

Your Insider Guide to IP Video Surveillance

Security and Beyond

The use of security cameras for both commercial and residential sites continues to rise each year. In 2018, the market size of video surveillance is projected to be somewhere around \$32.6 billion. This represents a compound annual growth rate of over 19.5% since 2011. Why such a jump?

The reasons driving this growth are improved operations, crime deterrence, and increased profits, to name a few. You can take advantage of these benefits whether you are installing a new system or upgrading existing cameras.

If you're on the fence about investing in IP video surveillance, it's time to put it on your short list. Not only do employees, customers and residents now have certain expectations of adequate security, but also business owners and property managers have much to gain in terms of managing risk, preventing crime and more.



Seven Benefits of an IP Video Surveillance System

1 Crime Prevention: Don't be a soft target

On a basic level, having cameras covering your business or building can be a deterrent to crime. If buildings are located next to each other, and one has cameras while the other does not, the likelihood is high that an opportunistic criminal will choose the "softer" target.



Install signage to alert the public, as well as potential thieves, that you have an active IP video surveillance system. Also, having a system in place will help reduce internal theft of goods from your business.

2 Risk Reduction: Avoid false claims

An IP video surveillance system deters and reduces risk of false claims for falls or accidents. Video footage can be reviewed to investigate the validity of fraudulent accident claims. When necessary, key changes can be made to help reduce future claims.

3 Increased Production: Discover opportunities

IP surveillance can identify efficiencies in your production processes and procedures. By adding analytics, you can see heat mapping, as well as identify areas for improvement. From traffic flow at your retail store to resource locations in warehouses, you may find previously undiscovered savings in time and increased production.

4 Forensic Value: Be proactive against attackers

Footage from surveillance can solve crimes. When a crime occurs, the first question law enforcement usually asks is whether or not you have a surveillance system with footage they can review.

The most effective way to identify suspects of a crime is to have a high-quality image of the assailant(s). With social media channels and sites such as StolenKC, many crimes can be solved by local community members sharing video even before the police start an investigation. The higher quality of the video, such as that with IP systems, the better the chance of capturing identifiable aspects of the assailant.



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Improved Experiences: Give the best to your customers and employees

IP Video Surveillance isn't always about crime. Video and audio footage can be used for training and development of employees and procedures. Companies can create a process or procedure that may have unintended consequences. Being able to review this footage helps vet the changes and ensure a great experience for employees and customers.

6

Peace of Mind: A priceless commodity

Peace of mind cannot be overestimated. Being able to quickly "look in" on your business in real time from anywhere at any time brings peace of mind, available only through IP video surveillance. You can immediately answer all the questions that keep you up at night, such as opening on time, closed and secure for the night, storm impacts, etc.

7

Cost Reduction: A return on your investment

An IP video system is an investment, and you should expect a return. By reducing wasted time, increasing production, mitigating threats and risk, lowering internal and external theft and increasing the satisfaction of customer and employee experience, you can achieve savings that will measurably improve the bottom line.

Most Commonly Asked Questions About IP Video Surveillance

Can I check in on my business on my phone?

Yes. You can look in on your business or building from your phone and any internet-connected device. You also can remotely control camera functions.

Why is IP Video better than CCTV?

IP video surveillance is a camera system that communicates over an IP network and records the footage digitally. Analog systems, like CCTV, transmit video for local viewing and records via television monitors and VCRs.

If that sounds old-fashioned, well, it is. IP video surveillance sends high resolution digital streams over a network, which allows you to access, record, watch and manage footage via your data network. IP video footage captures four times as much data, creating clear images and delivering critical details. It's easier to monitor in real-time and its easier for accessing recordings should the need arise. Analog systems don't allow for web-based access, making it much like the days when you had to walk to the television to turn the channel.



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Won't a video surveillance system from my local hardware store or online be sufficient?

There are thousands of commercial video surveillance systems and options on the market. Perhaps if your business or property is small enough and budget is tight, an off-the-shelf system could suffice for now. But as your business or property expands, you'll outgrow these boxed video surveillance systems. When that day comes, let Kenton Brothers' business security team ensure your system meets your needs now and well into the future, no matter what it brings. Our commercial security experts meticulously evaluate your environment. More importantly, we listen to your concerns, goals and budget, and then tailor a surveillance system to match.

What specific products do you recommend?

We've partnered with the best IP hardware and technology manufacturers to bring you cutting edge features. Each of our partners have extensive experience creating cameras and IP solutions for many applications.



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Many of Kansas City's grand-old buildings have one thing in common; they were originally protected by Kenton Brothers. Today, we still protect those same buildings but the technology has changed dramatically. From mechanical locking hardware to fully integrated network-based systems, we still secure your world.

Kenton Brothers is the oldest and most trusted security firm in the Midwest. From our home in Kansas City we've seen it all, done it all – for generations of buildings and businesses. From mechanical locking hardware to next generation systems like video analytics and network-based control, Kenton Brothers does it all.

As a business owner or decision maker, at some point you will face making the decision about installing or upgrading to IP video surveillance. Kenton Brothers Systems for Security's experts can help you make that decision, answer all your questions, as well as design the proper system to cover your facility and grounds.



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