



A 3-Point Plan for Monitoring Your Small Business



You need to keep an eye on everything

More than ever, small businesses need to know what's happening on their premises. Whether you have a retail business, a professional office, or outdoor hospitality space, you need to understand where people are and how close they are to one another to make smart decisions about safety, layout, and traffic flow.

Getting the information you need isn't as difficult or expensive as you might expect. Here's a simple three-point plan for monitoring your workplace.

1

Start with a smart camera

All security cameras aren't created equal. When you add intelligence into a camera, it can do a lot more than just record video. Look for a camera with built-in intelligence that can detect:

- **People** so you can see who is in your establishment and how long they stay in a certain area
- **Motion** with heat maps so you can see traffic patterns and determine the locations where people congregate



2

Access video and analytics in the cloud

Smart cameras can provide powerful business intelligence because everything is either in the camera itself or in the cloud. Using your browser, you can log into a dashboard to:

- View video quickly with motion recap, which summarizes activity into a single image, so you don't have to scroll through a lot of irrelevant video to get answers
- Set up and manage your cameras, and find, export, and share footage quickly and easily
- Access the person detection and motion-sensitive analytics



3

Connect, assess, and use information

With a smart camera, the ability to detect people becomes more accurate over time thanks to machine learning. Analytics features are anonymized to ensure privacy, yet give you information so you can answer questions such as:

- How many people are in a given area and how close are they to each other?
- How do they typically move through the space and who do they talk to?
- What are they doing? Touching? Looking at?



Using an open API, you can connect the smart cameras to other applications and receive alerts. For example, alerts can be directed to certain employees, who can use messaging, calling, or videoconferencing to collaborate and resolve problems.

Solutions for a smarter, safer business

Smart security cameras, wireless networking, and collaboration tools are a powerful combination with everything you need to keep an eye on your workplace. Let us help you keep your premises safe, so you can focus on what matters most—growing your business.

