

# Software Licensing Model



## Physical Security Delivered As-a-Service

Every Verkada device requires an accompanying software license, which can be purchased in 1-year, 3-year, 5-year, or 10-year terms and support an unlimited number of users.

Our licensing model enables us to eliminate a large portion of maintenance and integration costs common to traditional solutions. With every license, our customers receive automatic, over-the-air software, firmware, security updates, as well as 24x7 in-house customer support and self-service user training.

In addition, our licensing approach supports the ability to deliver and maintain new, cutting-edge features and analytics, as well as integrations - including both native integrations between Verkada products as well as integrations between Verkada and dozens of third party systems. All of these capabilities are delivered free of additional charge for the duration of the license term.

## Hidden Costs of Traditional Approaches

The total cost of ownership of traditional solutions is typically high due to ongoing hardware and software maintenance as well as fees to build new integrations or maintain existing ones.

To learn more about what the total cost of ownership for Verkada might look like for your business and compare it to your existing system, please contact your sales representative or reach out to [sales@verkada.com](mailto:sales@verkada.com).

### Traditional solutions

Low upfront costs, limited value

- 3rd party training
- Administrative support
- Integration maintenance
- NVR & server maintenance
- Manual fixes, patches, firmware, software updates
- Additional cost to add new users, integrations



Unlimited users



Automatic firmware, software, and security updates



Native integrations between Verkada products



Third party technology integrations



Best-in-class SLAs on system uptime



24/7 in-house support



Self-service user training



30-day cloud backup for video footage and unlimited storage for archived video clips