

## **Top 3 benefits of using a unified video management solution to merge analog and IP video technologies**

---

### **Overview**

Like thousands of other businesses worldwide, your retail operations may already have a significant investment in powerful and dependable DVRs and analog cameras. You may be confronted with a dilemma facing other retailers: how to improve store performance and keep employees and customers safe, all while making sure operations stay in line with your budget. Fortunately, IP video surveillance technology enables you to accomplish all of this. Even if you have many analog systems deployed, there's no time like the present to integrate IP and analog video surveillance systems – without sacrificing the investment you've already made. By implementing a unified video management solution, you can realize these three huge benefits:

1. preserve your existing analog investment by mixing DVRs and analog cameras with NVRs and high-definition IP cameras
2. easily and cost-effectively expand video surveillance operations as your needs grow
3. take advantage of the powerful features of IP video recorders and high-definition cameras in specific areas for improved image quality and situational awareness

### **Preserve your existing analog investment by mixing DVRs and analog cameras with NVRs and IP high-definition cameras**

In a world where security seems to be taking center stage, many companies are well-equipped with existing analog video surveillance systems that seem to be doing the job. They are just now embarking on the migration journey to IP because of key benefits such as high image resolution, distributed intelligence and remote accessibility but are a little wary since they already have a major investment in analog technology. According to IMS Research, a U.K.-based market research firm, analog sales are flattening out

and IP video product sales for cameras, NVRs, encoders and video management systems are growing at about 30 percent per year. As part of the migration to IP video, many companies are beginning to weigh the benefits of replacing or supplementing their existing analog-based products. Implementing a unified video management system into an existing portfolio may be the perfect solution for them.

A unified video management system provides a single interface to view live images from both analog and IP cameras and manage live/recorded video from both DVRs and NVRs. This maximizes your analog investments and streamlines your operations. Beyond viewing video, critical administrative tasks such as storing data, managing operator profiles and roles, and auditing operator interaction with devices are all handled by one unified system. Plus, some unified systems bring with them the additional capability of managing other security applications such as access control, intrusion, and fire – all in one unified environment.

### **Easily and cost-effectively expand video surveillance operations as your needs grow**

Although your company may be using an analog video surveillance system, now is the perfect time to implement an IP video surveillance solution. The IP movement is happening now and is starting to pick up momentum. By transitioning to a unified video management platform, you can begin by integrating existing analog cameras, and DVRs and NVRs to fit within your budget and timeline. In fact, adding a unified video management solution will help your company to better leverage its legacy equipment and get maximum value by centralizing your video surveillance operations. If budget is a concern, IP video can be installed in stages for specific applications (i.e. cash registers, back storage rooms, distribution centers, loading docks, etc.). This kind of solution also helps to improve video surveillance operations with the deployment of video analytics, IP megapixel cameras, automatic alerts and other video surveillance functionality.

## **Take advantage of the powerful features of IP cameras in specific areas for improved image quality and situational awareness**

The advantage of an IP-based system over an analog system is quite clear, literally – IP means higher pixel density and, even more important, better picture quality. The main purpose of a video surveillance system is to see exactly what is going on in a specific place at a specific time. On television, we often see grainy footage of a perpetrator committing a crime that is fuzzy, out of focus and quite pixilated. The footage is most likely taken by a traditional analog system. At this point the video is virtually worthless to security personnel. Even if it is given to law enforcement to be analyzed, it's most likely discarded due to unclear footage. The fact is, traditional analog cameras have their purpose in the security world but are now competing with high-resolution IP cameras.

By implementing IP video, retailers can tackle the ongoing problem of shrink head-on by identifying shoplifting activities quickly and clearly. Built-in intelligence helps to reduce the amount of uneventful recordings, while sending alarms when suspicious behaviors occur. A store manager can quickly and easily search days of video to find a specific video clip for forensic evidence after an incident has occurred.

IP cameras enable store managers, responsible for many stores, to remotely monitor each store for suspicious behavior from any location with a network connection. Both live and recorded video can be viewed at any time thus reducing the need for dedicated loss prevention specialists to monitor shoppers at each store. Also, remotely monitoring store activity using high-definition (HD) IP cameras gives a clearer picture of activity across all stores. IP cameras capture crystal clear footage which helps security personnel view a crime in progress or identify the perpetrator of the crime after the fact. Much like the clarity of the HD TV in your home is important to you visually, the clarity of an overall scene in your store is imperative as it can help determine whether a shoplifter acted alone or as part of an organized retail crime (ORC) ring that moves from store to store. You've probably been enjoying the benefits of high-definition in your home, why not in your business?

In fact, certain cameras can enable rapid evaluation and recognition of ORC members through interoperability with EAS pedestals. Taking an alarm from the pedestal, the camera can instantly send an image or a clip anywhere via email. Clear face shots of potential perpetrators can be evaluated and redistributed to other locations as ORC teams move from store to store.

For even more sophisticated security, certain HD IP cameras can dynamically detect faces and increase the bit-rate or clarity around those faces in real-time. That means a full HD camera can operate at a network-friendly level, but deliver crystal clear face shots in the blink of an eye.

For more information about our IP solutions, go to [www.americandynamics.net](http://www.americandynamics.net).

***Shahar Ze'evi***

Senior Product Manager – Video Management Systems

[szeevi@tycoint.com](mailto:szeevi@tycoint.com)

***Cheryl Shea***

Product Manager – IP Cameras

[cshea@tycoint.com](mailto:cshea@tycoint.com)