

# THE LAST WORD WITH...

Sara Fisher, Sales Director, 360 Vision Technology explains how the company has dealt with the challenges of the past 12 months



↑ Sara Fisher, Sales Director, 360 Vision Technology

**What significant industry changes have you seen over your 20 years in security?**

The most significant change would be the transition from analogue to IP. Before I joined 360 Vision, I was working for over 20 years for a company called AMG Systems, which worked across networking and security. There was a lot of excitement about IP but overall it wasn't a big revelation 20 years ago. We had transport systems at AMG that I know went down the IP route and actually then came back to analogue.

Those early systems were quite interesting, but I would imagine it is in the last five years that we have seen the biggest impact of the change, for example I would estimate about 95% of our business at 360 Vision is now IP-based.

**What opportunities and challenges have arisen due to COVID-19?**

I joined 360 Vision back in January 2020 and two months later I found

myself in lockdown! As a sales professional I had to change my approach at that point and, as a team, I don't think any of us knew quite what was going to happen over the coming months.

However, we were identified as a key supplier to critical national infrastructure very early on which actually led us to enjoy an upsurge in sales. In addition, we have developed a temperature testing product which is likely to bring us the biggest order we have ever had. That product would never have been developed if it wasn't for COVID.

**What makes 360 Vision 'more than just a camera manufacturer'?**

What I was excited to find when I joined 360 Vision was that we have, as a business, so much differentiation. When I look across at the peer camera companies that we tend to compete against in this space, we are very different.

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I think the challenge was that we had not been able to communicate our messages out to the wider market - that was exciting for me because I had an opportunity to do that.

The key things that really do make us stand out are our UK manufacturing

credentials. Not only do we have our own factory premises in Runcorn, Cheshire, 90% of our components come from the UK supply chain as well.

**What's your vision for the next five years?**

I think most of our growth as a business is going to come from developing key strategic relationships, global partnerships and putting sales resources into markets we don't currently have. I have noticed myself, particularly from a lot of the marketing we have been doing, we are getting some interesting international opportunities coming through, export for us is certainly going to become a key focus.

Product wise, we have a great roadmap going forward. We are going to see much more going on in video analytics and AI, certainly from the point of view of our camera development, as we look at technologies like 4K, 8K and perhaps even subscription-based camera services.

**How have you changed your sales approach during lockdown?**

It's been a big cultural shift for people. As a team, I think we've adapted very well to it all but in the early stages it was pretty tough for the members of the team that spent a lot of time on the road travelling around and seeing customers. I think it's critically important that we have a great level of awareness about how our staff are coping, both personally and professionally.

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