

90-Day 'No-Obligation' Pilot

No new equipment

Tailor-made score cards

Seven Myths of Video

G2 Solution reviews and analyzes your video with professionally trained staff – at a price you that is unbeatable.

While video is important to a successful business, how you use the video is even more important than how many cameras you have.

Business Intelligence firm, the Hackett Group, has found that public companies that intelligently use data have a 2.4 times greater return on equity than companies that do not.

Read-on and determine for yourself whether you are ready to discover the hidden value of your video.

G2 Solution – Value from Video

G2 Solution monitors, analyzes and audits your video using proprietary methodologies and statistical sampling.

G2 Solution delivers usable data from your video at a cost you can afford with the equipment you already use.

G2 Solution provides you with the data to make decisions about internal theft, training, customer service, marketing and more.

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VCR(S) & different DVR(S) --something current technology does.



MYTH #1: “CCTV CUSTOMERS WANT MORE VIDEO.”

A study conducted by the University of Leicester (and funded by the UK Home Office), found that CCTV systems did not deter crime. Professor Martin Gill, who led the study emphasized:

"It [video] looks simple to use, but it is not." He added, "It has many components, and they can impact in different ways. It is more than just a technical solution; it [video] requires human intervention to work to maximum efficiency and the problems it helps deal with are complex."

Reality: the last thing most CCTV customers want is more surveillance video.

Millions of CCTV customers install cameras annually.

U.S. Businesses record Billions of hours of video.

Yet, North American businesses:

- Lose \$37.4B a year due to shrinkage.¹
- Lose \$160B a year due to false time cards.²
- One in five business failures is due to employee theft.³

Why?

- Most retail employees are low-paid, poorly trained and lack motivation.⁴
- The businesses that are most susceptible to shrinkage, convenience stores and quick service restaurants, experience up to **250%** employee turnover per year.⁵
- Employees do not have time or training to use video effectively.

Customer Problem	G2 Solution
Too much video	Uses statistical sampling to find important video – provides management with unbiased, consistent review of all locations
Lack of training	Uses trained professionals
Cost	G2 Solution pricing is unbeatable

MYTH #2: “YOU SEE EVERYTHING WITH VIDEO.”

Reality: Video only shows you what the cameras see.

In our experience, which involves looking at hundreds of thousands of hours of video, many camera installers positioned the camera incorrectly. However, the person who installed the camera never has to look at the video so he never fixes the problems.

Customers do not want to incur the expense of moving cameras. Employees, who steal, discover this situation and exploit it.

Did you know that most guards fall asleep looking at video? Who can blame them? Looking at video is boring and hard work. That is why many digital video recorders include alarm functions to alert guards to activity.

Did you know that many people looking at video might not see the real dangers? A psychological phenomenon called ‘inattentional blindness’ results when a person focusing on one thing misses everything else.⁶ Not intentional, but a person alerted to one alarm may miss others.

Customer Problem	G2 Solution
Does not know what they do not see	Data provided confirms what other security measures work or do not work
Video is difficult to monitor	G2 Solution professionals are trained at analyzing video
Do not know what to look for	

MYTH #3 “YOU CAN NEVER HAVE ENOUGH STORAGE.”

Businesses Like
Yours Install Six
Million Cameras
Annually!

The British
government has
installed 1.5
million cameras.
A person in
London is on
average taped
more than 300
times a day!

Reality: ‘Store and ignore’ is the rule.

The industry sells storage as a failsafe mechanism for protecting customers.

The reality is that most customers record and store video and then ignore. Recent changes to Federal rules for lawsuits will penalize anyone who destroys video that could be evidence.

Most customers do not:

- analyze video for data
- protect video from corruption
- implement processes to store efficiently
- Implement a process for deleting video legally.

Customer Problem	G2 Solution
Valuable data in video lost	Low cost review stops loss
No process for handling video	Expertise in video analysis and processing
Cost	G2 Solution pricing is unbeatable

MYTH #4: “EVERYTHING IS URGENT.”

Reality: most video recorded is neither important nor urgent.

Current video usage focuses on urgent events, such as potential robbery or fire – all of which has a small chance of happening.

Current video usage ignores important events, such as poor customer service, employee pilferage, or time clock fraud -- all of which you are guaranteed.

Current Video set-up provides customers with solutions for what may happen, but never solve what will certainly happen.

Customer Problem	G2 Solution
Urgency drives video usage, ignoring what is important.	G2 Solution methodologies key on important video
Emergencies require skills and training not used to analyze video for customer service, sales or operating procedures.	Experts in sales, customer service and operations train G2 Solution professionals
Cost	G2 Solution pricing is unbeatable

MYTH #5: “POS SEARCH IS THE SOLUTION.”

“There are increasingly more cameras being installed and fewer people to watch them - The ratio of security video feeds to eyeballs is going the wrong way.”

Quote from John Clark, VP of Commercial Technology Development at ObjectVideo, a Northern Virginia CCTV company that sells software that analyzes video.

Reality: POS Search has limited benefits, providing a one-time view into one DVR without any data comparison or data mining possible.

Customers want to see trends over time.

Customers want graphic display, not a search log.

All quality oriented management systems (TQM, Six Sigma, Lean) focus on measuring performance over time, which requires comparisons and not a one-time view.

Customer Problem	G2 Solution
Do not have time to run multiple store searches.	G2 Solution can manage video from multiple stores and present useable data in combined format.
Search logs have limited usage.	Provide cross-platform, multiple location data in an easily understood format so you make the best decisions.
Cost	G2 Solution pricing is unbeatable

MYTH #6: “VIDEO ANALYTICS WORKS FOR RETAILERS.”

A recent survey of video analytics software by Security Dealer Magazine found that to make analytics work, you need more high-quality cameras with additional placement and better lighting. See: Vol. 28. No.11, Nov 2006

Reality: video analytics is great for high-end security applications, but over-priced for loss prevention or marketing applications.

Video analytics is still in development.

Video analytics is incapable of providing trend analysis over time.

Video analytics sends a signal or alert to an operator or guard, but does not analyze the action it is ‘alerting’ unlike video auditing.

Customer Problem	G2 Solution
High cost of analytics	Provides analytics in desired format across all platforms used with no additional cameras or lighting
New equipment is expensive	Use the equipment you already have
Cost	G2 Solution pricing is unbeatable

MYTH #7: “CAMERAS ARE FOR PERMANENT SECURITY.”

Reality: Video does not have to be security-related, nor fixed and you can move the cameras to meet your needs without a cost to your network.

For instance,

- Use video to check on your kids or parents.
- Use video to stop poor customer service.
- Use video to stop employee theft.
- Use video to improve store layout by counting customers and customer traffic.
- Use video to analyze the impact of marketing displays.

Customer Problem	G2 Solution
Need information about temporary situations.	Provides cameras and accessibility for temporary analysis of events
Cannot burden existing network	Access recorded video without using your network
Cost	G2 Solution pricing is unbeatable

End Notes:

- ¹ Univ. Of Fla. 2005 Shrinkage Report, Business Wire Daily News Service, 12/4/2006.
- ² 'CCTV & Retail Security, ST&D, Jan 2002, pg16.
- ³ See www.cstoredecisions.com/article/341.
- ⁴ "The Threat from Within' ST&D, Jan 2002. pg 11.
- ⁵ McKinsey Quarterly, 1998 #1, pg 33-34.
- ⁶ Repeated Warnings Have Diminishing Returns' Washington Post, November 19, 2006.