

# iTronics Group and Atturra Develop Cloud-Based AI Video Processing with Industry-First GPU-as-a-Service Solution

## Client

iTronics Technologies

## Business Area

Managed Services

## Industry

Security and surveillance

## Location

Auckland, New Zealand



## Overview

iTronics Group was founded in 1999 with the vision of seamlessly integrating technology into everyday life. Operating within the security and surveillance industry, iTronics Group develops advanced AI-powered video analytics solutions that process high-resolution CCTV footage to deliver real-time threat detection and monitoring capabilities for clients across multiple sectors.

Over the past two decades, the company has evolved into a global technology innovator, manufacturer, distributor, and solution provider, delivering user-friendly solutions that enhance safety, convenience, and control in modern living.

## Fast Facts

- Industry-first GPU-as-a-Service solution enabling cloud-based AI video processing for security surveillance.
- Collaborative proof of concept validated performance and operational success before full deployment.
- Centralised cloud processing eliminates on-site security vulnerabilities while maintaining processing speed.
- Ongoing partnership scaling to latest-generation GPU and AI-enabled hardware.

**“Our partnership with Atturra is great. From the beginning, they never said no to our ambitious vision—they worked with us to make it happen. The speed and responsiveness was excellent, and they didn’t let bureaucracy slow us down. When you’re working with cutting-edge technology, you need to be quick and agile to get to market faster, and Atturra keeps delivering on that.”**

*Hasith Kanchana, Director & Founder, iTronics Group*

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**Business Opportunity**

As AI technology rapidly advanced within the security and surveillance sector, iTronics Group's traditional CPU-based infrastructure couldn't process the high-resolution video images their solutions were producing. The result was false alarms, incorrect readings, and unacceptable processing delays that threatened their competitive position.

iTronics required GPU processing power that could effectively handle AI workloads; however, their existing hosting provider was unable to support this capability. The company needed a partner who could deliver GPU-as-a-Service infrastructure, but was uncertain whether this level of capability would be accessible or affordable.

Beyond raw processing power, iTronics recognised a market opportunity that competitors hadn't addressed. While most security providers handled video data on-site at client locations, this approach created security vulnerabilities—if a site was compromised, so was the processing infrastructure.

iTronics wanted to create a centralised cloud-based processing model that would eliminate this risk. Whilst also enabling multiple clients to access their surveillance data from a secure, central location without compromising speed or performance.

No one in the security industry had successfully delivered cloud-based video processing at scale. The solution required multiple components working together: high-quality cameras, reliable network infrastructure to stream data to the data centre, and the GPU processing power to analyse footage in real-time using AI algorithms.

As an existing provider of data and telecommunications hosting services to iTronics, they approached Atturra with an ambitious question. Could we develop GPU-as-a-Service infrastructure to support this concept?

Atturra's technical team recognised the innovation potential and committed to exploring the possibility. This willingness to embrace a new challenge set the foundation for a collaborative partnership focused on solving complex problems together.

**Solution**

The teams conducted a detailed proof of concept, working closely throughout the process to validate performance, refine the architecture, and ensure the solution would deliver the outcomes iTronics required. The environment was set up, extensive testing was conducted, and performance was carefully evaluated against real-world requirements.

From the first trial, the results looked promising—the GPU infrastructure delivered the processing power needed to analyse high-resolution video footage using AI algorithms, while the centralised cloud architecture worked as planned.

Following the successful proof of concept, Atturra and iTronics designed a commercial model that balanced flexibility, scalability, and cost efficiency for both parties. The infrastructure was deployed, and iTronics began onboarding clients to the new platform with hands-on support from the Atturra team.

As iTronics' customer base grew, so did its infrastructure requirements. The solution could only process a limited number of video streams simultaneously, meaning Atturra had to scale capacity in parallel with iTronics' growth. This led to continued close coordination, with both teams seeking to understand what iTronics' customers were demanding, so the technology could keep pace.

**Outcomes achieved**

iTronics Group has successfully pioneered an industry-first approach to security surveillance, analysing high-resolution AI video analytics centrally rather than on-site. This model eliminates the security vulnerabilities associated with on-site processing while enabling multiple clients to access their surveillance data simultaneously from a secure, shared location.

The GPU-as-a-Service infrastructure has eliminated the false alarms, incorrect readings, and processing delays that plagued the previous CPU-based system. Real-time AI-powered threat detection now operates at the speed and accuracy iTronics' customers demand, providing a competitive advantage in a rapidly evolving market.



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*Outcomes Achieved Continued*

The scalable architecture Atturra developed is enabling iTronics to grow its customer base without compromising performance. As new clients come on board, the infrastructure scales to meet demand, with ongoing upgrades ensuring the platform remains at the cutting edge of GPU and AI-enabled hardware capabilities.

The partnership continues to evolve. Atturra is already upgrading the platform to the latest generation of GPU and AI-enabled hardware, ensuring iTronics maintains its competitive edge. Beyond the core GPU-as-a-Service offering, both organisations are exploring additional areas for mutual benefit, cementing a relationship built on innovation, responsiveness, and shared success.

Beyond technology, iTronics has gained a partner willing to innovate alongside them. The partnership demonstrates what's possible when organisations embrace new challenges together, moving from concept to market quickly without bureaucratic obstacles. For iTronics, the partnership has been essential to building on its position as an innovator in cloud-based security surveillance.

**Technologies**

- Nvidia GPU-as-a-Service
- Infrastructure-as-a-Service (IaaS)
- AI/Machine Learning Processing Infrastructure