

# Sam Shalaby, CEO, Wavestore, Discusses 2025 and Redefining the Role of Security Solutions In A Rapidly Changing World

"In The Boardroom™" on...  
*SecuritySolutionsWatch.com*

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Introduction

Sam Shalaby (LinkedIn: <https://www.linkedin.com/in/sam-shalaby-567a253/>), a respected, innovative leader known for driving success, completed his acquisition of Wavestore (<https://www.wavestore.com/ssw>) in July 2023. Sam's leadership has accelerated Wavestore's expansion into new markets and enabled the company to deliver leading-edge, customer-focused solutions to an even larger audience.

Additionally, his leadership and commitment to innovation is driving product development towards his vision of offering an unparalleled end-to-end experience, seamlessly combining advanced cameras, robust VMS, high-performance servers, and the growing integration of access control into one cohesive, future-proof ecosystem.



Sam Shalaby, CEO, Wavestore



[www.wavestore.com](http://www.wavestore.com)

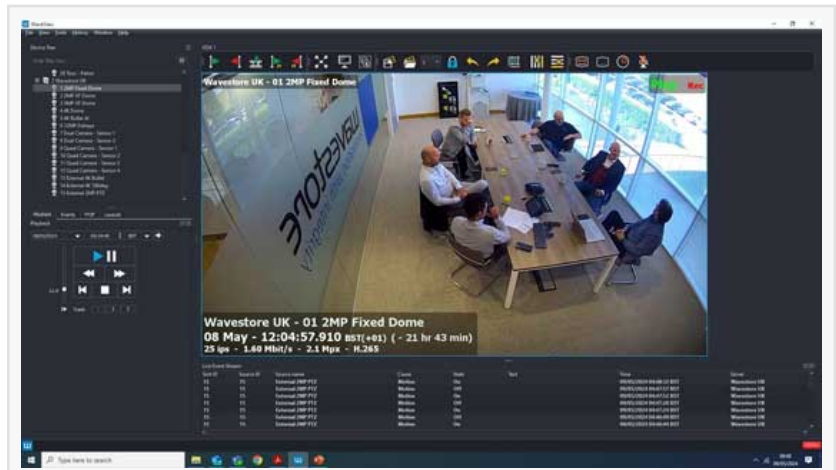
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SecuritySolutionsWatch.com: What does 2025 look like for Wavestore, and how do you see the

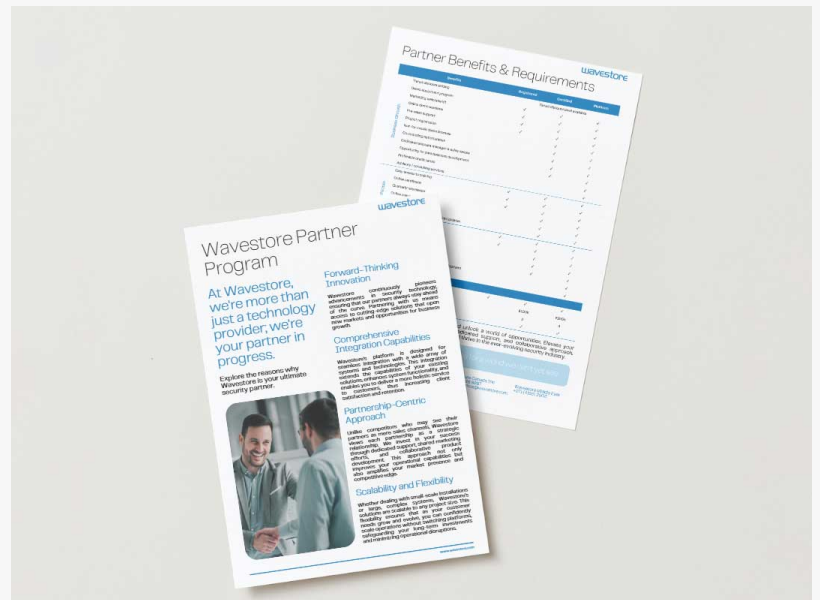
company redefining the role of security solutions in a rapidly changing world?

Sam Shalaby: 2025 marks an exciting chapter for Wavestore as we continue to redefine what it means to deliver truly integrated and intelligent security solutions. Our vision is to lead the way in offering an unparalleled end-to-end experience, seamlessly combining advanced cameras, robust VMS, high-performance servers, and the growing integration of access control into one cohesive, future-proof ecosystem.

As the industry evolves, we recognize the importance of staying ahead of emerging trends like IoT integration, AI-driven analytics, and cybersecurity. At Wavestore, we see security systems not just as tools for protection but as platforms for smarter decision-making and operational efficiency. Our VMS will empower organizations with real-time insights, predictive analytics, and an unmatched ability to scale as their needs grow.



Wavestore VMS



Wavestore Partner Program

Sustainability is also at the core of our roadmap. We are committed to developing energy-efficient software solutions that reduce the environmental footprint of security infrastructures. From optimizing server performance to supporting cloud-based storage and hybrid solutions, we aim to deliver security that's both effective and eco-conscious.

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We are honored to speak today with Sam Shalaby, CEO, Wavestore, about his vision for 2025, the future, and redefining the role of security solutions in a rapidly changing world”

*Martin Eli, Publisher*

Customer-centric innovation drives every decision we make. By listening closely to our partners and clients, we are continuously enhancing our solutions to meet real-world challenges – our latest Health Monitor update (<https://www.wavestore.com/products/healthmonitor>) being an example.

With Wavestore’s adaptability, flexibility, and a relentless

focus on innovation, we are uniquely positioned to help businesses navigate the complexities of a rapidly changing world. Our vision for 2025 and beyond is simple yet profound: to empower organizations with security solutions that not only safeguard their assets but also help them grow, adapt, and succeed.

SecuritySolutionsWatch.com: As CEO, what core leadership principles guide your decision-making, and how do they shape Wavestore's trajectory for 2025 and beyond?

Sam Shalaby: As CEO, my leadership philosophy is anchored in three core principles: fostering innovation, prioritizing collaboration, and maintaining a relentless focus on the customer. These principles guide my decision-making and shape Wavestore's trajectory as we strive to lead the security industry into an exciting and transformative future.

I believe that innovation begins with a mindset of continuous improvement. This means encouraging bold ideas, embracing challenges, and creating an environment where creativity thrives. Our recent success with the ISO audit in Canada is a testament to this commitment. It wasn't just about meeting compliance standards—it was about embedding best practices into our DNA. This achievement inspires us as we prepare to pursue ISO certification in the UK during 2025, further strengthening our global reputation for quality and reliability.

Collaboration is another cornerstone of my leadership approach. At Wavestore, we value the collective expertise of our team, partners, and customers. My role is to ensure that every voice is heard, and every perspective is considered, fostering a culture where people feel empowered to innovate together. This collaborative spirit enables us to deliver truly integrated security solutions that address the unique challenges of our customers.

Above all, I am guided by a customer-first mindset. We firmly believe that we should be measured by the service we provide, not merely by the contracts we sign with our customers. Every decision we make is rooted in the belief that we exist to solve real-world problems for our clients—whether through smarter technology, seamless user experiences, or responsive service. This principle underpins our growth strategy for 2025 and beyond, as we continue to listen, adapt, and build lasting partnerships that empower businesses worldwide.

By staying true to these principles, I am confident that Wavestore will not only continue to innovate but also lead with integrity, setting new standards for operational excellence and



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redefining what it means to deliver value in the security industry.

SecuritySolutionsWatch.com: With trends like AI, convergence, and cloud transforming industries, how is Wavestore staying ahead of the curve to meet the evolving needs of customers?

Sam Shalaby: In a world where trends like AI, convergence, and cloud technology are redefining industries, Wavestore is committed to staying ahead of the curve by delivering solutions that are not only innovative but also aligned with the evolving needs of our customers.

Artificial intelligence is revolutionizing the way security systems operate, and at Wavestore, we are at the forefront of leveraging its transformative potential. AI-driven analytics enhance our VMS (<https://www.wavestore.com/products/video-analytics>) by providing real-time insights that go beyond basic motion detection or traditional surveillance. For instance, our solutions can identify specific anomalies, recognize patterns, and even predict potential threats before they occur. These capabilities empower businesses to transition from reactive security measures to proactive strategies that prevent incidents and optimize operations. This is particularly valuable in industries like retail, transportation, and critical infrastructure, where real-time decision-making can significantly impact safety and efficiency.

The convergence of technologies is another area where Wavestore's innovation shines. As security needs become more complex, we're breaking down silos by integrating video surveillance, access control, and other systems into a single, unified ecosystem. By incorporating access control into our roadmap, we aim to offer customers a comprehensive view of their security environment, enabling seamless management from one platform. For example, a security operator could not only monitor video feeds but also control door access, automate alerts, and generate actionable reports—all in one place. This level of integration not only simplifies operations but also provides a new level of situational awareness that is critical in today's fast-paced environments.

Cloud technology is also shaping the future of security, and Wavestore recognizes its importance in meeting customer demands for scalability and flexibility. While many of our solutions are tailored for on-premises deployments, we are actively exploring hybrid and cloud-based models that enhance accessibility and reduce the reliance on costly hardware. This approach ensures that our customers have options that align with their operational needs and budgets, while also preparing them for future technological shifts.

What sets Wavestore apart is that our innovations are always rooted in a deep understanding of customer challenges. Whether it's reducing downtime for manufacturing clients, ensuring compliance for highly regulated industries, or providing smart city solutions that balance public safety with data privacy, we tailor our offerings to solve real-world problems, that our success stories attest (<https://www.wavestore.com/success-stories>).

Moreover, our dedication to service excellence goes beyond technology. We firmly believe that we should be measured by the service we provide, not just the contracts we sign. This philosophy drives us to work together with our customers, offering personalized support, seamless upgrades, and continuous innovation to meet their unique needs.

By embracing the possibilities of AI, convergence, and cloud technology, Wavestore is not just keeping up with industry trends—we're defining them. Our mission is to empower organizations with security solutions that safeguard their assets, streamline their operations, and position them for success in a rapidly changing world.

SecuritySolutionsWatch.com: Can you share an example of how Wavestore's solutions have made a tangible difference for customers, and how you plan to build on these successes in 2025?

Sam Shalaby: At Wavestore, we pride ourselves on delivering solutions that truly make a difference for our customers. A recent example that stands out is our collaboration with the security team at PPSC (<https://www.wavestore.com/success-stories/enhancing-security-for-the-department-of-public-prosecution-service-of-canada>), where our integrated solutions transformed their approach to safety and operations.

PPSC faced challenges in managing multiple security systems, including video surveillance and access control, across a vast and complex infrastructure. They needed a solution that would streamline their operations, provide actionable insights, and ensure a scalable, future-proof platform. Our team worked closely with PPSC to deploy a fully integrated system that combined advanced cameras, our VMS platform, and high-performance servers.

The result was a unified ecosystem that provided real-time monitoring, seamless management of access control points, and robust analytics powered by AI. For instance, our solution enabled their security operators to detect unusual behavior patterns early, automate alerts for quicker responses, and generate comprehensive reports for compliance and incident analysis. This not only improved their operational efficiency but also significantly enhanced the safety of their facilities.

What made this project particularly impactful was the collaboration and customization involved. By working closely with PPSC's security team, we ensured that the solution was tailored to their unique requirements, setting a new benchmark for how security technologies can drive both safety and operational excellence.

Building on successes like this, our strategy for 2025 is to deepen our focus on customer collaboration and customization. We plan to expand our AI capabilities, further integrate access control into our offerings, and explore hybrid cloud options that enhance scalability and accessibility. Our goal is to continue delivering solutions that go beyond security—enabling customers to operate smarter, respond faster, and grow with confidence.

SecuritySolutionsWatch.com: What excites you most about Wavestore's future, and what message do you want to share with partners, customers, and the industry as we step into 2025?

Sam Shalaby: What excites me most about Wavestore's future is the incredible momentum we've built and the opportunities ahead to drive meaningful change in the security industry. As we step into 2025, I see a year filled with innovation, collaboration, and growth—not just for Wavestore, but for our partners and customers who are integral to our journey.

One of the key opportunities we're most excited about is the launch of our enhanced Partner Program (<https://www.wavestore.com/partners/wavestore-partner-program>). This initiative is designed to empower our integrators and distributors with the tools, training, and resources they need to succeed. By strengthening these relationships, we aim to create a community of trusted collaborators who share our vision of delivering exceptional security solutions to businesses worldwide.

Expansion into new markets is another area that inspires us. As we continue to build on our successes in North America, the UK, and other regions, we're exploring opportunities to bring Wavestore's innovative solutions to even more industries and geographies. This growth allows us to share the benefits of our integrated VMS, access control, and analytics-driven systems with a broader audience, ensuring organizations everywhere can experience the value we bring.

At the heart of all of this is our unwavering commitment to innovation. In 2025, we'll be doubling down on AI capabilities, advancing our integration of access control, and exploring cloud-ready solutions that offer unparalleled scalability and flexibility. These advancements are not just about keeping up with trends—they're about staying ahead of them and ensuring that our customers are always equipped with the tools they need to thrive in a rapidly changing world.

To our partners, customers, and the industry at large, my message is simple: Wavestore is here to empower you. We are committed to building solutions that solve real-world problems, fostering relationships built on trust, and delivering service excellence that goes beyond expectations. Together, we can shape a future where security is not just about protection but also about enabling progress, growth, and confidence.

As we look to 2025 and beyond, I couldn't be more optimistic about the opportunities ahead and the role Wavestore will play in driving the next generation of security solutions.

To continue the journey with us visit [www.wavestore.com/ssw](http://www.wavestore.com/ssw) to learn more.

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