Reimagining Your Video Data Strategy

How to maximize your video surveillance investment with the latest innovations and trends.
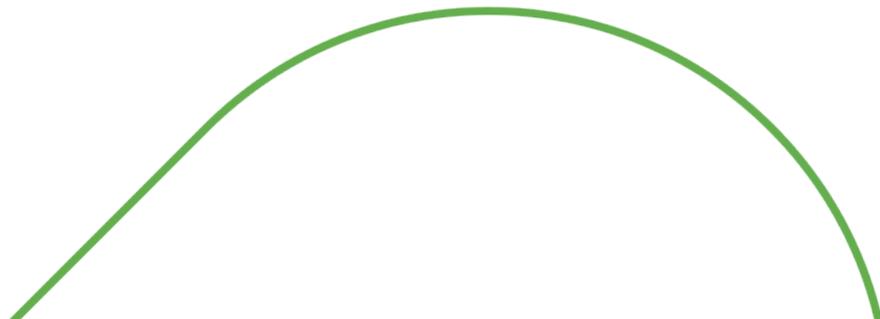
Introduction

Cloud-managed security cameras are the next evolution of IP cameras. The underpinnings of cloud-first devices have opened the realm of physical security to the Internet of Things (IoT).

And with IoT there are new opportunities for utilizing video data, including everything from streamlined operations and management of physical assets to improvements in overall health and well-being.

To overcome today's challenges of doing more with less and delivering on new responsibilities, IT and facilities teams, alongside leaders in safety and security, are embracing the full potential of technology. Future-looking strategies have thrust video management systems and video surveillance investments to the forefront of business objectives.

The future is right around the corner—now is the time to build a solid, reliable cloud-first video data strategy. Determining the right smart camera technology solution is instrumental to your strategy, and ready-made, scalable IoT solutions can help you get off the sideline.

Let's explore the latest technology trends sweeping physical security and how they might influence the reimagining of your video data strategy and your approach to smart camera technology.
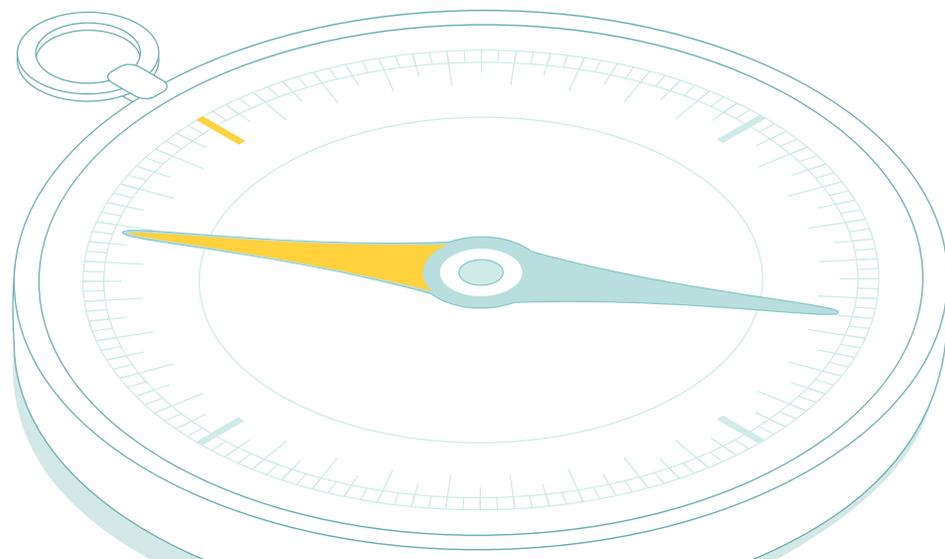
Meeting new expectations

Artificial intelligence and computer vision

50% of organizations that have already implemented computer vision solutions have reported they expect to achieve ROI within just one year.

MARKETPULSE RESEARCH BY IDG RESEARCH SERVICES

Computer vision

Together with IoT, computer vision provides real-time visibility that encourages data-driven decision-making across industries.

By developing and training computer vision models to identify certain objects and events while pinpointing anomalies and monitoring environments, organizations can streamline processes, improve safety, and unleash the next phase of automation—all while keeping ROI top of mind.

Artificial intelligence (AI) and machine learning

AI can elevate your security strategy by automating the process of monitoring and protecting operations.

Imagine if your AI surveillance solution could:

- Detect safety infringements to stay within compliance standards
- Reduce the number of unsafe events
- Improve response times and reject false alarms
- Power new safety-awareness initiatives

Endless possibilities

No longer are AI and machine learning tools restricted to enterprises with large IT budgets and staff resources. With today's cloud-managed smart cameras built on a cloud-first platform, technology like AI can be readily accessed by everyone without the burden of exorbitant costs or resources.

Reducing cybersecurity risk with a holistic approach

Beyond physical security and operation technology

57% of organizations agree that the new wave of enterprise security will be the integration of physical and logical security.

Source: IDC's The Future of Safety and Security Global Survey, August 2020

Cyberattacks can cause significant damages that result in extended downtime and financial loss. But one of the most serious risks is compromising employee and occupant data.

Cybersecurity must be a top priority to keep the occupants of your spaces safe—from employees to customers to visitors.

Common vulnerabilities for many companies:

- A lack of understanding into their own asset inventory

- Dated legacy systems that require manual updates

- Poor cyber hygiene

With video data, there are unique privacy and security concerns, so what should you look for in your cloud-managed security and sensor solutions?

Hardware security	Video encryption	Secure user access	Always up-to-date
Secure boot and firmware image signing backed by a hardware security chip	Video is automatically encrypted at rest and in-transit using publicly signed certificates	Ability to configure unique accounts, passwords, and access for each user and audit with video access logs	Firmware is automatically updated from the cloud, eliminating manual patching

Not ready to converge? Consider performing a security assessment to help identify an ideal path to converged operations.

Looking toward the cloud

New ways to buy surveillance technology

Benefits of VSaaS:

Simplifies application management

System scalability and upgradability

Reduces user costs

The cloud is redefining the safety and security market and has brought forth video surveillance as a service (VSaaS) as a consumption model. According to MarketsandMarkets, the VSaaS market is expected to grow from U.S. $2.2 billion in 2020 to $4.7 billion by 2025, at a CAGR of 16%.

For customers new to a cloud-based surveillance system, a VSaaS solution paired with a fully managed support model allows you to confidently migrate an on-premises security system to the cloud.

For enterprises, this means agile scalability, which can prove to be the most cost-efficient approach throughout the system life cycle. Customers can access the best features and functions that fit their operation with peace of mind that a trusted partner is there to support if any issues or concerns arise. Generally, customers maintain full control over security policies, system configuration, and alarm response protocols.

Looking to future needs

As organizations continue to face economic pressure and challenges around increasing operational efficiencies and adapting to new customer expectations, VSaaS offers the right business model to help.

Expanding interoperability

Leveraging data to create smarter work experiences

" **APIs have transitioned from a tech requirement to a business priority.** "

VentureBeat, 2021
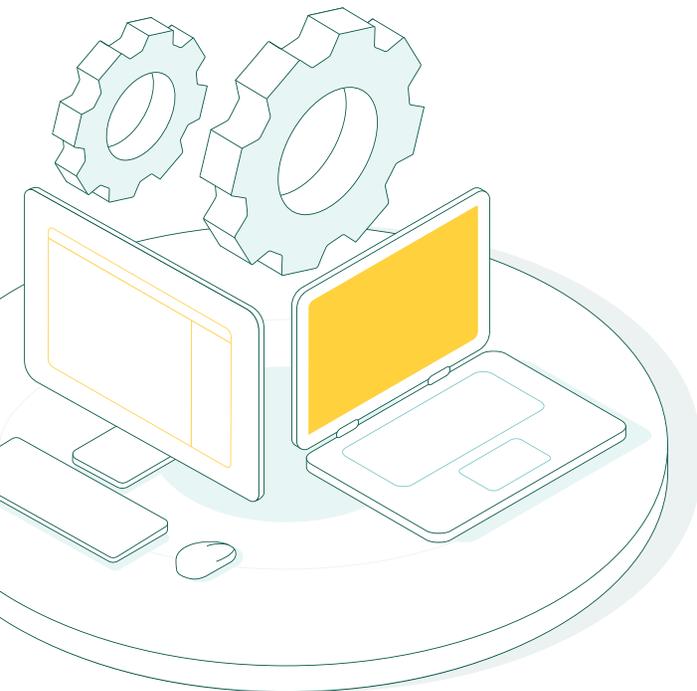
Today, organizations are thirsty for more data about their markets, customers, products, and processes. C-level executives are realizing there are substantial economic benefits when data is effectively being used.

Businesses that successfully utilize data from their systems to address challenges and improve outcomes give themselves a strategic advantage over competitors in a variety of ways. In order to do this, they need to be able to aggregate data from multiple systems to create a holistic view.

- APIs allow companies to access and aggregate data and unlock new value from video

- By leveraging video surveillance infrastructure, organizations can tap into new operational automations and improve customer experiences

- APIs speed time to market and spur innovation

THE INTEROPERABLE BUILDING

The common platforms integrated in a "smart building" type of environment include:

- HVAC
- Security video
- Building access control
- Intrusion alarm systems
- Lighting

- Fire detection systems
- Mass notification systems
- Electrical power
- Elevator controls
- Parking controls

Putting focus on health and sustainability

Expanding the influence of physical security

" **By eliminating traditional security hardware (NVR and DVR), organizations were able to reduce their energy costs by up to 30%.** "

THE TOTAL ECONOMIC IMPACT™ OF MERAKI MV SMART CAMERAS
A Forrester Total Economic Impact™ study commissioned by Meraki

Security's role is expanding beyond creating safe environments. A more evolved scope includes being mindful of people's health and whether spaces are aiding in the health of occupants while also promoting sustainability for a better future.

Are the devices and solutions going into these built environments energy efficient?

Are things like the quality of water output, material waste spillage, or the importance of air quality being considered?

Sustainability is no longer a nice-to-have but rather a strategic and operational one. A thoughtful approach to the adoption of technology to help achieve sustainability and health goals can give companies the capabilities needed to add value and manage risks in ways previously unimagined. IoT technology can enable green solutions across a global economy for enterprises, cities, and communities.

Global green technology and sustainability market 2022-2026

Market growth will accelerate at a CAGR of
23.8%

Incremental growth ($B)
26.10

SOURCE: Cision PR Newswire

CISCO Meraki

Now is the time to reimagine your video surveillance data potential

The benefits of operational insights and analytics from IoT technologies are continuing to grow, and are obtainable for any organization.

Meraki is reimagining transformation and delivering new solutions for evolving business challenges across industries by eliminating barriers between digital and physical domains with IoT technology.

Visit [our website](#) to learn more

Take a proactive approach to your organization's security today with an [instant demo](#).