Taking Tech to the Biz

Moderator – Dan Bissmeyer
Hosts – Salient Systems, Axis Communications

SES19

Taking Tech to the Biz???

Elements of most unsuccessful Security investment proposals:

- Meets Security's critical requirements/standards

- IT not involved in evaluation and decision process (often due to adversarial relationship between IT and Security)

- No perceived value to other (non-Security) functions

- Finance pushes back on cost due to "higher critical business priorities"

Elements of a successful Security investment proposals:

- Meets Security's critical requirements/standards

- IT engaged from the beginning as a key partner

- Was selected in partnership with HR, Facilities and/or other business functions

- ROI is clearly shown to Finance and amortization realizes net savings over current state

What to expect:

- Detailed product highlights from Salient and Axis – showing value in their technology
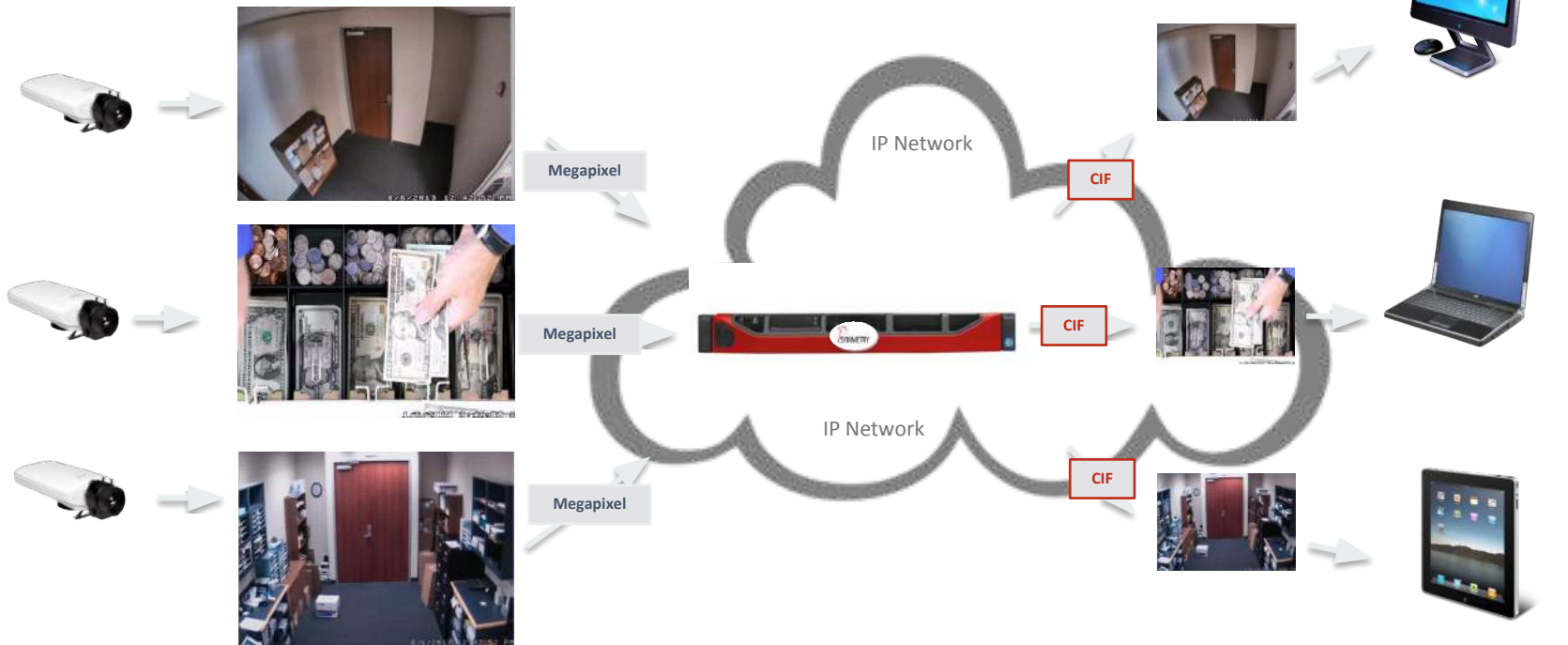- Use case discussions on 3 key industries
- Q&A

Selling the ROI

Dynamic Resolution Scaling

Analog to IP migration

Reduce Ongoing Maintenance

Dynamic Resolution Scaling

- Bandwidth Management

Megapixel

Megapixel

Megapixel

IP Network

IP Network

CIF

CIF

CIF

1080P Display

Axis P3915 - 2MP (Demo IV)

Original Stream

Compression:	H.264
Frame Rate:	15
Resolution:	1920X1080
Bitrate:	805 kbps
Transcoder:	FFMPEG

Live View Stream Properties

Compression:	MPEG4
Frame Rate:	15
Resolution:	380X214
Bitrate:	65 kbps
Transcoder:	FFMPEG

OK

ROI Summary

Applications

- Enable centralized monitoring and investigations.

- Faster call up of video. Higher system response rate.

- Reduced client CPU.

Business benefit

- Reduced bandwidth cost.

- Use existing internet connections for remote monitoring.

- Keep existing client hardware even when upgrading to high resolution cameras.

Selling the ROI

Dynamic Resolution Scaling

Analog to IP migration

Reduce Ongoing Maintenance

Transition TCO

- Free encoder via PCIe capture card

- 1 license per camera

- Convert license at any time to IP channel for no cost.

(4ch encoder)	Salient	Product A	Product B	Product C	Product D
License	$800 (4 lic)	$329 (1 lic)	$700 (4 lic)	$335 (1 lic)	$225 (1 lic)
Encoder	$0	$299	$299	$345	$299
Initial Total	$800	$628	$999	$680	$524

Life After the Sale

	Gen II	Encoder
FPS/Res/Comp	30/D1/H.264	30/D1(HD analog)/H.264
Audio	Matching synchronized audio	None (1:4)
Form Factor	64 channels in 2U	Box (16 ch in 1U or 84 ch in 5U)
Settings	Built into VMS	Web interface per device
Management	No FW, no IP	IP address and firmware updates required
Power	NVR Power	Brick or managed power solution
Switch ports	NVR connectivity	Switch port per device required

Transition TCO (4ch encoder)

	Salient	Product A	Product B	Product C	Product D
License	$800 (4 lic)	$329 (1 lic)	$700 (4 lic)	$335 (1 lic)	$225 (1 lic)
Encoder	$0	$299	$299	$345	$299
Initial Total	$800	$628	$999	$680	$524

	Salient	Product A	Product B	Product C	Product D
License	$0	$987 (3 lic)	$300	$1,005 (3 lic)	$675 (3 lic)
Final Total	$800	$1,615	$1,299	$1,685	$1,199

Selling the ROI

Dynamic Resolution Scaling

Analog to IP migration

Reduce Ongoing Maintenance

Maintenance cost

- SSA annual cost + labor cost to apply updates = total update maintenance cost.

- Update and support costs (SSA)

- Symmetry CV + Symmetry PowerProtect = Free SSA for 3 or 5 years

- Costs to implement (administration and roll out of updates)

Online

SALIENT
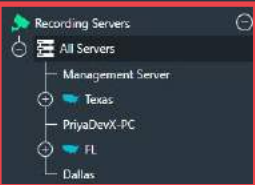
HOME | LIVE VIEW | CONFIGURE | DASHBOARD | MAINTENANCE | +

Recording Servers
- All Servers
  - Management Server
  - Texas
  - PriyaDevX-PC
  - FL
  - Dallas

UPDATES | LOGGING | DIAGNOSTICS

Select All | Update | Apply | Save All Logs | Save Selected Logs

SELECT	SERVER	VERSION	STATUS
☐	Management Server		Connected
☐	VMS Server 1		Connected
☐	VMS Server 2		Connected
☐	VMS Server 3		Connected
☐	PriyaDevX-PC		Connected
☐	Test		Connected
☐	Dallas		Connected

SERVER	TIME	MESSAGE
Management Server	2/9/17 12:00 PM	Starting update
Management Server	2/9/17 12:00 PM	Updating recording server
Management Server	2/9/17 12:00 PM	Updating clients
Management Server	2/9/17 12:00 PM	Cleaning up
Management Server	2/9/17 12:00 PM	Successfully updated
Management Server	2/9/17 12:00 PM	Starting update
Management Server	2/9/17 12:00 PM	Updating recording server
Management Server	2/9/17 12:00 PM	Updating clients
Management Server	2/9/17 12:00 PM	Cleaning up
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Management Server	2/9/17 12:00 PM	Updating recording server
Management Server	2/9/17 12:00 PM	Updating clients
Management Server	2/9/17 12:00 PM	Cleaning up
Management Server	2/9/17 12:00 PM	Successfully updated
VMS Server 1	2/9/17 12:00 PM	Starting update
VMS Server 1	2/9/17 12:00 PM	Updating recording server

Open

This PC > Documents

Search Documents

Organize ▾ | New folder

- Chapter 3
- Chapter 4
- Images 3
- OneDrive
- This PC
  - Desktop
  - Documents
  - Downloads
  - Music
  - Pictures
  - Videos
  - OS (C:)
  - brianc (\\walhall...
- Network

Name	Date modified	Type	Size
Camtasia Studio	6/16/2017 3:07 PM	File folder	
Custom Office Templates	3/23/2017 10:14 AM	File folder	
FeedbackHub	7/28/2017 8:54 AM	File folder	
GOMVideoConverter	3/23/2017 7:50 AM	File folder	
My Shapes	3/23/2017 2:04 PM	File folder	
NuSphere PhpED	4/27/2017 10:38 AM	File folder	
OJOsoft Corporation	4/3/2017 11:20 AM	File folder	
Salient	7/13/2017 10:17 AM	File folder	
Sound recordings	6/16/2017 1:39 PM	File folder	

File name: | Bin Files(*.bin)

Open | Cancel

Take Tech to the Biz

Geoffrey Bauer, PSP, ESS
Manager, A&E Program
Axis Communications

SES19

There's a lot to think about ..

- ROI
- Network security
- Discreet
- Bandwidth limitations
- Support
- System integrations
- Varying lighting conditions
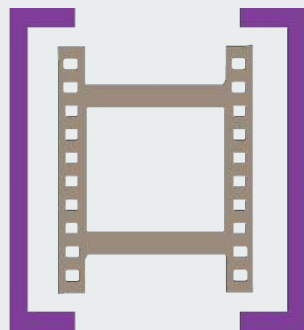- Monitoring & reporting
- Storage requirements
- 24/7 threats
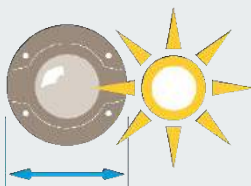
Challenge: Video data requires too much bandwidth & storage

Solution: Squeeze down requirements by 50% or more
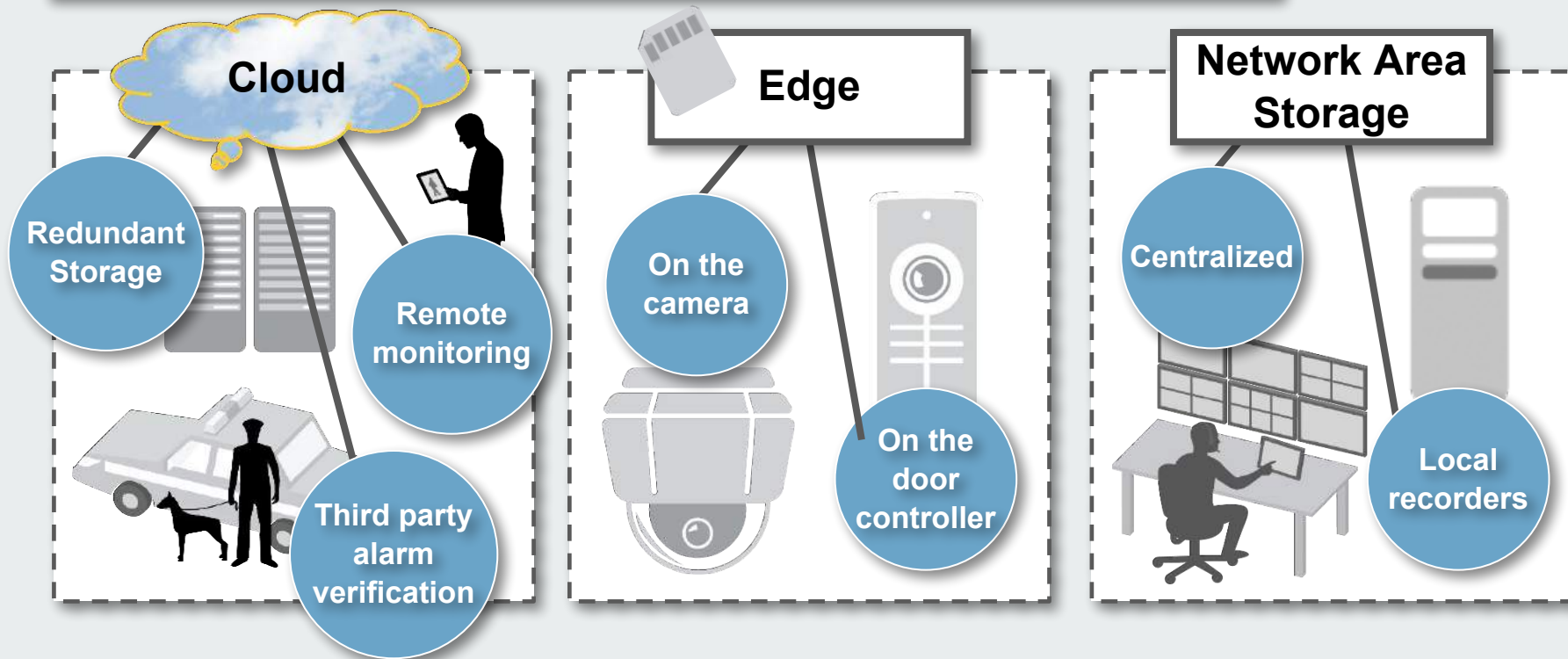
Keep the resolution

Keep the frame rate

Keep the forensic details

Axis' Zipstream Technology
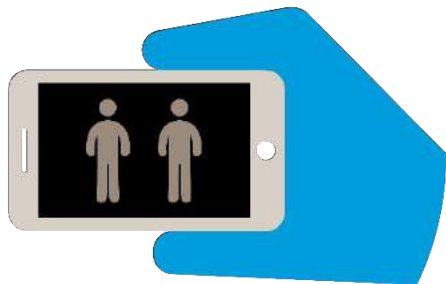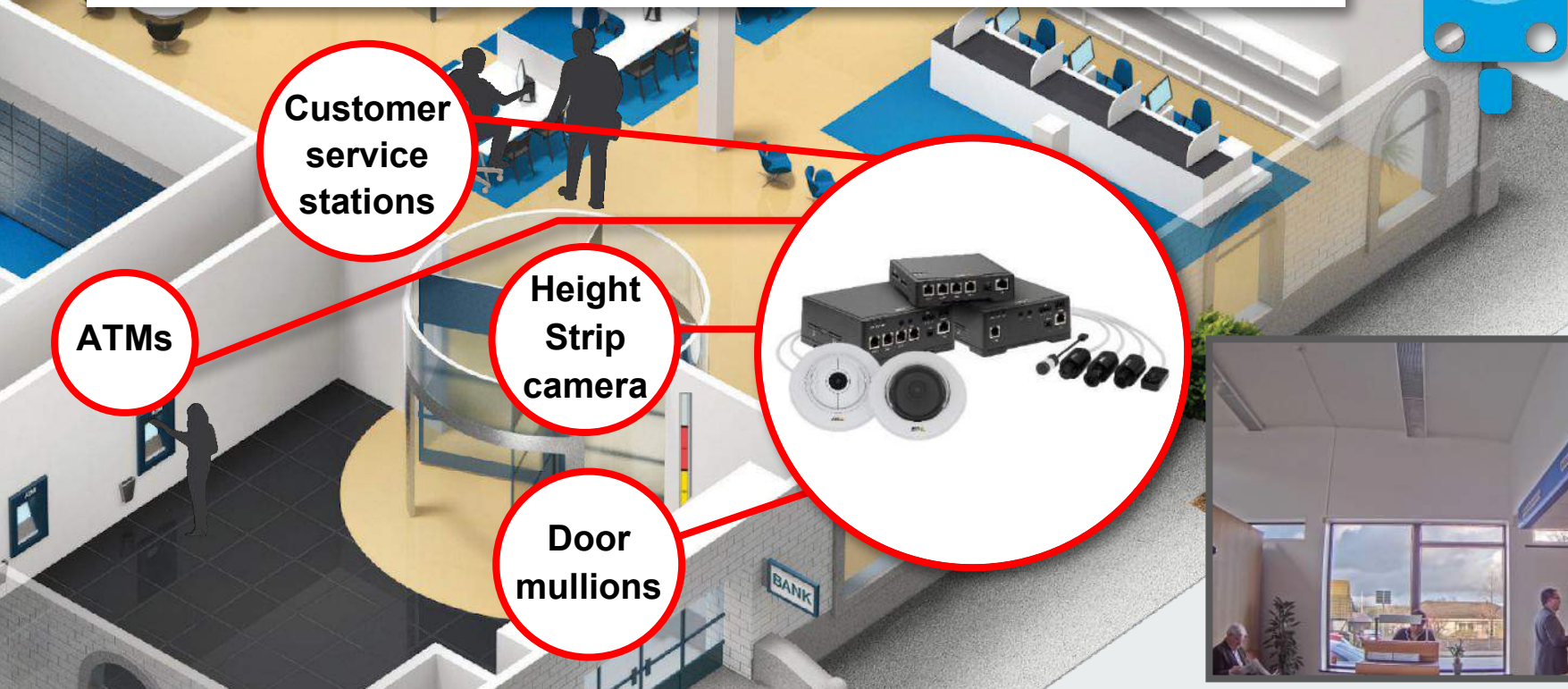
Challenge: These technologies are a costly expense

Solution: Business intelligence to transform the customer experience and maximize ROI

Digital Signage: Target ads to meet your visitors

Demographics: Are millennials or baby boomers visiting?
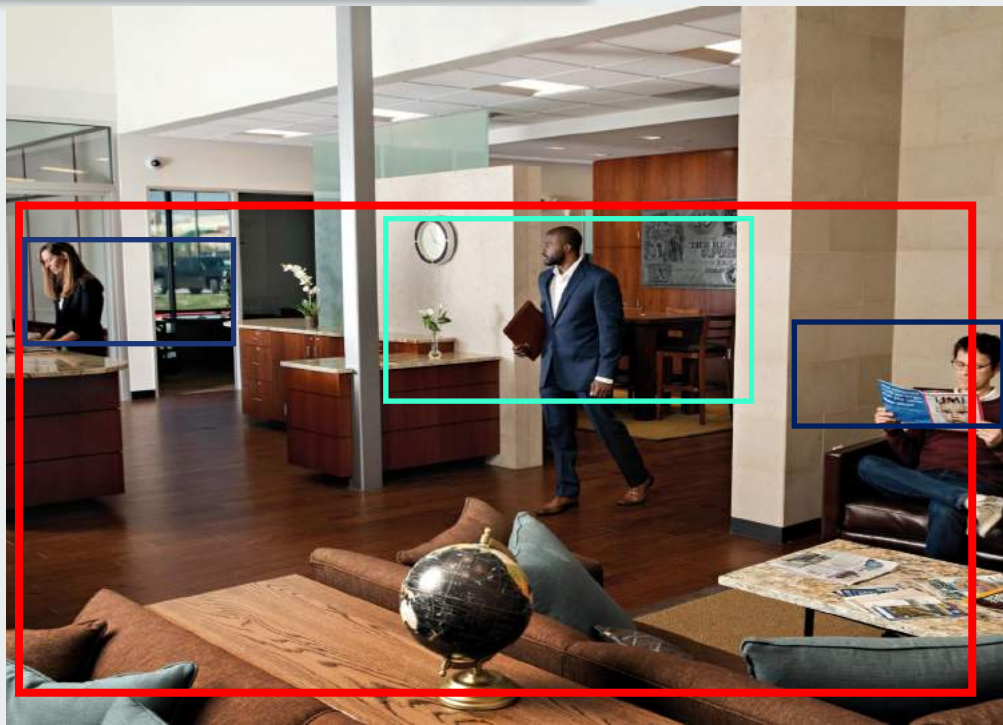
People counting: How many visitors?

Facial Recognition: Are VIPs here?

Heat mapping: Where are customers going?

Queue management: Are customers waiting?

Secure your future

Challenge: How many cameras do I need to cover all areas?

Solution: One camera. Multiple views & streams.

Quad view example in video management software

Challenge: **How do I know if this is a quality product?**

Solution: **Tested reliability, quality manufacturing**
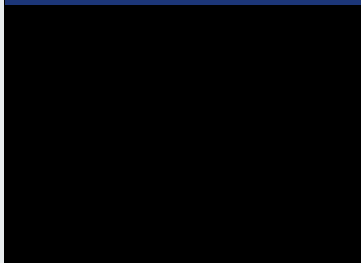
Tested to last **over 100,000 hours**

Tested in the **worst conditions**

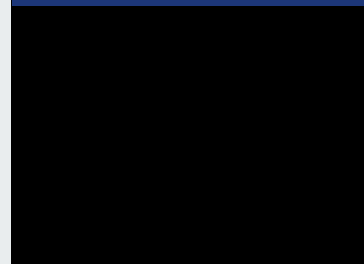**5 year** warranty

Water test

Impact test

Vibration test

The 4M4 Test Shock
Number of Shocks: 600 total on all 3 axes
Acceleration: 15 g

Abrasion test

Challenge: What if this investment does not work properly?

Solution: Award winning technical support

Technical support
available 24/5

Less than 1 minute
average hold time

Outstanding Security
Performance Awards

Challenge: How do I manage all of these devices?

Solution: Lifecycle Management

Long Term Support for firmware

Axis Device Manager

Selling the ROI

Key Verticals
- Healthcare
- Banking
- Education

Healthcare

Key Challenges

- Old Infrastructure

- Patient / Food / Drug Safety

- Patient Privacy

- Employee Theft

Key Features for Overcoming Typical Challenges

- Analog to IP Migration

- Intelligent video security & Transaction Tracker

- Open Platform allows for added security options

- Live & Recorded Video / Thumbnail Search

Banking

Key Challenges

- Old Technology

- Limited Bandwidth between Branches

- Limited Budget for New Technology

- Customer Data Privacy

Key Features for Overcoming Typical Challenges

- Analog to IP Migration

- Dynamic Resolution Scaling

- Low Cost of Ownership; can easily expand over time

- Open Platform allows for added security options

Education

Key Challenges

- Old Technology

- Limited Bandwidth between Campuses

- Keeping Costs Down

- Need for District Expansion

Key Features for Overcoming Typical Challenges

- Analog to IP Migration

- Dynamic Resolution Scaling

- Low Cost of Ownership

- Low Cost creates easier path for expansion

Questions?