arcules

leveraging the cloud for security and business operations

Realize the Benefits of Modern Surveillance Without Limitations

WHAT'S INSIDE

the future of security

Cloud computing, or cloud, refers to the delivery of hosted services over the internet. With the cloud, modern enterprises can have storage, computing, networking, data processing and analytics, application development, machine learning, and even fully managed services without the capital investment of building and maintaining data centers.

Within physical security applications, the cloud has a number of benefits such as the ability to remove limitations on data collection, as well as provide continuous, reliable storage of critical video data. The cloud opens up a number of possibilities for businesses as well, including simplified operations, centralized management of dispersed sites, business analytics, access control, and the use of artificial intelligence (AI) for business insights.

In this eBook, we examine each of these benefits (and more) and discuss what they mean for today's modern businesses.

cloud by the numbers

$119.4 billion

Physical security market growth by 2023 (up from $84.1 billion in 2018) (Research and Markets)

17.5%

Growth in worldwide public cloud services market in 2019 (Gartner)

27.5%

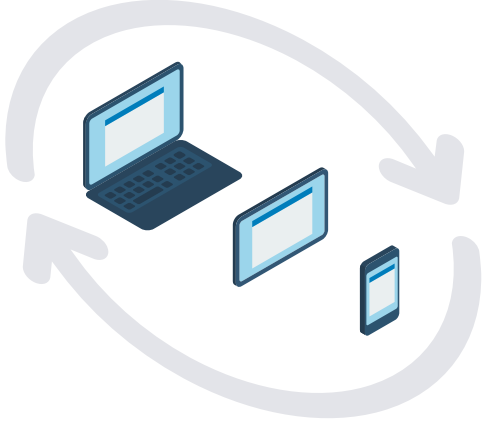
Growth for cloud system infrastructure (as-a-service) services (Gartner)

38%

The percentage of security budgets that include cloud in 2020 (up from 18% in 2018) (IDC)

real-time updates

Technology is always changing, which means as soon as a software provider releases a new feature, another might be due for an update. That's where cloud-based services can provide one of the biggest advantages: Automatically updating features and enhancements.



With a traditional on-premise server, maintenance must be done on-site or via remote desktop, which can burden an already overloaded IT or security department. This is not the case for a cloud-based system where new features, software maintenance, and updates all happen remotely. For a security integrator tasked with the management of multiple sites, this means fewer on-site service calls and significant cost savings for associated travel and hourly wages for technicians. Service-related calls can be completed without worrying about timing. staffing, IT connectivity and compatibility.

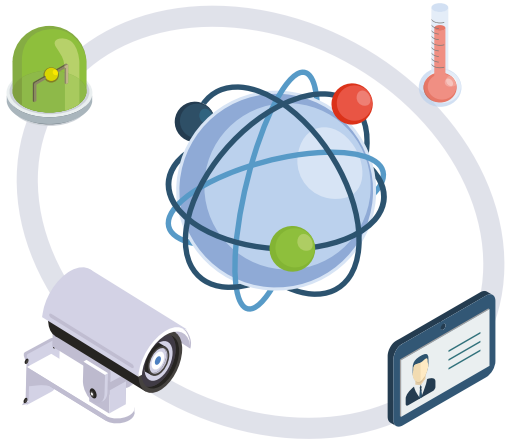
For the end user, this means that important upgrades and vulnerability fixes can be automatically identified and implemented, reducing the potential for security lapses.

**Read the Blog -
5 Benefits of the Cloud**

centralized / remote monitoring

The potential severity of risks facing today's organizations require a response to be ready at all times. Through the use of a cloud-based service for video or access control, users can manage and monitor their entire security solution - at one site or across multiple - at any time from any location through a single, intuitive interface, providing the peace of mind that an incident can be addressed immediately.

A cloud-based service enables end users to aggregate data and transform it into intelligence, allowing them to take both their security and business operations to the next level. The cloud also allows an organization to combine the visualization of all geographic locations into one global view, providing a comprehensive picture of devices and their status at any given time and creating an overall picture of system health.



For integrators, remote monitoring means ample benefits, from being able to remotely manage a client's support request to troubleshooting as needed and providing seamless service without the added expense of an on-site visit.

Read the Blog - 6 Ways Integrators Can Benefit From the Cloud

easy setup and use

Today's organizations often look for platforms and services that deliver simplicity. Ease of use and ease of setup are two of the main drivers for the implementation of updated tools and software, and cloud-based services can provide both.

With regard to video surveillance-as-a-service (VSaaS) and access control-as-a-service (ACaaS) platforms, setup is made easy by allowing integrators to leverage a "plug and play" gateway (or multiple gateways depending on the number of devices) onto an organization's network. This gateway contains software that automatically discovers cameras and access control readers, adding each device into the system to be centrally managed and set up. As cameras are incorporated, end users and integrators have the ability to manage views, users, alarms and analytics through a web-based interface that streamlines the setup process.

An intuitive interface makes the service easy to use, bringing all pertinent data together into a single dashboard that informs users of everything they need to know about their system.Users can quickly identify cameras and access control readers that are offline, be alerted to cameras that are experiencing obstructed views or add cameras as needs change - all from a platform designed to deliver easy access and information at a user's fingertips.

scalability / flexibility

Video is a valuable tool for any business when it comes to streamlining business operations and identifying the most prominent risks facing the organization. As a business grows or its technology systems become more advanced, using a cloud solution to store and manage video data allows for rapid adjustment and agility, reducing the complexity that can come with expansion.

Cloud architecture is built to scale with processing and storage needs, meaning organizations can scale up or down as needed and without the concern of outdated software or hardware. The scalability and flexibility that the cloud offers can be critical to the success of today's modern businesses as they grow, change and leverage new and emerging technology to meet the needs of today and tomorrow.

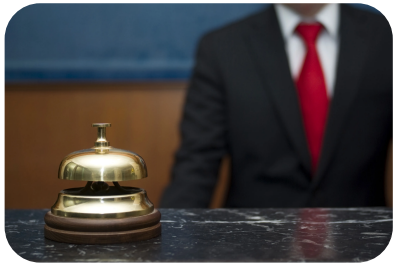
the cloud at work

Retail

Retail stores can reduce loss and increase sales and customer satisfaction with video cloud surveillance, coupled with built-in analytics for added business intelligence.

Professional Services

Professional services firms, such as financial planners, accounting firms and more, can take security measures into their own hands by leveraging video cloud surveillance across multiple disoersed locations



Hospitality

The hospitality industry can improve customer experience and safety with video cloud surveillance by integrating data from surveillance cameras, access control devices and analytics.

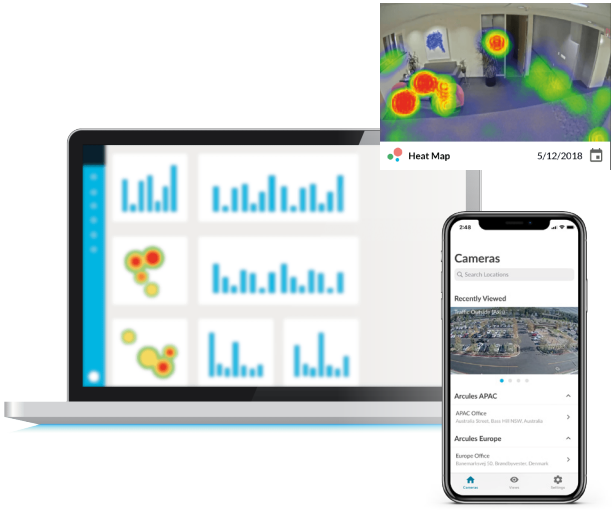
Property Management

Property management companies can use video cloud surveillance to keep people and properties safe while improving overall efficiencies in the day-to-day management of the facility or multiple locations

built-in analytics

Cloud-based video surveillance makes it simple to utilize analytics capabilities across geographic sites by running analytics on video being gathered through various camera sensors.

As cameras are discovered and incorporated into the centralized platform of a cloud-based service, end users and integrators are able to choose the kinds of video analytics they would like to apply to their incoming video data, such as record-on-motion, vehicle/people in region, camera tampering, people counting, heat maps and customizable alarms and notifications.



The use of analytics can transition a security team from simply reacting to threats to being more proactive in responding to active incidents. Users can create rules and alarms specific to their operation, triggering notifications for critical events, such as when a door has been forced open or an unauthorized individual has entered the premises. This facilitates a predictive approach to security, allowing officials to mitigate a threat before it creates irreparable damage.

business intelligence

Analytics aren't simply for security-related purposes within a cloud-based system. Going further, this data can also be used to turn valuable video data into actionable insights to improve operational efficiencies and customer satisfaction across an organization.

Heat maps can determine crowd levels and customer traffic patterns, delivering intelligence around which areas of the store are attracting the most interest. This data can be used to augment marketing efforts, optimize staffing, and in some instances, potentially reduce or prevent theft.

Additionally, for security purposes, with the addition of a cloud-based video service, businesses can respond to incidents in near-real time based on intelligent data analysis. Users can create custom alerts based on a specific set of potential triggers or vulnerabilities, allowing an immediate response and the ability to mitigate a situation before an incident occurs. More specifically, the order in which customers are situated throughout a store at any given time can provide increased insight into the effectiveness of operations and the possibility of security threats.

the cloud's future is bright

Altogether, the advantages that the cloud offers today's businesses go beyond security to provide valuable business intelligence and insights.Proactive and predictive intelligence can drive improvements in enterprise security and operations and provide increased business value. The cloud is also agile and cost-efficient, and with little hardware maintenance required, it's easier to upkeep than traditional on-premise servers.

The time to leverage cloud technology for your business is now. Find out more by visiting **www.arcules.com.**

It's a completely different approach, having the ability to process and do analytics in the cloud. It's very proactive in the way video is approached and results in much broader applications than simply security.

- Aaron Simpson,
  President and Chief Technology Officer
  Stone Security

arcules

about arcules

Arcules, a Canon Group company, addresses the unmet need of modern enterprises for an integrated cloud-based video surveillance, access control, and analytics. Using the latest developments in cloud, artificial intelligence and machine learning, Arcules combines previously untapped video monitoring data with sensor data and analytics to deliver actionable insights that ultimately drive better business decisions, optimize operations and improve safety. Arcules is headquartered in Irvine, California.

Visit **www.arcules.com** for more information and follow us on Linkedin, Facebook, and Twitter.

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