



# VIDEO SURVEILLANCE STORAGE GOES TO THE CLOUD

## A MINIMAL SECURITY INVESTMENT TO MAXIMIZE BUSINESS OPERATIONS

Video surveillance is a critical component of any comprehensive security solution. However, equipment costs, data storage, and accessibility present challenges to businesses of every size. A cloud-based solution, hosted video helps deliver secure world-class capabilities that can be more efficient and cost effective than traditional video surveillance solutions. Video can be stored, shared and remotely viewed and managed from any web-enabled device.



**\$965 million** in hosted video sales are projected by 2015 with a compound annual growth rate of over 30% through 2020.

47%

of companies lower operating costs after cloud adoption.

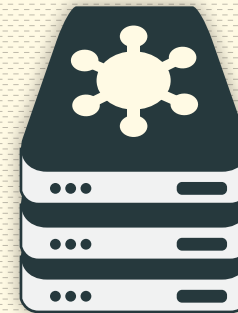
37%

of organizations globally are deploying cloud solutions.



### HOSTED

For smaller location formats or areas with lower camera counts, little to no capital outlay and resources to manage, secure unlimited storage and accessibility from any internet-enabled device.



### TRADITIONAL

Allows for high camera counts, requires existing technology infrastructure and resources to manage, as well as greater capital outlay to deploy and maintain.

## THE APPEAL



### AFFORDABILITY

Centralized video storage without the cost of storing and managing your own video on-site.



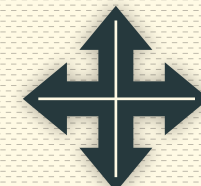
### MOBILITY

Remotely access your video anywhere from any web browser using a PC, laptop, smart phone or tablet.



### SIMPLICITY

Hosted video is a "plug and play" solution only requiring IP cameras or a video encoder and an Internet connection.



### SCALABILITY

Offers a simplified infrastructure that is expandable.



### SECURITY

Hosted video complies with auditing regulations SAS 70 and ISO 27001.

## THE IMPROVEMENTS



#### LOSS PREVENTION

- Monitor cash transactions
- Combat sweethearting
- Provide off-site storage of critical video, such as high-risk areas within facility



#### SAFETY & SECURITY

- Monitor remote locations
- Enforce operational and safety policies
- Reduce false alarm fees through alarm verification



#### OPERATIONS

- Verify deliveries and shipments
- Ensure compliance with operational procedures
- Enforce time and attendance
- Provide remote video escorts and assists



#### MARKETING & MERCHANDISING

- Ensure planograms, endcaps, seasonal items, and sweeps are properly fulfilled
- Use dedicated cameras to gather analytic data on foot traffic, dwell time, product sales, and inventory movement

## THE FOCUS



#### RETAIL

- Enhance loss prevention
- Improve marketing and merchandising
- Heighten operational efficiency
- Monitor PCI compliance



#### BANKING / FINANCIAL

- View multiple locations simultaneously
- Protect ATM security, vaults, cash rooms, teller lines
- Secure video monitoring at night depositories and data centers



#### EDUCATION

- Monitor campuses for bullying and school violence
- Improve identification of individuals entering facilities
- Enhance security of deliveries
- Improve crowd control of student arrivals/dismissals



#### HEALTHCARE

- Deter losses at pharmacy, receiving dock and common areas
- Supplement guard services with additional views of entrances and exits
- Respond quickly to workplace violence issues
- Enforce operational compliance

### SOURCES:

AMD 2011 GLOBAL CLOUD COMPUTING ADOPTION ATTITUDES AND APPROACHES STUDY  
CSC CLOUD USAGE INDEX  
IMS RESEARCH REPORT, THE WORLD MARKET FOR VIDEO SURVEILLANCE AS A SERVICE (VSAAS)