

# THE BENEFIT OF VIDEO SURVEILLANCE EXTENDS BEYOND SECURITY

Today, organizations utilize surveillance practices to decrease liability and optimize operations inevitably leading to saving money. How could your organization utilize surveillance?

## Improve Customer Experience

Many industries rely on providing excellent customer service to bring in revenue and increase return on investment. A surveillance practice can monitor customer service as well as identify customer demographics with facial recognition to create a custom shopper experience.

## Access Control & Protect Private Areas

Companies that store high-value products on-site and need to restrict access can monitor areas in real time as well as protect employees and the facility from security violations. A surveillance practice provides real-time data to ensure your organization is secure.

## Prevent Internal & External Theft

Theft is a problem that many organizations suffer on a regular basis. Although many organizations link theft to customers there is also a threat of internal theft. Applying a surveillance practice can help monitor not only customers but also employees. If an issue does occur, video surveillance can help gather information.

## Decrease Liability

One of the highest risks an organization has is a liability claim. Whether an accident, harassment or other liability issues maintaining a surveillance practice is one of the most effective tools to decreasing risk. Businesses will know precisely what has occurred which improves the legal case for the best results.

## Ensure Policies Are Followed

Video surveillance can drive employees to follow company policies which are particularly necessary if policies address safety issues. Visual evidence of violations and employees adhering to guidelines only serve the bottom line of the organization.

## Optus Solution: Hanwha Techwin

Hanwha delivers a broad range of security and surveillance products, including cameras, recorders, monitors, video management software and control systems. Hanwha's turnkey operation allows users to remotely manage and control the entire system and monitor through any Android or Apple device. Hanwha provides high-quality monitoring and easily integrates into an existing network.

## Why Hanwha Techwin?

- Hanwha provides affordable solutions for businesses of all sizes
- Industry-leading protection against cyber attacks
- Most Hanwha recorders have a built-in PoE switch
- No license fees on DVR or NVR
- Free video management software
- Free US-based lifetime manufacturer support
- 3 year standard product warranty
- Hanwha solutions have a deep integration with top rated VMS vendors