

Help Protect Your Business with **Video Surveillance**

Video surveillance offers you the ability to increase security and see deeper into your business

Protecting People, Property, Livelihood

As crime becomes increasingly sophisticated, businesses are seeking ways to protect employees and property. No matter your industry – retail, manufacturing or pharmaceutical – break-ins, burglaries and theft are a concern.



For example, retail businesses are more likely to experience repeat crime, and the financial loss tends to be higher. The cost of that crime ranges from psychological consequences for staff and owners due to a perceived lack of safety to monetary impacts that can force owners to reduce workforces.¹

Crime has a negative impact on a business, its employees and its customers, no matter the industry. Taking preventive measures, like installing security technology, including video surveillance, can help to better secure your business, giving you peace of mind.

Video surveillance offers a more comprehensive view of business facilities and operations that can help to protect against internal and external security threats and optimize operations at the same time.

The Cost of Crime

- Midsize and larger businesses reported median fraud losses of at least **\$100,000** in a 2014 report.²
- Businesses with fewer than 100 employees reported experiencing a median loss of **\$154,000**.³

¹U.S. Department of Justice Office of Community Oriented Policing Services, Burglary of Retail Establishments, http://www.popcenter.org/problems/pdfs/Burglary_of_Retail_Establishments.pdf (accessed September 14, 2015).

²Association of Certified Fraud Examiners, Report to the Nations on Occupation Fraud and Abuse, 2014 Global Fraud Study, <http://www.acfe.com/rtrn/docs/2014-report-to-nations.pdf> (accessed September 14, 2015).

³Annual Theft Survey, Jack L. Hayes International, Inc., <http://hayesinternational.com/news/annual-retail-theft-survey/> (accessed October 28, 2015).

Powerful Technology



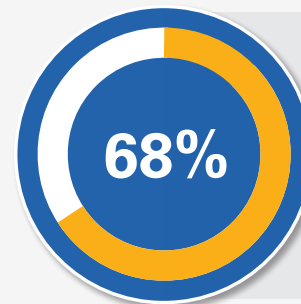
Many business owners in various industries choose video surveillance technology as an important part of a business security plan due to its security and operational benefits. In fact, 68 percent of companies reported planning to use video surveillance for crime deterrence, detection and investigation, as well as for operations improvements.⁴ From seeing around corners and keeping an eye on access points, video surveillance can provide an increased awareness of your business and help you gain a better understanding of your team and processes.

Specialized cameras, which include infrared, low light and thermal, provide varying levels of visibility and data based on your needs and the unique qualities of your locations. Both indoor and outdoor solutions are available to help you monitor everything from point-of-sale terminals to entry points.

With zoom-and-pan capabilities, video surveillance offers the

ability to focus on a particular area or scan a facility easily. Loss-prevention experts, for instance, can more easily monitor potential shoplifting incidents; and managers can ensure that only authorized personnel are in high-security areas.

As part of a comprehensive security plan, video surveillance can give you the look inside and outside your business that you need.



68 percent of companies reported planning to use video surveillance to deter crime and improve operations.⁴

⁴Security System News, "Report: 68 percent want to use security cameras for operational improvement," <http://www.securitysystemnews.com> (accessed December 9, 2015).

Increase Protection



With a video surveillance system, you can better monitor your business and increase your security. With a live image feed and remote viewing across locations, you can see what's happening in your business at any time, no matter where you are.

Integrating video surveillance with user interfaces, like panic alarms, and detection points, like door alarms, temperature alarms, perimeter protection and motion detection, gives you the ability to review incidents to decide the best course of action. If an incident were to occur, the recorded images captured by the video system could be a valuable resource for law enforcement, and these systems can be set to notify you if a security breach were to occur.

Additional Preventive Measures

You can take the following steps now to help better secure your business:

- Leverage lighting and physical obstacles, like fences, to create a more secure outdoor space.
- Train all employees on proper security procedures, including open and closing processes.
- Encourage employees to avoid developing predictable patterns that potential burglars could exploit.
- Upgrade access points such as doors and windows with stronger locks to discourage intrusion.
- Install an alarm system with intrusion detection and learn how to best use the capabilities of the system.

IP Versus Analog Cameras

Both types of cameras offer advantages. How do you know which one to choose?



IP Cameras

- Can capture high-definition images
- Networked structure allows for analytics, increased flexibility and scalability
- Image quality is higher and, in most situations, one IP camera can do the job of several analog cameras
- Can offer remote access to video feeds

Analog Cameras

- Less expensive on a per-camera basis
- Compress the image at the DVR
- Can handle a variety of lighting conditions and can manage motion well

While most businesses explore analog cameras first due to their lower cost, technology has improved to the point where IP cameras are generally the better long-term solution for business owners.

Gain Operational Insight

Video surveillance allows you to discover ways to improve your business by offering an opportunity to enhance employee safety and monitor regulation or process compliance.

Recorded video enables you to evaluate incidents and operational procedures and review these with your team to discover inefficiencies and fine-tune your processes.

With video analytics, offered with IP cameras, you can look deeper into your operations. For example, retailers can identify patterns in line queuing, entry to and exits from the business; and areas on the sales floor where consumers linger create opportunities to streamline staffing and target consumer behavior, such as placing more desired products in prime locations.

Video recordings lead to the opportunity to train teams to follow best practices by reviewing procedures and highlighting instances where improvement is possible or team members have excelled.

From team members greeting customers to warehouse workers following safety mandates, video technology lets managers coach employees on specific behavior with concrete examples.

Top Operational Uses for Video Surveillance⁵

- Improving sales or customer service 51%
- Managing employee productivity 44%
- Analyzing customer behavior and patterns 32%

⁵Security System News, "Report: 68 percent want to use security cameras for operational improvement," <http://www.securitysystemnews.com> (accessed December 9, 2015).

Update, Upgrade and **Help Protect**

With an easy setup, you can protect your business from day one. A customizable plan means that each business has the highest level of protection that addresses its unique concerns.

From compliance in a pharmacy that must follow HIPAA regulations to a bakery that must monitor food temperature and cleanliness standards, video surveillance creates opportunities to ensure best practices are being followed.

Because of the ability to offer continuous real-time monitoring and digital storage, many businesses choose to upgrade to IP-networked systems. If you have an analog camera system currently, upgrading to an IP system with enhanced capabilities is simple and can be completed in stages to accommodate your schedule.

⁶CIO, How to Deploy IP Cameras in Your Small Business, <http://www.cio.com/article/2383239/small-business/how-to-deploy-ip-cameras-in-your-small-business.html> (accessed November 16, 2015).



Simple Installation

Installation is simple and can be completed in as little as half a day. Cameras can be customized with the following features:

- Image quality
- Light sensitivity
- Supported video compression
- Frame rate
- Tilt and zoom capabilities
- Remote control capabilities
- Wide-angle lenses ability⁶

Integrate Video into Your Security Plan

Video security is a smart addition to your security plan. Video surveillance technology is scalable and integrates easily with existing programs or can be added to a new system. The technology allows business owners to control who has access to video recordings or live feeds.

As your business grows, video surveillance technology can be scaled with your other security technologies to cover all of your locations and needs.



Easy Integration

Video surveillance technology integrates easily with other security measures.

- User interfaces such as keypads, panic buttons
- Detection points such as door alarms, temperature alarms, perimeter protection and motion detection

The Tyco Advantage

Increase your business' security while gaining insights into your operations with video surveillance technology. Implementing such a system or upgrading your current technology doesn't have to be an overwhelming decision. Finding a partner you can trust and who understands the needs of your business is the key to successfully identifying the right technology for you.

Tyco Integrated Security has the knowledge and expertise to give you the support you need – with 24/7 professional monitoring and a local sales and service team that can address your unique security requirements. Tyco installs video surveillance systems as quickly as possible, often in stages for existing systems, to minimize downtime.

Tyco also provides responsive service and support you can count on to help ensure your business stays secure. With more than 140 years of experience helping businesses like yours, Tyco brings the knowledge and the tools you need to help increase your operational efficiency and better protect your livelihood.

Call **1.800.2.TYCO.IS (1.800.289.2647)** for more information or visit us at **www.tycois.com**.