

**EXPERTS' FORUM** | Technology

## Facility Video Surveillance Made Easy

New digital video technology is making facility security easy and convenient. A task that once required a loss prevention specialist to fast forward – and rewind – through hours of video tape now only takes 10 minutes with facility security technology.

Facility video surveillance, made popular by the retail and hospitality industries, has become an extension of a company's computers and phones. The centralized administration of the system and its remote access capabilities often leads companies to invest in facility security technology. Companies now can monitor stores for cleanliness, quality, productivity and security from one location. Businesses also have found value in managed video network services that have external experts like Marco manage the equipment, install the latest upgrades and assure high up-time and reliability.

Here are five ways we've seen it used recently:

- 1. Loss prevention:** Retailers easily locate, crop and email a picture of a person caught stealing to law enforcement.
- 2. Quality assurance:** Retail managers remotely check product displays at multiple locations to ensure they are set correctly and to the company's quality standards.
- 3. Project progress:** Besides monitoring building sites for safety and security, contractors have given clients access to the video feeds to allow them to easily view the progress of a building project online.
- 4. Employee security:** A larger employer combined facility security technology into their door system to take video every time employees swipe access cards.

**5. Sales data:** A grocery chain integrated its NVR (Network Video Recorder) system with a point-of-sale system to enhance its retail transaction data.

**How It Works:** Simultaneously view multiple video feeds from a computer (even a PDA) anywhere at any time. Zoom in on a specific video clip or crop a part of the picture to search for movement in that portion of the video. Businesses can choose to record only when certain doors open, when movement occurs or at specific times.

**What It Takes:** Facility video surveillance requires Internet Protocol (IP)-based video cameras and a NVR. A typical system entails an 8-port NVR with at least six cameras. Traditional cameras can be used, but would need to be plugged into the NVR.

**Who's Using It:** Gas stations, convenience stores, hotels, retailers, contractors, schools, government agencies and other businesses.

**Proactive Results:** More organizations are moving toward the analytics software to further enhance the systems capabilities. Analytical tools allow companies to set alerts such as a blocked fire exit or a spill on a retailer's or manufacturer's floor.

When any of the preset triggers occur, an alert is sent to the manager to ensure a quick response. Businesses continue to find new ways to leverage facility video surveillance technology and make it a proactive tool that helps them run their business more securely, safely and efficiently.



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