2Drive enables you to:**

- ❑ Secure your clients,
- ❑ Generate recurring revenue,
- ❑ Enhance your expertise,
- ❑ Evolve toward AI...

## **Why is it strategic for you?**

- Build a recurring model,
- Increase customer retention,
- Move upmarket without investment,
- Differentiate yourself from the competition.

**> Remember that your existing customer base can also generate immediate revenue opportunities**



# Next steps

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- ❑ Activation of your dedicated partner account,
- ❑ Sales training and support,
- ❑ Launch of a first pilot site (personalized guidance),
- ❑ Gradual rollout across your installed base,
- ❑ Integration of the cloud option into your future quotes.

> *Evolve your business model and structure your recurring revenue.*

# APPENDIX – Hard Drive Usage

Example retention period for cameras configured at 4MP, 30fps, H.265, 2048 kbit/s CBR, recording on motion detection (25% activity per day).

- 50 GB: 4 days for 2 cameras, 2 days for 4 cameras
- 100 GB: 4 days for 4 cameras, 2 days for 8 cameras
- 150 GB: 6 days for 4 cameras, 3 days for 8 cameras
- 250 GB: 11 days for 4 cameras, 5 days for 8 cameras, 7 days for 12 cameras
- 500 GB: 22 days for 4 cameras, 11 days for 8 cameras, 5 days for 16 cameras
- 1 TB: 44 days for 4 cameras, 22 days for 8 cameras, 11 days for 16 cameras, 5 days for 16 cameras