



# We've changed our name. Here's everything you need to know.

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Security & Safety Things is now **Azena**.

Some of you might already know our award-winning platform and that we have been offering flexible and future-proof video analytics solutions to customers and integrators worldwide for the past year now.

We are excited to announce that we've come a long way since our launch in March 2020 and now offer close to 100 apps in our Application Store that extend far beyond security and safety.

As always, we will keep growing and developing, but we will do this under a new name, Azena, moving forward. So let's redefine Video Analytics together.

In the following pages, we will try to answer the most common questions about our new name so that you can get started today.

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## Overall, how does this name change affect me as a business partner of Azena (formerly Security & Safety Things)?

This name change does not affect our cooperation in any way, and we are looking forward to continuing our valued business relationship. Additionally, we are only changing our brand name and not the legal entity. This means that all contracts and billing relationships remain unchanged, valid, and functional.

## Are there any actions to take regarding the name change?

The only thing for you to arrange, is change any references you have to the Security & Safety Things brand or the domain [www.securityandsafetythings.com](http://www.securityandsafetythings.com) to reference Azena or [www.azena.com](http://www.azena.com) instead. You can find more information on how to properly reference our new brand in the co-marketing guidelines we provide at <https://www.azena.com/welcome-to-azena>. The sooner you make these updates, the better, so that your users can enjoy a seamless and consistent experience.

Rest assured that during the transition period, links pointing to the old domain will be redirected to our new domain, and e-mails sent to old addresses on the mail domains [@securityandsafetythings.com](mailto:@securityandsafetythings.com) or [@de.bosch.com](mailto:@de.bosch.com) will still find their way to the respective recipients.

## Why have you changed your name?

Our old brand name was too long, complicated, and also challenging to remember. In practice, it often got mixed up, mispronounced, or misspelled. And we had received feedback from our ecosystem partners that they too found the name problematic.

Now that we have reached the next level of maturity, with close to 100 apps in our Application Store, hundreds of Integrators on our platform, and innovative projects using our platform around the globe in many different industries, we wanted to address this topic. We are thrilled to have found such a great new name that underscores our platform's maturity, openness, and reliability.

## Why did you choose Azena?

It is a concise name that is easy to remember and pronounce across languages. It is reminiscent of Athena, the Greek goddess of protection and wisdom, suggesting the association of an arena as a platform for both competition and collaboration, which alludes to the concept of our platform. But, most importantly, we like the name a lot. It is a name that suggests openness, reliability, and innovation, all principles at the core of our identity.

## How are you “Redefining Video Analytics?”

The Azena platform is creating more opportunities and potential for the entire security and safety industry. We do this by redefining how Video Analytics innovation finds its way into the market, becoming readily available for end-users to harness and generating new business models and revenue streams for Integrators and other industry stakeholders.

## Does the new name affect existing contracts, legally binding agreements, or invoices?

It does not. It is a brand name change only, which does not affect the legal entity.

## Are there any changes to your VAT, organization number, or banking details with the transition to Azena?

There is no change to these details, as we are not changing the legal entity, which remains Security and Safety Things GmbH.

## Where can I send any follow-up questions I might have?

Please direct any questions to your known contact partners at Azena (formerly Security & Safety Things).

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