

# COM<sup>TM</sup> SUR

the missing piece of CCTV

COM-SUR<sup>TM</sup> EMPOWERS PEOPLE TO ACHIEVE  
OPTIMAL OUTCOMES FROM SURVEILLANCE VIDEO,  
LEADING TO A SAFER WORLD.

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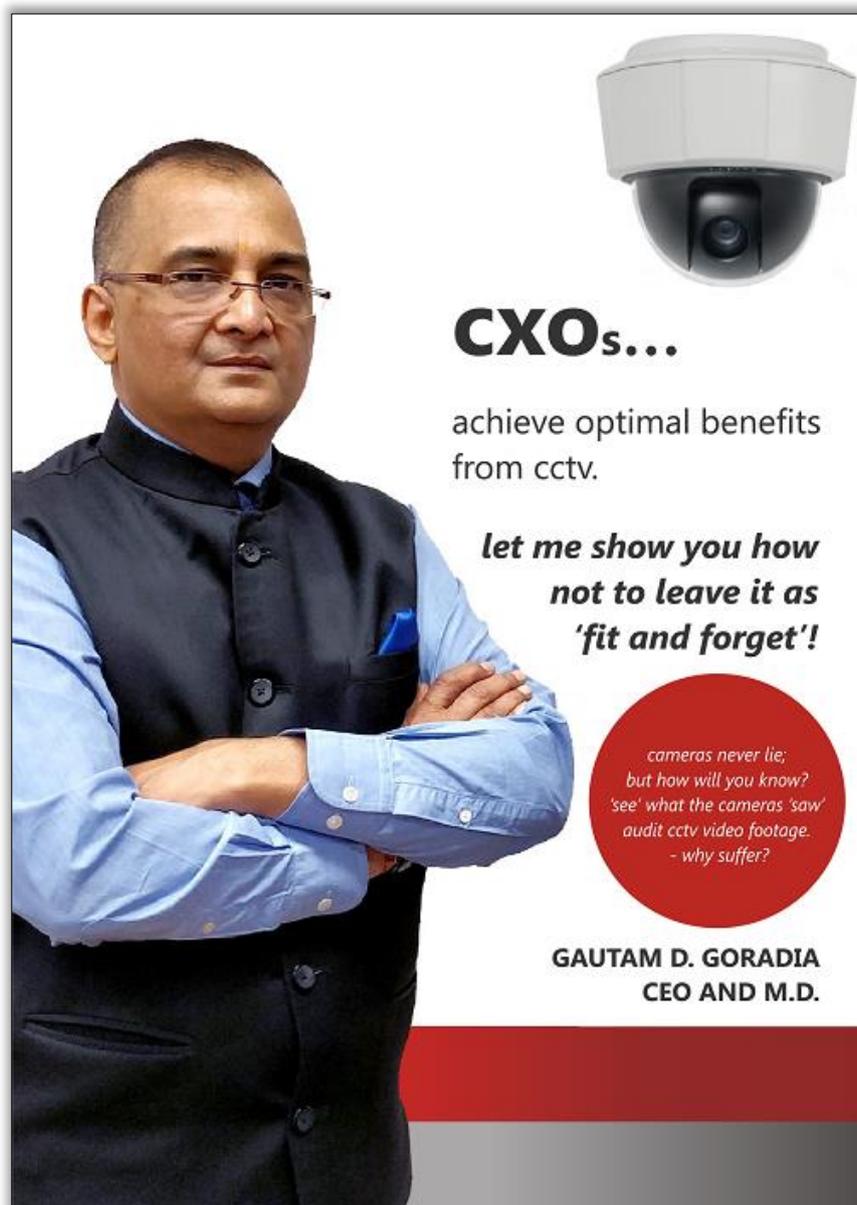
**1. Introduction to the COM-SUR channel partner program**

Dear Partner,

Thank you for your interest in COM-SUR™.

Let us work closely in order that your prospects and customers achieve optimal outcomes from CCTV/video surveillance, and continue to remain a satisfied lot.

We request you to study this document carefully. Please do not hesitate to ask for clarifications at any time. It is our intention that all parties gain from this relationship.



**CXOs...**

achieve optimal benefits  
from cctv.

***let me show you how  
not to leave it as  
'fit and forget'!***

*cameras never lie;  
but how will you know?  
'see' what the cameras 'saw'  
audit cctv video footage.  
- why suffer?*

**GAUTAM D. GORADIA  
CEO AND M.D.**

## 2. COM-SUR - The missing piece of CCTV

### Overview – CCTV – Don't let video turn into garbage!

CCTV surveillance is now a part of the overall security apparatus across the world. However, despite the increase in number of cameras; crime, fraud, losses, process violations, traffic violations, wastage, and many other problems continue to take place. This means that CCTV by itself is not enough. It must not remain as '*fit and forget*'. That is why we built COM-SUR, the world's *only* CCTV video footage *auditing, smart backup, and standardized intelligent reporting* software; the *missing piece* of CCTV. COM-SUR is a *force multiplier, a tool, a complete workflow*, that empowers people to gain *optimal value* from CCTV, leading to a safer world. Its use cases range from an airport to a zoo (A to Z). COM-SUR is a great productivity tool for the police/law enforcement agencies/defense forces as well, to work with live/recorded CCTV video footage (including photos and images). COM-SUR works with all types of existing cameras/VMS/video analytics (brand/type agnostic) as a 'platform' to standardize several activities related to CCTV.

It is our belief that just like Google was the missing piece of the internet, COM-SUR is the missing piece of CCTV.

### What does COM-SUR do?

COM-SUR converts live video feeds from any source (CCTV/drones/UAVs/mobile devices/body worn/other cameras) into images at every one second (it captures the 'moment' of the second), thereby *reducing* the 'amount' of video to be 'seen', and consequently, the data size *hugely*. This enables people to quickly go through ('audit') *24 hours* of their own CCTV video footage in *minutes*. Auditing helps people to 'discover' exceptions that would otherwise remain 'hidden' (discovery of the 'unknown') within the footage. Converting live video feeds into images also enables people to store them cost-effectively to their own OneDrive/Google Drive/Dropbox/Other accounts, as a *disaster recovery* mechanism. Finally, COM-SUR creates standardized audit/incident/other reports in PowerPoint/Word/PDF, and delivers *business intelligence* therefrom.

COM-SUR creates *new job and business opportunities* of 'CCTV video footage auditors'; which, besides providing new revenue streams to people, '*wakes up*' millions of cameras that normally remain in '*sleep*' mode.

### What are the benefits that people can achieve with the dedicated use of COM-SUR?

COM-SUR helps people to '*unlock*' the information that remains '*hidden*' in surveillance video, through the process of regular auditing of video footage, leading to:

1. Improvement of homeland security, prevention of crime, fraud, and loss, and faster solving of crime.

2. Threat and Hazard risk identification/mitigation, improvement of ops. efficiency, processes, business continuity, root cause analysis, good manufacturing practices, and total quality management efforts.
3. Improvement of employee performance, customer satisfaction and sales.
4. Enhancement of compliance (including compliance of environment, social, and governance issues) and health and safety matters.
5. Huge reduction of data size and inexpensive disaster recovery mechanisms.
6. Ease of investigation, forensics, debriefing, and gaining situational awareness and actionable intelligence efficiently.
7. Standardizing reporting and gaining business intelligence.
8. Taking regular corrective and preventive action for continuous improvement.

#### In conclusion

One can think of COM-SUR as the *MS Office* for CCTV. Office is a great productivity tool for people to write documents, emails, create presentations, and so on. However, *it ends there!* While Office makes the activity possible, it *cannot think or imagine 'what'* needs to be written in a document, email, or a presentation. People have to do this *themselves*.

Another case in point is the smart phone, which people use to shoot *hundreds* of photos. Think of the *first thing* that *everyone* does once photos are shot; people *swipe* their screens to '*see*' the results. If there are 100 photos, people will swipe their screens 100 times to see which photos are good, which are bad, which can be shared, and which need to be deleted. While the smart phone can make it easy to swipe and review/analyze/audit the photos, it *cannot* decide the *next action*. This has to be done by users *themselves*.

Finally, we believe that *complex problems* do not need *complex solutions*. We also believe that in order to achieve *optimal* results from any technology, user *expectations* must be in order. Technology must *assist* the user in performing tasks in an *easier* and *standardized* manner, leading to *better decision making*, which is what COM-SUR does unparallelly.

*"Cameras don't lie" - but how will you know unless you 'see' what the cameras 'saw'?*

*Make CCTV work for you; the COM-SUR WAY! Audit CCTV - why suffer?*

**3. Who does COM-SUR benefit?**

One and all. Take a look at the various roles that different heads play at an organization. There is a benefit for everyone, waiting to be 'discovered' from CCTV.



*benefits? - for?*

<b>YOU</b>	<b>BENEFITS</b>
<b>CEO</b>	always remain better aware of your business and brand.
<b>CFO</b>	reduce shrinkage and insurance costs. improve bottom line.
<b>CHRO</b>	improve employee performance. offer rewards.
<b>CMO</b>	improve customer satisfaction, loyalty, and sales.
<b>CQO</b>	enhance quality through visual control and operational efficiency.
<b>CTO</b>	get better roi. reduce storage and bandwidth costs.
<b>CAIO</b>	use data for a.i. and machine learning.
<b>CRO</b>	mitigate risks and ensure business continuity.
<b>CCO</b>	ensure that compliance issues are in order.
<b>CVO</b>	enhance vigilance to prevent fraud and corruption.
<b>CSO</b>	ensure health and safety of man and machine.
<b>CXO</b>	irrespective of your role, just use your imagination and the video!

***use the past to improve the future!***

#### **4. Introductory pitch**

Next time someone asks you: "What do you do?"

Consider this answer:

"We are distributors of the world's only CCTV video footage auditing software that empowers people to achieve optimal outcomes from CCTV, and ensures that CCTV does not remain as fit and forget".

You may also speak about how the software hugely reduces the data size, creates a very cost-effective disaster recovery mechanism, and standardizes incident reporting.

Try it out. Make this as an introduction during networking meets, and share your COM-SUR business card. This is a very powerful ice breaker, and begets a lot of respect. Of course, you can improvise the introduction depending on who you are speaking to.

## **5. “CCTV is not enough – We make it work for you – The COM-SUR way!”**

The following questions and answers are not exhaustive. They are the most likely questions that will immediately come to your mind, and in the minds of prospects and customers. There will be other questions as well; and we have tried to cover them in the topic on 'Objections'. However, should you have any additional questions, please feel free to write to us. Of course, the internet is always a great guide to look for answers to generic questions.

### *Q1. Can you explain what you mean by “CCTV is not enough – we make it work for you!”?*

The answer is simple. If CCTV was enough, why does crime continue to take place (process violations as well) in areas that are covered by CCTV? We hear of several cases where places of crime were covered by CCTV; yet crimes took place. It therefore proves that while CCTV is an absolute must, we need to make it work for us, by doing just a little 'more' which we make easy.

### *Q2. Can you explain what is the 'more' that needs to be done?*

*The first 'more' – make 'auditing' of CCTV video footage a SOP*

Users of CCTV must make it a standard operating procedure to audit or review CCTV video footage on a daily basis. Research indicates that post-facto surveillance is as important as real time surveillance. Post-facto surveillance helps users discover exceptions that can be easily missed out by algorithm-based solutions. For example, algorithm-based solutions will hardly be able to discover an exception like spitting, excessive coughing, a guard who is sleeping on duty, a child at school being at a location with a stranger who has ulterior motives, a real diamond being replaced by a fake one, sales staff not paying attention to prospects, and so on. It is only when the human mind and human eyes are involved, can such exceptions be discovered. Remember – cameras have lenses; humans have 'eyes'! The harsh truth is that users will continue to suffer if they do not audit CCTV video footage as a SOP.

Webster's dictionary defines 'audit' as 'a methodical examination and review'. Also, there is an adage that says "cameras never lie"; but in order to validate this, one will have to 'see' what the cameras 'saw'! This is what auditing CCTV video footage is all about. Just as our books of accounts or processes are audited, and irregularities/exceptions that are found are used to prevent future events, auditing of CCTV video footage as a standard operating procedure will also deliver the same results. Unfortunately, while CCTV video footage contains lots of information, we are all 'losing' it, instead of 'using' it, leaving CCTV to remain as 'fit and forget'. Most users look at CCTV only when something goes wrong. But, how can one be sure that nothing went wrong? Anything that remains un-reported, or under-reported will never come to light.

*Q3. You have a valid point; but wouldn't real-time surveillance also discover the above issues?*

Yes, of course this is true; but only partially. Live surveillance has many challenges including the challenge of video blindness. Several studies have shown that after 12 minutes of continuous video monitoring, a CCTV operator will often miss up to 45% of screen activity, and after 22 minutes of viewing, he or she will miss up to 95% of screen activity. The chances, therefore, of missing several kinds of exceptions are very high. Other challenges include poor operator attention span, bias, and so on.

Auditing on the other hand is a very dedicated and systematic process that helps unlock the 'hidden' information in the footage. As an addition to real-time surveillance, auditing CCTV video footage as a standard operating procedure will have a much better chance of discovering exceptions missed during real-time surveillance. Finally, one needs to consider as to how many establishments are likely to be monitoring video surveillance 24x7?

*The second 'more' – smart backup*

Most backup of CCTV video footage happens on the recording device i.e. the DVR/NVR/Servers/Edge. There have often been cases where, while the video feed is seen, the backup device did not record at all. Also, there have been several cases where criminals have decamped with the recorder itself after committing the crime. If this happens, how will the evidence be available to the police? Similarly, there have been cases of deliberate destruction of the recorder, or failure, or plain human error. Since the percentage of users that back up CCTV video footage in the cloud is very small, these issues can cause a lot of grievance. Also, let us remember that when you back up CCTV video footage at remote locations, there will be huge costs of bandwidth and storage.

Further, one must not forget that any backed-up data must easily be searchable and retrievable; else, it is going to be a nightmare finding the relevant video. Again, we are all aware that until this day, the industry has not been able to set a 'standard' as to the duration of the backup. As per our findings, backup can be as little as one day to as much as three years. However, what happens in a case where you need to refer to video beyond these periods? Or, with a backup of just one month of video from thousands of cameras, you would shudder to think of finding the video clip that is needed. It's an absolute needle and haystack story.

The 'smart' way to backup therefore must be a way where relevant data can be tagged and kept as part of an institutional library. This 'smart' way must also ensure that the backup for the purpose of disaster recovery and data redundancy, occupies very little storage space. COM-SUR makes both of these activities very easy.

Let us explain this in detail.

The uniqueness of COM-SUR's backup is that irrespective of the FPS of the video feed, COM-SUR captures the screenshot of the video feed at every one second (or even faster); i.e. COM-SUR captures the consolidated 'moment' of 'that' one second (think of this one 'second' as a 'finished product', which comprises of the I, P,

and B Frames. This means that the ‘unnecessary’ frames have been removed without missing anything, so to speak. This method reduces the size of the data drastically. Also, since 16 cameras are generally viewed at a time, there is further reduction of the backup size, since the screenshot would have captured all 16 cameras as a single image. The data size of the raw video depends upon parameters such as the camera resolution, frame rate, video quality, as well as the video compression. Taking these into consideration, the data size of the raw video can be hundreds to thousands of % higher (depending on the camera resolution and so on) when compared to COM-SUR's backup size.

#### *The third ‘more’ – standardization of audit/incident reports*

Audit findings or incidents (whether criminal or not) do not differ by geography. An incident in India is no different than an incident in any other part of the world. If so, then why should incident report formats be different? As you know, every ‘incident’ requires answers to the basic 5Ws (what, when, where, why, who) and 1H (how). So, let the industry come together, and at least set a ‘minimum’ standard/template of how audit/incident reports should be created. Once this minimum standard/template has been set, everyone “speaks the same language”, taking away all the confusion. Besides the fact that by following a ‘standard’, one can ‘gain’ patterns from historical data. This allows stakeholders to take quicker corrective and preventive action based on historical data.

#### *Q4. So far, everything is clear. Now tell us how does ‘COM-SUR’ address these problems?*

Let us break this into 3 parts:

- a. Daily auditing of CCTV video footage as an SOP.
- b. Backup at remote locations.
- c. Standardized audit/incident reports.

Once you install COM-SUR on a Windows computer, and access the video feed, you can program COM-SUR to start taking screenshots at intervals as maybe determined by you. The video feed can be a single tile, or up to 16 tiles (or more) in one screen. You can set the time between two screenshots depending upon the criticality of the area being monitored. For example, if you are monitoring an area with lots of movement, you may want to take a screenshot at an interval of every one second (or even faster). Each time a screenshot is taken by COM-SUR, it is saved at a location as determined by you. This could be on a computer at a remote location, a separate hard drive, or even the cloud (Microsoft OneDrive, Google Drive, Dropbox etc.). Once you have these screenshots, COM-SUR offers you multiple playback mechanisms which lets you audit hours of video in minutes. Also, once you know ‘what’ to look for (‘situational awareness’), you will begin to ‘discover’ exceptions/items of interest with ease. You can even choose to skip some seconds depending on what area you are monitoring. For example, if you are auditing screenshots related to the night time, you may decide to skip 2-3 seconds, or simply go through the screenshots using the ‘glider’ mechanism that COM-SUR provides. This will give you a good sense of what’s been happening.

With COM-SUR, you may be able to audit 24 hours of screenshots in as little as 24 minutes so to speak, and get a helicopter view of what's been happening. And of course, if you find an exception/item of interest, COM-SUR allows you to flag the same and even convert the screenshots into a video for ease of sharing and evidence.

Finally, depending on the nature of the exception, you can decide to create an audit/incident report. As mentioned earlier, COM-SUR's incident reports cover the 5W's + 1H, and are almost auto-generated in PowerPoint. COM-SUR also makes it easy to embed relevant screenshots, as well as the video clip within the PowerPoint that acts as a complete audit/incident report.

*Q5. You maintain that COM-SUR's incident reports will help solve crime faster. Can you throw some light on that?*

Imagine a bank robbery. The bank manager phones up the local police station, and the investigating officer (IO) basically asks questions which hover around the 5Ws and 1H. The IO will also want to know if the bank has been able to trace the relevant CCTV footage (this can take hours); and in most cases, the IO will take the CCTV footage or the recording device to the police station to carry out further investigation. It is not uncommon to hear of cases where, because of codec issues or proprietary formats the video footage will not play at all. All this causes loss of precious time.

Now imagine if the bank has COM-SUR working for it. The manager can quickly find the relevant screenshots, convert them into a video, and embed the same in an incident report that is created in PowerPoint. This report can then be e-mailed to the IO, who in turn can share it across suburbs, cities, states, and even countries depending on the gravity of the crime. Since COM-SUR's incident reports are created in PowerPoint, they are extremely easy to access on any mobile device. Again, because of standardization, an incident report sent from one place to another place has no confusion because the receiving party knows what to look for, and, where. The very fact that the entire story of the incident has been explained with the relevant screenshots and the video clip hastens up the process and saves a lot of burden for a police officer to explain the case to his/her counterpart. The speed at which things can be done using COM-SUR will, in our opinion helps solve crime faster.

*Q6. In a certain sense, COM-SUR seems to be reducing the burden of the police. Right?*

Absolutely. If all users of CCTV audit their own CCTV video footage as a SOP, they all become extra 'eyes' for the police (crowd sourced surveillance). This leads to automatic prevention and enhanced homeland security. With the incident report in PowerPoint, crime can potentially be solved faster. And, for the police themselves, COM-SUR is a great tool to increase their efficiency. Take the case of the Boston bomb blast. In this case (and several such cases), the police had to watch thousands of hours of video from various sources. With COM-SUR, they can aggregate relevant parts of each video (time-synced), and at the click of a button, convert the same into a PowerPoint for ease of sharing with other law enforcement agencies. Also, if data is stored in

the COM-SUR 'way' by one and all, i.e. in form of screenshots, it becomes very easy for the police to retrieve the same, without worrying about different systems, codec issues, and so on.

*Q7. Let's go back to comparing algorithm-based exception findings with human intervention. Don't alarms do what COM-SUR does?*

As mentioned earlier, some types of exceptions will never be discovered by algorithm-based systems. Solutions that can detect whether an alarm has been raised due to an intruder or a known person, or an animal, are yet to be perfected. Let us not forget that all such solutions require very heavy investments both in terms of hardware and software. As opposed to this, see the efficiency with which COM-SUR makes discovery of exceptions possible, and addresses common problems across all types of users of CCTV. Also remember that the market size for installations of tens of cameras is far larger than the market size for installations of thousands of cameras. Lastly, please remember that even when algorithm-based systems throw up alarms, finally the human has to take the call. Why not then make everything easy and standardized for humans, for more efficient working and better results?

*Q8. Does COM-SUR work with all brands of cameras? Does it work with both analog and IP cameras?*

Yes. Think of COM-SUR as a 'layer' over any video feed (live or recorded). As long as you bring the video feed from CCTV cameras of any brand/type (analog, HD, IP) or through any video management system to your computer on which COM-SUR is installed, COM-SUR will take screenshots, store them remotely, (even tag them for ease of future search), help in quick and efficient audit, create audit/incident reports efficiently, and even deliver patterns based on historical data. COM-SUR also works with feeds from webcams/ drones/ UAVs/ body worn cameras/mobile phones.

COM-SUR therefore, is a 'friend' to all types of cameras and video management systems, irrespective of brands.

*Q9. Why now?*

Think of the terror attacks in Vienna, Kabul, France, Sri Lanka, New Zealand, Westminster, Manchester, London, Dhaka, Nice, Paris, Munich, Orlando, Turkey, Brussels, Pathankot, Mumbai. We are living in dangerous times. After Peshawar, there are ever more threats to vulnerable institutions like schools and religious establishments. Advisories continue to lay greater importance on more deployment of CCTV and physical security. Both come with their own challenges. COM-SUR can help overcome these challenges, and enhance security.

The Peshawar school re-opened, and the Army was sent to guard it. 700 Jewish schools in Paris were being protected by the police. For how long can the army or police continue this? Part of the solution therefore is for stakeholders to take all possible measures themselves to enhance their safety, keeping costs and

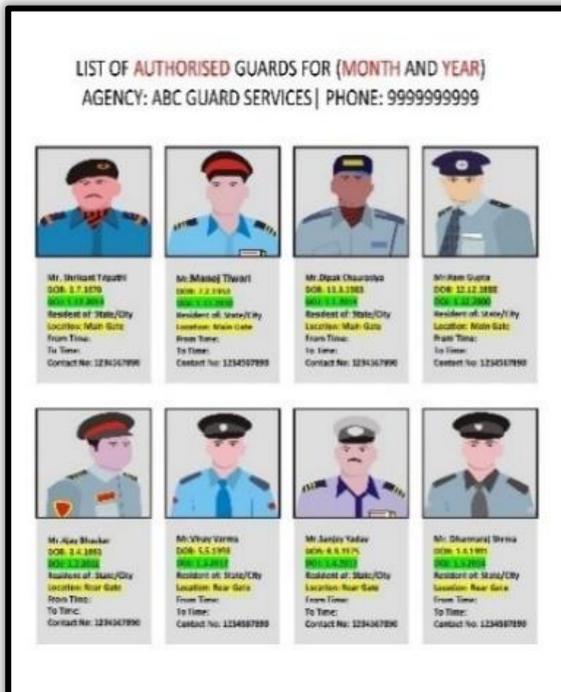
complexities of technology in mind. One must also not forget that millions of children are abused at schools globally. Auditing CCTV video footage daily as a SOP, can prevent many such incidents. And finally, who expected that the world would almost stop because of COVID-19? COM-SUR is a must-have tool to monitor several compliance issues related to such pandemics. With reference to COVID-19, we need to think beyond masks and social distancing. Incidents like spitting and excessive coughing, which were never considered to be 'dangerous', have suddenly become so. Constant auditing of the CCTV footage will throw up all such issues.

*Q10. What else does COM-SUR do?*

(1) COM-SUR acts as a great aggregator of images/photos/screenshots. This makes it very easy to aggregate relevant screenshots from multiple video sources as well as from photos taken by a camera/mobile phone. Such efficient aggregation, as well as all of the 'next steps' that COM-SUR offers become very essential in cases like the Boston Marathon/Toronto Riots, where multiple law enforcement agencies had to go through thousands of hours of video/photos.

(2) COM-SUR creates 'visual lists' (contact sheets/posters) in Word/PDF. Visual lists can be very useful tools to share large number of photos, along with relevant information like contact details etc.

For example, lists of staff (guards on duty, kids and teachers at a picnic etc.), to details of suspects at various borders and entry points. Think of different law enforcement agencies sharing information of terrorists for example, with various countries in one standard format, along with information that can easily be edited by the receiving authorities to suit their language and other needs.



Contact sheet depicting photos along with their descriptions



Poster depicting a single photo along with its description

*Q11. Tell us something about the bandwidth that will be needed. Also, tell us about the data size that COM-SUR will occupy as opposed to the data size of my video feed.*

### *Bandwidth*

Let us first understand that COM-SUR does not require any additional bandwidth to capture screenshots of the video feed. The video feed is only being streamed and not downloaded. This means that in any case, if you were to bring the video feed on a monitor using the internet, it would consume the same amount of bandwidth. By taking screenshots, COM-SUR is actually offering you great value of remote backup and the ability to quickly audit what has been backed up.

Depending on how you are accessing the video feed, will decide whether you will be consuming internet bandwidth. If you are accessing the video feed through a LAN (local area network) or if you have connected your DVR/NVR directly to your computer by means of a cable, then, there is no question of consuming internet bandwidth. In case you are accessing the video feed of a remote location via the internet/WAN (wide area network), you can access the video feed via the sub-stream mode and configure the same at 5-6 FPS (frames per second). This would still give you decent results of the screenshots. Further, in case your DVR/NVR/VMS/CMS supports 'zero channel encoding', you can configure the same in order to access the video feed of multiple cameras from a single channel (known as the 'zero channel'). This would considerably consume lesser bandwidth as opposed to accessing the video feed from multiple channels.

Further, it is imperative to understand that when the live video feed is streamed from cameras at a remote location, then there is an upload data usage from the respective cameras. If we consider a camera (analog or IP) having a D1 resolution and streaming at a rate of 15 FPS (frames per second), then the upload data usage per day approximately comes to 6.7 GB for that camera. This should not be a cause for concern in case you have an unlimited broadband internet connection. In this case, after a particular amount of data usage, only the speed of the internet is reduced. The video feed will still be accessible in this case and would give you decent results of the screenshots. Also, in order to ensure that you are able to bring the video feed from multiple cameras without any interruption, it would be recommended, depending on the number and type of cameras, and your existing IT infrastructure, to consult your CCTV integrator/IT team/computer installer to suggest the appropriate PC hardware configuration, and other requirements like the network infrastructure and so on.

### *Data size*

Let us first look at the data sizes of the video recording in a DVR (pertaining to analog cameras) and NVR (pertaining to IP cameras, and ultra HD IP cameras with 4K resolution). For this, we have considered the standard resolution for analog cameras as D1 (704 x 480 pixels), for IP cameras as 1 megapixel (1280 x 960 pixels), and for ultra HD IP cameras as 4K (3840 x 2160 pixels). We have also considered other important parameters which affect the video data size namely the frame rate (frames per second (FPS)), the video

compression (either H.264/H.265), and the video quality (we have considered the ‘standard’ video quality applicable in case of most DVRs/NVRs).

Please note that all video data sizes have been calculated approximately from the online calculator available from the following company:

Western Digital - <https://www.wdc.com/solutions/wd-surveillance-capacity-calculator.html>

Do note that data sizes may vary due to several other factors like the bit rate, the amount of motion detected by the camera and so on.

*Data size for the video recording in a NVR (pertaining to ultra HD IP cameras with 4K resolution (8 megapixel))*

Cams.	Res.	FPS	Hours	H.264 Video compression		H.265 Video compression	
				1 day	30 days	1 day	30 days
1	4K	25	24	337 GB	10.12 TB	253 GB	7.59 TB
4	4K	25	24	1.35 TB	40.47 TB	1.01 TB	30.35 TB
9	4K	25	24	3.04 TB	91.06 TB	2.28 TB	68.29 TB
16	4K	25	24	5.40 TB	161.86 TB	4.05 TB	121.41 TB

*Data size for the video recording in a NVR (pertaining to IP cameras with 1 megapixel resolution)*

Cams.	Res.	FPS	Hours	H.264 Video compression		H.265 Video compression	
				1 day	30 days	1 day	30 days
1	1 MP	25	24	14 GB	412 GB	10 GB	309 GB
4	1 MP	25	24	55 GB	1.65 TB	41 GB	1.24 TB
9	1 MP	25	24	124 GB	3.71 TB	93 GB	2.78 TB
16	1 MP	25	24	220 GB	6.6 TB	165 GB	4.95 TB

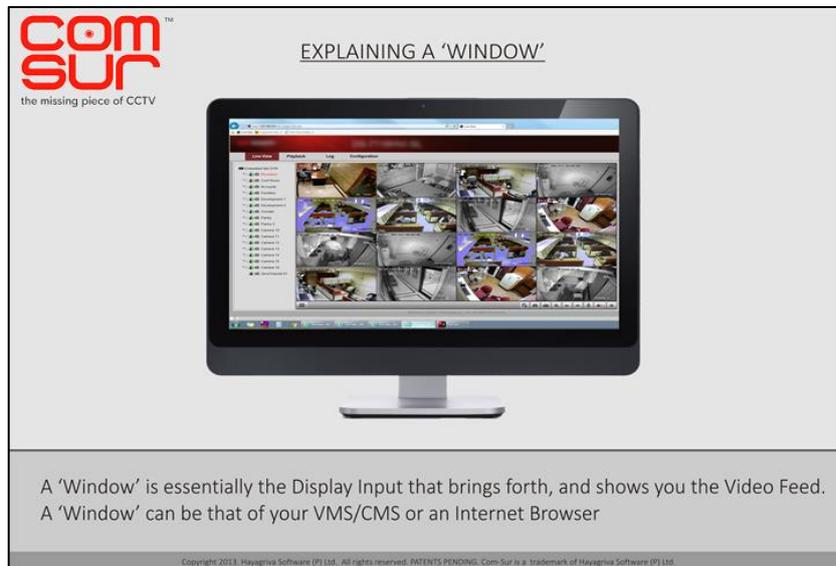
*Data size for the video recording in a DVR (pertaining to analog cameras with D1 resolution)*

Cams.	Res.	FPS	Hours	H.264 Video compression		H.265 Video compression	
				1 day	30 days	1 day	30 days
1	D1	25	24	14 GB	412 GB	10 GB	309 GB
4	D1	25	24	55 GB	1.65 TB	41 GB	1.24 TB
9	D1	25	24	124 GB	3.71 TB	93 GB	2.78 TB
16	D1	25	24	220 GB	6.6 TB	165 GB	4.95 TB

*COM-SUR Data Size*

In order to understand the data size generated by COM-SUR, it is imperative that you first understand the concept of a 'Window'. COM-SUR captures screenshots of the 'Window' in which you bring the video feed. If you bring 16 cameras in a 'Window', COM-SUR will take screenshots of those 16 cameras (as a single image). If you bring 1 camera in a 'Window', COM-SUR will take screenshots of that 1 camera. Users generally view anywhere between 1 to 32 cameras in a 'Window' which is the display from your video management system or a browser.

Explanation of a 'Window'



A 'Window' is essentially the Display Input that brings forth, and shows you the Video Feed. A 'Window' can be that of your VMS/CMS or an Internet Browser

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Choose the selection of cameras per 'Window' that suits your purpose

<p>ONE Camera</p> 	<p>FOUR Cameras</p> 
<p>NINE Cameras</p> 	<p>SIXTEEN Cameras</p> 

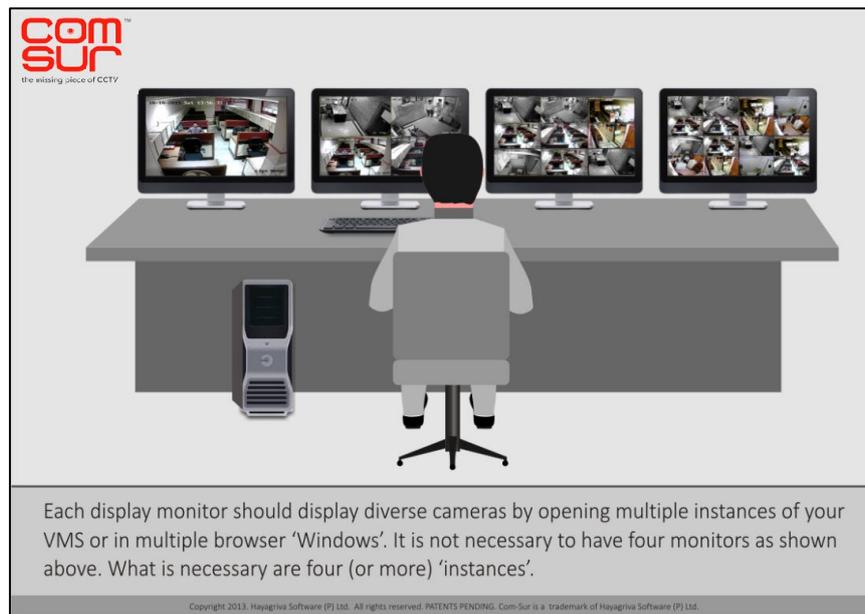
COM-SUR captures Screenshots of what is 'seen' in a 'Window'. As per your requirements, you may choose the desired number of cameras that you wish to Display in a 'Window'. If you Display ONE camera in a 'Window', COM-SUR will capture Screenshots of that ONE camera. If you Display SIXTEEN cameras in a 'Window', COM-SUR will capture Screenshots of those SIXTEEN cameras, and so on.

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The VMS or browser should be able to open multiple instances that can display diverse cameras per display 'Window'

Typically, an operator views diverse cameras using 3 to 4 monitors. While COM-SUR does not need more than one 'monitor', all that is needed is that the user's VMS or browsers can display 4 or more diverse sets of cameras for COM-SUR to 'capture' in the background. In case of a single monitor, it is very important to ensure that the all instances of the VMS must be able to 'display' live video feeds even if they are not visible on the monitor. Some VMS display live video feeds only of those cameras that are visible on the monitor.

This would act as a limitation for COM-SUR to carry out its activity.



*How COM-SUR's screenshots data size compares with the data size of raw video:*

Let us look at the data sizes of the screenshots captured by COM-SUR of the number of cameras displayed in a 'Window'. In this case, screenshots of both analog and IP cameras are more or less of the same data size.

Cameras Displayed in a 'Window'	Screenshot file size	Screenshots size	
		1 day	30 days
1	100 KB	8.2 GB	246 GB
4	140 KB	11.5 GB	345 GB
9	175 KB	14.4 GB	432 GB
16	200 KB	16.45 GB	494 GB

Note: Data sizes vary in case the video feed from the cameras, depicts movements such as that of persons, objects, and/or other entities. This has been considered while calculating above data sizes.

Let us now look at how the COM-SUR screenshots data size compares with data sizes of the video recording in DVR (pertaining to Analog cameras) and NVR (pertaining to IP cameras, and Ultra HD IP cameras with 4K resolution) respectively.

*Comparison between data size for the video recording in a NVR (pertaining to Ultra HD IP cameras with 4K resolution (8 megapixel)) and COM-SUR screenshots data size:*

Cams.	Size H.264		Size H.265		COM-SUR	
	1 day	30 days	1 day	30 days	1 day	30 days
1	337 GB	10.12 TB	253 GB	7.59 TB	8.2 GB	246 GB
4	1.35 TB	40.47 TB	1.01 TB	30.35 TB	11.5 GB	345 GB
9	3.04 TB	91.06 TB	2.28 TB	68.29 TB	14.4 GB	432 GB
16	5.40 TB	161.86 TB	4.05 TB	121.41 TB	16.45 GB	494 GB

*Comparison between data size for the video recording in a NVR (pertaining to IP cameras with 1 megapixel resolution) and COM-SUR screenshots data size:*

Cams.	Size H.264		Size H.265		COM-SUR	
	1 day	30 days	1 day	30 days	1 day	30 days
1	53 GB	1.60 TB	40 GB	1.20 TB	8.2 GB	246 GB
4	213 GB	6.40 TB	160 GB	4.80 TB	11.5 GB	345 GB
9	480 GB	14.39 TB	360 GB	10.79 TB	14.4 GB	432 GB
16	853 GB	25.58 TB	640 GB	19.19 TB	16.45 GB	494 GB

*Comparison between data size for the video recording in a DVR (pertaining to analog cameras with D1 resolution) and COM-SUR screenshots data size:*

Cams.	Size H.264		Size H.265		COM-SUR	
	1 day	30 days	1 day	30 days	1 day	30 days
1	14 GB	412 GB	10 GB	309 GB	8.2 GB	246 GB
4	55 GB	1.65 TB	41 GB	1.24 TB	11.5 GB	345 GB
9	124 GB	3.71 TB	93 GB	2.78 TB	14.4 GB	432 GB
16	220 GB	6.6 TB	165 GB	4.95 TB	16.45 GB	494 GB

As we can see from the above comparison, COM-SUR's screenshots data size is DRASTICALLY LESSER than the video data size of a DVR/NVR. Also, remember, that if you capture screenshots at an interval of 2 seconds instead of 1 second, the data size will reduce by 50%, without compromising too much on loss of any frame.

*How COM-SUR's video data size compares with that of a DVR/NVR:*

Since COM-SUR creates a video from screenshots, if you have captured screenshots of SIXTEEN cameras, COM-SUR's video will show a 'playback' of SIXTEEN cameras in a SINGLE video. This is a HUGE saving by itself. Also depending on the Fast Forward Rate that you use while creating the video, there will be further reduction.

*Q12. What is the market size for COM-SUR?*

From A to Z (Airport to a Zoo). Airports, banks, commercial establishments, celebrities, defense establishments, educational establishments, factories, gyms, hotels, hospitals, housing complexes, jewelers, malls, oil and gas installations, nuclear plants, restaurants...The list is endless...and of course, law enforcement agencies themselves, who can be classified as the 'tip' of the pyramid. It is well known that law enforcement agencies need to share information (screenshots from video are regularly released for public awareness, information etc.) as well as incidents amongst themselves all the time. Imagine how easy it would be if this sharing (of incidents) happens in one common format. Imagine if relevant meta-data is shared between law enforcement agencies and collated at a common place like Interpol. The market size for COM-SUR therefore is truly global, and exceptionally large. With the amount of focus on homeland security, one of the largest prospects for COM-SUR would be governments themselves.

*Q13. Do you have any use cases for specific verticals?*

Yes. Detailed papers have been published for COM-SUR's utility value for various verticals like the Police, Law Enforcement, Defence, Occupational Safety and Health, Hospitals and Medical Centres, Schools, and so on. These will be shared separately.

*Q14. What is the competition scenario for COM-SUR, who will it help, and how is it priced?*

COM-SUR is a very holistic solution. Our research shows that there isn't a single technology that is even remotely close to COM-SUR.

As far as its utility value to users of CCTV is concerned, it will help any user, at any location, in any business vertical, to gain 'optimal outcomes' from CCTV. We strongly believe that without a solution like COM-SUR, users of CCTV are only fulfilling the first step; i.e. the installation of CCTV, and no more (fit and forget)! In a sense, therefore their efforts are incomplete!

As far as pricing is concerned, COM-SUR is very competitively priced, and has several versions based on customer needs.

*Q15. Can you elaborate on this a little more? Is there absolutely no competition to COM-SUR?*

As such, there is no direct competition. Video management systems like physical security information management systems (PSIMs), intelligence/investigation management systems etc., may offer some similar feature sets. However, as mentioned earlier, COM-SUR works as a 'layer' over any video feed, and is a 'friend' to all cameras and VMS.

It may be worthwhile to mention that while competition may provide a comprehensive set of features for incident reporting and management, they are largely dependent on 'external' triggers/alarms raised due to video analytics. It is a known fact that a large percentage of these alarms are false, leading to false reporting, frustration, and disbelief in the alarms. More so, the above systems require a complex integration, and are often restricted to support cameras/recorder of a particular manufacturer.

Lastly, large investments need to be made in procuring and installing the above systems, and considerable technical expertise is required. This restricts the market size. COM-SUR is easy to install (plug and play) and needs no physical integration with any camera/recorder. It helps gain intelligence from video, uncovering events that may not raise any alarms. It broadens the market; from a housing complex/small business to a nuclear plant, and requires minimal investment. COM-SUR, in fact, can complement competition, i.e., it would be useful even in cases where large establishments have deployed VMS, PSIM etc.

*Q16. Can COM-SUR improve the quality of the images?*

The screenshots that COM-SUR will take will represent the quality of your video feed and the resolution as set by you. Having said that, COM-SUR provides a set of useful forensic filters and false colors like adjusting the brightness and contrast, grayscale mode, heatmap and invert which would help improve the quality of the screenshots to a decent extent. Further, COM-SUR will also assist you in editing the screenshots using tools that may be installed on your computer.

*Q17. Can COM-SUR recognize faces/objects/motion? Does it have any AI/ML?*

Future versions/special versions may offer such features. As far as 'artificial' intelligence (AI) is concerned, it is our belief that the definition of AI needs to be modified to Augmented Intelligence, where humans and machines work together for best results. Having said so, future versions may offer such features and/or integration.

*In any case screenshots created by COM-SUR become relevant training data for AI/ML/DL models.*

*Q18. Does COM-SUR come in different versions?*

Yes. As of date, there are 6 Versions.

1. HOME (for non-commercial use)
2. BASIC (this version is offered specifically for bulk sales to large entities like governments, large corporate organizations, conglomerates etc. and hence is not available for retail sales)
3. BUSINESS
4. PLUS
5. PRO
6. ULTIMA

*Q19. What are the differences between the versions?*

This is explained in a separate document, and can be downloaded from our website.

Q20. What are the system requirements for running COM-SUR?

SOFTWARE				
Operating System	Windows 8.1 or Windows 10			
Recommended Software (for certain features)	Microsoft Office 2013 or above (Preferred), Adobe Reader, Windows Media Player			
Miscellaneous	Supported Browsers - Internet Explorer 11 or above, Google Chrome, Mozilla Firefox, Minimum Screen Resolution - 1280 X 768			
HARDWARE				
Number of cameras and 'Windows'	1 to 16 cameras in ONE 'Window'	16 to 48 cameras in THREE 'Windows'	48 to 64 cameras in FOUR 'Windows'	64 to 128 cameras in EIGHT 'Windows'
Processor	Intel Core i5 (latest gen.) with base frequency of $\geq 3.6$ Ghz	Intel Core i9 (latest gen.) with base frequency of $\geq 3.6$ Ghz	Intel Core i9 (latest gen.) with base frequency of $\geq 3.6$ Ghz	Intel Core i9 (latest gen.) with base frequency of $\geq 3.6$ Ghz
Memory	8GB RAM	16GB RAM	16GB RAM	24GB RAM
Graphic Card	On-board graphics card	Quadro P620 2GB	Quadro P1000 4GB	Quadro P2000 5GB
<p><i>Important note:</i> The above sizing is approximate in nature and will also depend on the VMS/NVR/DVR being used. Therefore, the user must confirm the sizing with the VMS maker, their system integrator/IT team before proceeding.</p>				
Hard Disk	For installation of COM-SUR	For storing the screenshots captured by COM-SUR		
	Minimum 200MB (Recommended 500MB).	Minimum of 500GB to store screenshots of ONE 'Window' for approximately 30 days.	Minimum of 4TB to store screenshots of EIGHT 'Windows' for approximately 30 days.	
<p><i>Important note:</i> The above recommendation is based on the consideration that the average size of each screenshot is approximately 200kb on a full HD monitor. The screenshot size may vary depending on several criteria such as the number of cameras, image complexity, screen resolution, etc.</p>				

**Notes:**

- Depending on the number and type of cameras, and the existing IT infrastructure, the user will need to consult their system integrator/IT team/computer installer to suggest other requirements like the network infrastructure and so on.
- The user must ensure that he/she is able to open multiple instances ('Windows') of the VMS on the computer on which COM-SUR is installed. The user will need to consult the VMS maker w.r.t. the total number of instances the VMS supports for live viewing.

3. In case of more than 32 cameras, it is recommended to use a VMS instead of browsers for better performance.
4. It is not recommended to display more than 16 cameras in one browser/VMS instance. While COM-SUR does not prevent the user from displaying more than 16 cameras, for best results during the auditing process, 16 cameras or lesser are ideal.
5. The user must have administrator rights/privileges to install as well as to run COM-SUR for the first time.
6. In case there are multiple programs/applications running concurrently along with COM-SUR, COM-SUR may not perform optimally. Also, the performance of COM-SUR will vary depending on the system configuration.
7. The system configuration and storage space requirements will increase in case the user is using a 4K monitor.
8. The user must add COM-SUR in the list of 'allowed programs/exceptions' in the respective anti-virus/application firewall program installed on the computer.
9. The user must make the following selections in the Settings of the Windows operating system:

**Advanced power settings for all the power plans (High performance, Balanced, Power saver)**

Turn off hard disk	Never
Sleep mode	Never
Hibernate mode	Never
Lid close action (If using a laptop)	Do nothing
Processor power management	100%
Turn off display	Never

**Lock screen settings**

Screen Saver	None
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**Q21. What would happen if the computer on which COM-SUR is installed, itself gets stolen or is destroyed?**

This is not a problem. Besides the 'primary' location (which is the computer on which COM-SUR is installed), COM-SUR offers the utility to store the screenshots at up to 5 secondary locations. For example, Azure, Microsoft OneDrive, Google Drive, Dropbox in real-time. Other services can be added as well.

*Q22. What is this 'push-audit' angle about?*

'Push-audit' is a plug-in that further reduces the COM-SUR data size by automatically re-converting the screenshots captured by COM-SUR into a single video depicting multiple cameras (for example 16 cameras) at intervals of every 4 hours, and 'pushing' it to one of the following cloud applications; i.e. Dropbox, Google Drive, and Microsoft OneDrive. This 'push audit' feature allows for a quick review of 'what's been happening' in multiple cameras simply by viewing a single video depicting multiple cameras over a browser, and also creates very cost-effective disaster recovery as well. What's more, since a user can review the videos over a browser, they can do so from any device, without the need for a COM-SUR client license.

*Q23. One last question. Doesn't all this seem very different from what the surveillance industry is used to? And isn't all this making the user do more than what he is used to doing?*

Doing this little 'more' may seem uncomfortable initially (that's why COM-SUR does all the hard work for you); but this is very effective and valuable. We believe that this is the only way to achieve optimal outcomes from video surveillance. Further, just because we are used to doing certain things in a particular way, doesn't mean that there isn't scope for improvement; and just because something seems uncomfortable doesn't mean that it should not be adopted. As long as something that you do delivers the outcomes that are important to you, you should not hesitate in its adoption.

The wonderful thing about COM-SUR is that it uses the power of simplicity to solve a complex problem. It does not attempt to be statistically correct or perfect. While there is no perfect answer to solve all the challenges that plague CCTV users, COM-SUR is the one single, simple answer to solve many of the challenges of CCTV/video surveillance.

## 6. Expectations from COM-SUR

It is imperative to understand what to 'expect' from COM-SUR, and the best way to make use of it.

1. COM-SUR is a CCTV video footage auditing, smart backup and intelligent reporting software. Through the process of auditing as well as the other features of backup and reporting, users will achieve the main objectives from CCTV surveillance, which are crime and loss prevention, improvement of processes, and faster solving of crime and so on. As explained earlier, think of COM-SUR as an enabler like MS Office. You use MS Office to create documents, presentations, spreadsheets, e-mails etc. In this case, MS Office only provides you with the 'platform' to do so. It is up to you to use your skills/expertise and create the relevant outputs. Similarly, COM-SUR is a force multiplier, and provides you with a platform that enables you to audit CCTV video footage, back it up smartly (with reducing the data size), and take the logical next steps once you discover something during the audit.

2. COM-SUR should not be expected to give the best picture quality, facial recognition, alerts and so on. That is the job of the relevant software and such systems.

3. 'Auditing', as the name suggests, is a post-facto activity. However, just as our books of accounts are audited, and irregularities that are found are used to prevent future events, auditing of CCTV video footage will also deliver the same results. In fact, we carry out the activity of auditing in our daily lives. If you go for a vacation/marriage/party, you are likely to click several photos through your respective mobile phones/digital cameras. You make the effort of manually going through each photo one by one since it gives you a benefit (pleasure) in doing so. The technology of the mobile phone/camera made it easier for you to check the photos, but eventually it is you who decides whether the photos are good or bad. Similarly, COM-SUR makes it extremely easy for you to audit hours of CCTV video footage and discover exceptions/items of interest.

4. If at least the critical cameras are audited daily, users will begin to discover what video analytics will not be able to. In this context, let us consider the example of a feature film. In order to discern what the film is all about, whether it is good or bad, whether the actors have performed well etc., you would need to watch the entire film. You cannot just pass judgement on the entire film watching a few scenes in isolation. Similarly, in CCTV/video surveillance, by merely relying on alerts triggered by video analytics, you are likely to miss out on important incidents/exceptions for which alerts are not 'triggered'.

Another example that we can consider here is that of the 'autocorrect' feature available in several chat applications. The 'autocorrect' feature suggests the 'correct' spellings for words that it 'deems' are incorrect/misspelt. It is likely that it may give out wrong suggestions. Ultimately, the user has to verify and decide whether the suggestion is right or wrong. Similarly, alert-based systems will throw up several alerts. Eventually the user has to check and decide whether each alert is false or genuine.

5. The efficiency with which COM-SUR helps the audit process, backup process and the reporting process are by themselves a very good reason to deploy it.

**7. What is expected of a COM-SUR channel partner**

As a COM-SUR channel partner, it is expected that you work closely with prospects and customers, and:

1. Deliver the highest levels of integrity.
2. Exhibit exceptional professionalism.
3. Provide great customer support.
4. Listen to them closely and offer solutions to their problems.
5. Take all communication, marketing material and so on seriously.
6. Not add/modify the branding of COM-SUR in any communication from your side, including marketing material, whether in hard or soft copies.

## **8. Opportunities for COM-SUR channel partners**

As mentioned above, the market size for COM-SUR is humungous. It offers the following opportunities:

1. Delivering COM-SUR solutions to existing customers who already use video surveillance. Since this is a mature market, the opportunity in this area itself is very large. Again, since COM-SUR works with all types of cameras and VMS, a prospect would have no hesitation to use COM-SUR as an add-on once he is convinced of the benefits that COM-SUR brings to the table.
2. Working with CCTV integrators/consultants for new installations.
3. Customization projects, where customers require additional features.
4. Annual maintenance contracts.
5. Providing a CCTV remote video footage daily auditing service. Partners could set up small 'command centres', bring the video feed to their computers, and offer a daily auditing service.

Partners can also use online communication services and carry out the auditing process from the comfort of their homes/offices. Just ask the other party to share their COM-SUR screen, and start auditing.

With the proliferation of video surveillance, the market size and opportunities for COM-SUR can only increase.

## 9. Discovering and approaching an opportunity/prospect

### *Discovering an opportunity*

Opportunities for COM-SUR exist everywhere. Look around, and wherever you find video surveillance, there is a potential opportunity. Some of the best sources that can help you find new customers are:

1. Various industry associations
2. Professional bodies
3. Chambers of commerce
4. Day to day advertisements of any business
5. Housing complexes
6. Networking events
7. Trade shows
8. Magazines/Publications

### *Approaching a prospect*

Essentially there are three ways to approach a prospect:

1. Personal meetings
2. E-mails
3. Telephonically

#### *1. Personal Meetings*

Now that you've gained the opportunity of a personal meeting, please remember that if it is not handled well, you may never receive another chance. Do ensure therefore that you are at your 'best' in every which way; which should include:

- a. A professional physical appearance.
- b. Best etiquette.
- c. Complete knowledge of the prospect and his/her business.
- d. Past incidents relating to the prospect that may be available in the public domain.
- e. List of expected questions and their replies.
- f. The ability to listen to the prospect patiently, and to answer his/her queries.
- g. The knowledge of the fact that you are not there to 'argue' with the prospect, but rather to win him/her over with exceptional solutions.
- h. Being ready in every which way; i.e. keeping COM-SUR open, the related video feeds/internet connection etc. open, keeping the relevant marketing accessories ready, and so on.

Begin the conversation by:

- a. Greeting the attendees.
- b. Thanking them for the opportunity for the meeting.
- c. Asking if you can begin.
- d. Setting your phone to the silent mode (this will generally prompt the prospect to do so as well).

Opening lines, after handing over the COM-SUR pocket diary:

"Thank you for meeting us. Today, we are going to demonstrate COM-SUR, the world's only CCTV video footage auditing, smart backup and audit/incident reporting software; the 'missing' piece of CCTV.

The utility value of COM-SUR can be divided into three segments that complete the 'workflow' of CCTV/video surveillance. While most users will find all the three segments to be valuable, some may use a combination that suits their needs.

- Segment 1 makes auditing of surveillance video footage extremely easy and efficient.
- Segment 2 reduces data size, and makes backup of relevant surveillance video footage; quick, simple, and forever (conditions apply).
- Segment 3 standardizes audit/incident reports in PowerPoint, and delivers patterns based on historical data.

We can say for sure that with the dedicated and disciplined use of COM-SUR, you have far better chances of preventing crime, losses, fraud, and solving crime faster; mitigating risks, improving operational efficiency, processes, and business continuity efforts; improving employee performance, customer satisfaction, and sales; reducing data size and making remote storage inexpensive; enhancing compliance and health and safety issues; investigating easily, carrying out forensics with ease, gaining better situational awareness and actionable intelligence efficiently; standardizing reporting and gaining business intelligence therefrom; and taking regular corrective and preventive action for continuous improvement like Kaizen.

Continuous auditing as a standard operating procedure helps ensure that the 'hidden' information in the cameras will be 'unlocked', which in turn will offer several benefits. This validates a notable feature of business improvement, which is that *"big results come from many small changes accumulated over time"*. This philosophy when extrapolated to CCTV/video surveillance will demonstrate that *continuous corrective and preventive action delivers optimal outcomes from CCTV over a period of time*. There is a need therefore for a fundamental shift, and we believe that COM-SUR fits this bill aptly.

Also, the wonderful part about COM-SUR is that it works with any camera/recorder/VMS, and requires no complex set-up or connections. It works with existing and future video surveillance systems. Just install it on a Windows computer, get the video feed to the computer, and you are good to go!"

Then, depending upon the prospect's needs, begin the demo of the relevant version of COM-SUR. As a general rule, it would be best to give a demo of COM-SUR ULTIMA. But this of course depends on who the prospect is.

Note: The above 'script' may be improvised to suit the situation and the target audience.

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## 2. E-mails

Template. Here is the general text. Modify the same suitably, depending on the situation.

Subject: COM-SUR - What this 'missing piece' of CCTV does for users of CCTV and surveillance video

Body:

Dear ABC,

Greetings. With reference to the above subject, we are pleased to send you some interesting information about how you can achieve optimal outcomes from your existing CCTV systems.

### COM-SUR - What this 'missing piece' of CCTV does for users of CCTV and surveillance video

A few lines about how COM-SUR has *solved the 3 major pain points* of CCTV/video surveillance.

#### From an Airport to a Zoo

Irrespective of the vertical, COM-SUR brings huge value to *existing* CCTV systems in terms of:

- (1) Helping users to **audit** hours of their CCTV video footage in minutes.
- (2) **Reducing** the data size, and creating very **cost-effective disaster recovery back-up**..
- (3) Standardizing incident **reporting** in PowerPoint that delivers **B.I.**

Here are 2 crisp videos that explain:

**WHY** COM-SUR was built – The **OVERVIEW**

[https://www.youtube.com/watch?v=JBUiRDv5Tnk&feature=emb\\_logo](https://www.youtube.com/watch?v=JBUiRDv5Tnk&feature=emb_logo)

**HOW** does COM-SUR do what it does – The **WORKING**

[https://www.youtube.com/watch?time\\_continue=1&v=GyTrfQpwLUA&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=GyTrfQpwLUA&feature=emb_logo)

We will keep this short, and do look forward to interacting with you.

---

### 3. Telephonically

"Hello. I am XYZ from ABC, and I'd like to know if it's a good time to discuss how we can help you achieve optimal outcomes from your existing CCTV Systems".

If the prospect asks you to go ahead, then say:

"Great. Thank you. We would like to demonstrate the world's only CCTV video footage auditing, smart backup and audit/incident reporting software. By regular auditing of CCTV video footage, you will be able to gain several valuable outcomes like crime, fraud, and loss prevention, improvement of your processes and compliance and so on. In order to move this forward, what would be a good date and time to set up a demo?"

By now, the prospect would probably be interested or tired. He/she may either tell you to set up a time for a demo, or say that he/she is not interested. Even if he/she is not interested, it is in your interest not to give up, but to push for a meeting. If the prospect is interested, then he/she will suggest that you provide them with a demo. At that time, decide what is best for both of you; i.e. either a personal meeting (best way), or a remote demo.

Take the next steps accordingly.

### 10. Becoming a COM-SUR certified channel partner

In order to deliver the highest levels of customer satisfaction, it is important that each partner becomes COM-SUR certified. COM-SUR certified channel partners need to:

1. Be well-versed with the video surveillance Industry (cameras/NVR/DVR/VMS/etc.), as well as to have sufficient knowledge about computers, operating systems, networking, and so on. The partner must also have complete knowledge of technologies like MS Office, Skype, e-mail clients, Google Docs, Google Drive, Azure, OneDrive, Dropbox, WhatsApp and so on.
2. Take the COM-SUR examination (yearly if need be) to keep themselves updated at all times.
3. Recommend the appropriate COM-SUR solution as per customer requirements.
4. Be able to address any kind of customer queries/issues related to COM-SUR.

How to become a COM-SUR certified channel partner

Partners who wish to become COM-SUR certified, need to write to us at [bizopp@comsur.biz](mailto:bizopp@comsur.biz) and await further communication.

## **11. Sales territory**

COM-SUR channel partners will have non-exclusive rights to distribute COM-SUR in territories of their choice.

## **12. Intellectual property rights etc.**

All intellectual property rights (patents, trademarks, copyrights and all other related rights) for COM-SUR are owned by Hayagriva Software Pvt. Ltd. COM-SUR channel partners will need to ensure that they make permitted usage of the COM-SUR logos, trademarks, and other brand assets.

Further, while sufficient measures are in place to prevent piracy, it would also be the responsibility of the COM-SUR channel partner to ensure that no mis-licensing, unauthorized reproduction, and illegal distribution of COM-SUR takes place in their respective territories.

### **13. Standard COM-SUR channel partner kit**

In order to give prospects a comprehensive demo of COM-SUR, it is essential that each partner has the standard COM-SUR channel partner kit which must comprise of the following:

1. A laptop with a robust hardware configuration (latest generation Intel core i7 processor with 16 GB RAM or above) having Windows 8.1 or higher OS. This laptop must not be used for any other purpose. It would be recommended to keep a spare laptop (with the same configuration) as a standby in case there is any issue with the main laptop.
2. Essential software like MS Office (2013 Edition or above), Adobe PDF reader, e-mail client, Skype and WhatsApp installed.
3. Software for cloud services like Microsoft OneDrive, Google Drive, and/or Dropbox installed.
4. All relevant COM-SUR software installed.
5. Sufficient screenshots for long time periods (at least 24 hours).
6. CCTV video clippings showing a crime or a business process loss, for each target industry. These could include clippings showing past incidents relating to the prospect. Further, screenshots of each video clipping need to be 'tagged' and saved in COM-SUR.
7. COM-SUR videos in the relevant languages.
8. A portable wi-fi internet dongle for accessing a live video feed via the internet. It is recommended to use a dongle that supports both internet and wi-fi (for accessing the local feed of the wireless IP camera). Also, a portable wi-fi router and a 64GB pen drive are essential.
9. Sufficient sets of COM-SUR accessories to be handed over to the prospect.
10. COM-SUR business cards and the COM-SUR 'certified partner' certificate.
11. Laminated copies of data sizes of COM-SUR screenshots for different camera channels as compared to the respective video data sizes from a DVR and NVR. Below is a sample depiction:

Resolution: 4K | Frame Rate: 24 FPS | Quality: High | Compression: H.264/H.265 | Activity: Medium | Calculator: Western Digital

Cameras	H.264 video size		H.265 video size		COM-SUR video size		COM-SUR screenshots size	
	1 day	30 days	1 day	30 days	1 day	30 days	1 day	30 days
1	337 GB	10.12 TB	253 GB	7.59 TB	1.5 GB	45 GB	8.2 GB	246 GB
4	1.35 TB	40.47 TB	1.01 TB	30.35 TB	2 GB	60 GB	11.5 GB	345 GB
9	3.04 TB	91.06 TB	2.28 TB	68.29 TB	2.5 GB	75 GB	14.4 GB	432 GB
16	5.40 TB	161.86 TB	4.05 TB	121.41 TB	3 GB	90 GB	16.45 GB	494 GB

Resolution: 4K | Frame Rate: 10 FPS | Quality: High | Compression: H.264/H.265 | Activity: Medium | Calculator: Western Digital

Cameras	H.264 video size		H.265 video size		COM-SUR video size		COM-SUR screenshots size	
	1 day	30 days	1 day	30 days	1 day	30 days	1 day	30 days
1	141 GB	4.22 TB	105 GB	3.16 TB	1.5 GB	45 GB	8.2 GB	246 GB
4	562 GB	16.86 TB	422 GB	12.65 TB	2 GB	60 GB	11.5 GB	345 GB
9	1.27 TB	37.94 TB	948 GB	28.46 TB	2.5 GB	75 GB	14.4 GB	432 GB
16	2.25 TB	67.45 TB	1.69 TB	50.59 TB	3 GB	90 GB	16.45 GB	494 GB

12. Laminated copies of the pricing for different COM-SUR versions. Below is an illustrative sample:

COM-SUR PRICING								
PRICE IN INR/USD	WINDOWS							
	1	2	3	4	5	6	7	8
BUSINESS	X	X	X	X	X	X	X	X
PLUS	X	X	X	X	X	X	X	X
PRO	X	X	X	X	X	X	X	X
ULTIMA	X	X	X	X	X	X	X	X

Taxes, installation, consulting and training would be extra.

13. One COM-SUR metallic board in order to highlight the importance of standardizing CCTV signage which delivers a powerful message 'WE CHECK CCTV VIDEO FOOTAGE EVERYDAY!'.



In the metallic board, the message on the right side can be customized in your desired language. For more information, please write to [inneedcomsur@comsur.biz](mailto:inneedcomsur@comsur.biz)

#### **14. Standard guidelines for set-up before a meeting**

In order to ensure that the demo proceeds smoothly without any glitch, it is essential that each partner adhere to the following standard guidelines for set-up:

1. Switch on the main and standby laptops prior to meeting the prospect. Put on the internet and access a live video feed on the laptops and start capturing screenshots of the same. This will ensure that you have sufficient screenshots of the latest video feed just before the meeting. In case there is a challenge to access the internet or live video feeds, make sure that you are able to run multiple mock video feeds.
2. Open up the relevant programs like WhatsApp, Skype, e-mail client, webcam, etc.
3. Open up the folder containing CCTV video clippings of incidents which relate to the prospect's industry. Do ensure that you have screenshots of each video clipping, which need to be tagged and saved in COM-SUR. Please use your discretion and avoid showing videos which are sensitive in nature and may offend the prospect.
4. If the prospect permits, access his/her live video feed and start capturing screenshots. Then during the meeting, let the prospect himself experience the power of COM-SUR vis-à-vis his/her video feed.
5. Open up all the resources such as the COM-SUR pocket diary, CCTV video footage audit books, incident reports, laminated contact sheets, metal boards, and any other relevant material like newspaper articles, etc. Do ensure that you take out only relevant items and not clutter the meeting table.

## 15. How to demo COM-SUR

In order that prospects clearly understand the benefits provided by COM-SUR, COM-SUR channel partners will need to adhere to the following:

1. Before meeting a prospect, the partner will need to carry out thorough research about the prospect's business, the meeting attendees (through social media like LinkedIn), and relevant news articles if any about the prospect, especially related to crime/losses incurred (if any) by the prospect. Based on this, the partner should accordingly prepare the appropriate COM-SUR story to be conveyed to the prospect. The partner should also collate all the relevant resources (CCTV video clippings, news articles etc.) for the demo.
2. During the course of the meeting, the partner will need to obtain relevant information from the prospect, for example, the prospect's business locations, number of cameras per location, whether the video recording is happening remotely or locally, the kind of problems faced by the prospect, and other relevant information.
3. Based on the prospect's inputs, the partner needs to clearly demonstrate as to how COM-SUR will benefit the prospect in addressing his/her problems.

Meeting a prospect (also see the text on personal meetings)

- a. Greet the prospect. Handover your COM-SUR business card.
- b. Take permission to set up. Keep COM-SUR accessories and other hard copy/laminated material ready as well. Do all this efficiently.
- c. Set up in not more than 20 minutes. Your set up must include a live (or simulated) video feed. If the prospect gives you permission to use his live video feed, so much the better. However, this is quite unlikely. Your set up must also include 'open' demo videos, 'open' WhatsApp and Skype, and an active internet connection. It is always a good idea to run COM-SUR just before the meeting, especially those features where MS Office is invoked.
- d. Depending on the COM-SUR version you are demonstrating, begin to demonstrate slowly and clearly. Please remember that while you know COM-SUR inside out, for the prospect, it is a new experience. Also, do ensure that you are not distracted by phone calls and so on.
- e. Now, go through COM-SUR, as has been explained in the training program. Depending on how much time you have with the prospect, and based on your research about the prospect, demonstrate the relevant

video examples and the relevant features of COM-SUR. Observe the prospect's expressions, note down objections, and note down questions.

- f. At various intervals, remind the prospect of the benefit of backup and auditing, and the wonderful benefits that will accrue if they use COM-SUR with dedication.

## **16. COM-SUR features and their impact**

Each COM-SUR feature has been very well thought of, and creates a very useful impact. We will be happy to share this document with you separately.

### **17. COM-SUR version wise feature segmentation**

COM-SUR's features have been segmented keeping the user's needs in mind. This can be downloaded from our website.

**18. Bandwidth requirements**

In order for COM-SUR to take screenshots of a live video feed, the same needs to be displayed (live streamed) on the computer where COM-SUR is installed. The following table gives an overview of the network bandwidth needed to stream the live video feed efficiently, without any lag. This has been provided for indicative purposes only. As a CCTV integrator, or someone with prior experience in this industry, you may be already aware about this angle.

*For cameras having a resolution of 1 mega pixel (1280x720 pixels)*

No. of cameras	FPS	Bandwidth required
1	25	2.40 Mbps
8	25	19.16 Mbps
16	25	38.33 Mbps
32	25	76.66 Mbps
64	25	153.31 Mbps
96	25	230.00 Mbps
128	25	306.63 Mbps

*For cameras having a resolution of 8 mega pixels/4K (3840 x 2160 pixels)*

No. of cameras	FPS	Bandwidth required
1	15	12 Mbps
8	15	96 Mbps
16	15	192 Mbps
32	15	384 Mbps
64	15	768 Mbps
96	15	1152 Mbps
128	15	1607 Mbps

The bandwidth recommendations as depicted above have been obtained from the following source:

<https://felenasoft.com/xeoma/en/help/calculator/>

## 19. Pricing, and how to quote it

The pricing details for COM-SUR along with the relevant terms and conditions, will be made available to COM-SUR channel partners. Pricing will differ for business generated by the partner, and for business opportunities presented by HAYAGRIVA.

When a prospect enquires about the pricing, you should begin with the following line:

“COM-SUR pricing depends on the feature set and the number of cameras”. One time. No Recurring fee “. To give you an idea, the BUSINESS Version which has sufficient features to take care of your basic needs, comes at a price of Rs. X / USD Y per ‘Window’ or ‘layer’, and one ‘Window’ or ‘layer’ can take care of 16 cameras.” It would be best to try and find out how many cameras the prospect has, and what are his requirements before the topic of pricing comes up. It is always better to offer at least 3 ‘Windows’ to the prospect, since it would offer him more opportunities to monitor better; as in, he can monitor 16 cameras in one ‘Window’, and again, monitor, let us say 4 critical cameras in each of the two other ‘Windows’. It may also be important to note that while COM-SUR allows the user the ability to capture screenshots of up to 8 different ‘Windows’, i.e. potentially, a user could monitor 128 cameras (16x8), the infrastructure at the user’s end must be able to support so many video streams being accessible on the computer where COM-SUR is installed. Again, you may want to offer the pricing with a new computer as well.

At this moment, you should wait for the prospect to respond. Most likely, he/she will want to know the meaning of a ‘Window’ or ‘layer’. You need to explain the same. The conversation could then continue, and could be something like this:

The prospect would probably start thinking and say “Ok, can you give some more details.”

You should state “Sir/Madam, before that we would request to know more about your requirements. Based on the same, we can recommend the appropriate version to yourself.”

The prospect will say “Ok, what are the differences between the versions? Is the version that you are showing, priced at Rs. X / USD Y? ”

You should say “Sir/Madam, the BUSINESS version which starts at Rs. X/USD Y takes care of your CCTV backup and auditing requirements. As we move higher, more benefits are available to the user. The version that we are showing here is the ULTIMA version. It is priced at Rs. X/USD Y.

You should continue the conversation by knowing more about the prospect’s specific requirements, number of cameras, remote or local monitoring requirements, and so on. Based on the inputs given by the prospect, you should use your best discretion and quote the pricing accordingly. You should mention that installation, training, and consulting fees (if any) would be extra (amount to be decided upon by you, based on efforts).

## **20. Template to quote**

This may depend from situation to situation; but generally, the template that you will find with the price list that we send to you, should be a good start.

## 21. Objections and their answers

It is expected that COM-SUR channel partners will face objections from prospects with reference to several topics. Objections are not rejections. If prospects raise objections, it means that they are interested. Here is a list of common objections and their answers.

### *Auditing*

*Q1. While all this bit about auditing makes sense, but it is a manual process. Who has the time to do it? What if the person who is auditing himself/herself is not doing a good job? Who will check so much data? And we would need more resources!*

First of all, there is no need to deploy any additional resources. In fact, you can create a CCTV video footage audit team within your organization, and even upgrade your security guards to conduct this activity. Again, the benefits of auditing far outweigh the efforts and any additional costs if at all. For example, you may be able to save on insurance premium if losses begin to come down.

As to the angle of manual work, just because something is manual, it doesn't mean that it isn't good. We don't leave everything to machines, do we? Don't we get a doctor to see us before he/she can put us to tests that are carried out by machines? Some things just have to be done manually. Are you likely to lose weight just by buying a treadmill? You're going to have to make that effort! If a solution delivers the desired results, then whether manual or not, it should be done. How likely are you hop-on to a flight which has no pilot?

As to your question about the operator himself/herself not doing a good job; well, that can be said of any profession. But, here is an idea. Why not incentivize someone to 'find' exceptions from video? We are quite sure that by doing so, results may just be dramatic.

Again, as to "Who will check so much?" well, COM-SUR is so flexible and quick, that it can give you a good 'sense' of what's been happening in minutes. And while we do lay a lot of stress on auditing video, you can still take lots of benefits from COM-SUR as a great additional backup and reporting tool; i.e. gain the benefits from the other two segments; i.e. huge reduction of data size/ease of creating a disaster recovery mechanism, and standardizing reporting.

Finally, let us remember that it's not just about crime. The utility value of COM-SUR is broad enough to help you improve your processes, compliances, house-keeping and so on. 'Seeing' what the cameras 'saw' is what auditing is all about. It's just how we immediately check the photos that we take using our mobile phones. Since it gives us a benefit (pleasure) in doing so, we manually go through hundreds of photos, and technology makes it easy for us to do so. Similarly, COM-SUR will also deliver benefits, and its technology will make it easy for you to go through hours of CCTV video footage in minutes.

Note: If you are demonstrating to someone at a government level, tell them that COM-SUR can help in agriculture, climate control, forests, policing, defense and so on... in short, wherever there is a camera, there is a need for COM-SUR to 'complete' the surveillance initiative.

*Q2. We can do a 'fast-forward' or playback in a DVR/NVR/VMS as well. What added benefit does your software provide in this case?*

Before anything else, let us remember one thing that what if the DVR/NVR/server itself is either stolen, destroyed, fails, or is tampered with? How will you manage a situation like that?

While doing a playback, one may need to shuffle between different cameras, refer to the past to look for similar incidents, quickly flag and aggregate the audit findings, and then report with ease.

COM-SUR makes all this extremely easy and efficient. With COM-SUR, you don't need to even select the cameras to fast forward, because the screenshot already exists. One of the biggest pains while trying to fast forward video in a DVR/NVR/VMS is selection of channel, date, time, synchronization and so on. All this is very time consuming. Also, it is often observed that when several cameras are being selected at a time, systems tend to hang.

With COM-SUR, and its various ways of playing back, not only can you go back and forth with ease, but you can also zoom and pan with great ease. Again, wonderful part about COM-SUR's auditing process, is its ability to take quick 'next steps'. For example, once some exception or item of interest has been discovered, you can quickly create reports, add clip arts, create a video and dump it into PowerPoint for ease of sharing, tag the relevant screenshots for future use, and so on. Nothing of this kind can be done even with the most sophisticated DVR/NVR/VMS.

And all this can be done even from a remote location. Finally, if the playback mechanism of a DVR/NVR/VMS was so easy to work with, why doesn't anyone audit?

*Q3. We are using a video summarization/synopsis technology that enables us to review hours of video in minutes. What added benefit does your software provide in this case?*

To use these technologies, you need to know 'what' to look for. COM-SUR, on the other hand helps you to discover the 'unknown' and 'unlock' the 'hidden' information in the footage. As you may appreciate, video summarization/synopsis technologies usually extract key frames from a video based on complex algorithms and create a 'summary'/'synopsis' video from the extracted frames. It is likely that such technologies may miss out on frames that may be important from a human standpoint. For example, these frames could be ones which depict suspicious activity that may lead to serious incidents. COM-SUR helps you audit the entire duration of the video in a fast and efficient manner, thereby ensuring that you do not miss out on anything. And most importantly video summarization/synopsis technologies do not come cheap, and may have several other hardware and software requirements.

COM-SUR's simplicity, cost-effectiveness, and ease of use would induce you to carry out the activity of audit without any pain.

Finally, when audit is being conducted of video which may be resident at a remote location, the entire process would become very sluggish and cumbersome because of network issues.

### *Video Analytics*

*Q1. Your software does not raise any alarms on triggers like face/object/motion detection.*

While we do not undermine alarm-based systems, scientific research shows that a large percentage of alarms are false. Solutions that can detect whether an alarm has been raised due to an intruder or a known person, or an animal, are yet to be perfected. Further, alarm-based systems will never raise any alarms for situations like a guard sleeping on duty, someone conducting a recce, sales staff not attending to customers, and so on. These can be discovered only through regular audit, which COM-SUR makes easy and efficient. We like to call this kind of intervention as human analytics. Having said that, future versions will provide motion detection, and so on.

### *Bandwidth*

*Q1. For your software to take screenshots, we would need to keep the video feed on 24/7. Wouldn't this consume a lot of bandwidth?*

Let us first understand that COM-SUR does not require any additional bandwidth to capture screenshots of the video feed. The video feed is only being streamed and not downloaded. This means that in any case, if you were to bring the video feed on a monitor using the internet, it would consume the same amount of bandwidth. By taking screenshots, COM-SUR is actually offering you great value of remote backup and the ability to quickly audit what has been backed up.

Depending on how you are accessing the video feed, will decide whether you will be consuming internet bandwidth. If you are accessing the video feed through a LAN (local area network) or if you have connected your DVR/NVR directly to your computer by means of a co-axial cable, then, there is no question of bandwidth. In case you are accessing the video feed of a remote location via the internet/WAN (wide area network), you can access the video feed via the sub-stream mode and configure the same at 5-6 FPS (frames per second). This would still give you decent results of the screenshots. Further, in case your DVR/NVR/VMS/CMS supports 'zero channel encoding', you can configure the same in order to access the video feed of multiple cameras from a single channel (known as the 'zero channel'). This would considerably consume lesser bandwidth as opposed to accessing the video feed from multiple camera channels.

Further, it is imperative to understand that when the live video feed is streamed from cameras at a remote location, then there is an upload data usage from the respective cameras. If we consider a camera (analog or IP) having a D1 resolution and streaming at a rate of 15 FPS (frames per second), then the upload data usage per day would approximately come to 6.7 GB for that camera. This should not be a cause for concern in case you have an unlimited broadband internet connection. In this case, after a particular amount of data usage, only the speed of the internet is reduced. The video feed will still be accessible in this case and would give you decent results of the screenshots.

### *Backup*

*Q1. If we are going to take so many screenshots, is it not going to consume a lot of disk space? And what about the FPS?*

Agreed. But compare the data size of the screenshots captured by COM-SUR with the data size of the video recording in your respective DVR/NVR/server. COM-SUR's screenshots data size is drastically lesser. Also, please remember that if you capture screenshots at an interval of 2 Seconds instead of 1 second, the data size will reduce by 50%, without compromising too much on loss of any frame.

Further, you do not need to retain the screenshots that are not relevant. The whole idea is to audit the screenshots quickly. Once you have done so, COM-SUR provides you with the ability to quickly delete the ones that you don't need. Again, please remember that COM-SUR takes screenshots of multiple cameras. People often view up to 32 tiles on a screen. This means that effectively, a COM-SUR backup is 1/32. As to the FPS, COM-SUR captures the 'one' second that actually creates the video. So, whether your video feed is at 5 FPS or 90 FPS, it won't matter to COM-SUR.

And most importantly, as explained earlier, COM-SUR also offers the ability of creating videos from the screenshots. These videos are a lot lighter in size when compared to the size of raw video (plus easier to manage as they can have multiple cameras in a single video).

*Q2. If we are going to back up in the cloud, it is going to consume a lot of bandwidth.*

The screenshots that COM-SUR takes (of multiple camera channels) would be far lighter in size than actual video. Also, COM-SUR provides the utility to decide the number of screenshots that you would like to upload to the cloud.

*Q3. If we are going to take so many screenshots, how are we going to search for relevant ones?*

COM-SUR provides you with an efficient utility of 'tagging' relevant screenshots together so that they can be easily searched and retrieved at any time in the future. For example, you could use this feature for tagging screenshots taken for a particular event, location, or any kind of activity that you consider is an exception that

needs to be stored for future reference. Think of it like creating an institutional library.

*Q4. We already have a backup of video, why do we need a backup in the form of screenshots?*

Most videos are stored for a period of 30 days. Some users store video for years. However, with more storage, comes the nightmare of discovering the appropriate video. Again, one must remember that videos are stored per channel. With COM-SUR, you have the ability of storing multiple channels in one screenshot, besides the fact that with COM-SUR's tagging feature, discovery is easier. And of course, if you store only what you need, then, storage space consumption is much lower as well.

*Cloud Services*

*Q1. We liked the Microsoft Azure, OneDrive/Google Drive/Dropbox angle. But this does not seem to deliver results in real-time. And yes, are these services for free?*

With respect to services like Microsoft Azure, OneDrive/Google Drive/Dropbox, the speed at which the screenshots will be synced in the cloud from your computer would depend on the internet speed, and the terms and conditions as may be imposed by these services.

With respect to costs/availability of the services from any of the above platforms, you will need to adhere to their terms and conditions. COM-SUR is an 'enabler', and does not claim that it has been endorsed by any of them, or that these services will be free or paid, or that these services may perform without any hitch, whether temporarily or permanently. The entire functionality and performance is dependent on the respective platforms and their terms and conditions.

*Miscellaneous*

*Q1. We have hundreds of cameras. How can we take screenshots of so many cameras?*

There are two ways to handle this. Either you make the necessary arrangements to handle such a load, or you take screenshots of at least your critical cameras. The good part about COM-SUR is that since it captures what it 'sees', you can change your cameras to be observed from time to time to suit your needs.

*Q2. Our video feed keeps on rotating on the monitor at set intervals. How will COM-SUR handle this?*

This is not a problem. As long as the video feed that is being captured by COM-SUR does not rotate on the computer, you should not have any difficulty. An easy way to do this is to open the rotating feed in a separate display 'Window'.

## Pricing

### *Q1. We feel that the price is a bit high.*

Think of it like this. After having made an investment in your existing systems, you haven't achieved 'optimal outcomes'. With regular audit of your CCTV video footage, you have far better chances of achieving 'optimal outcomes'. We believe that with the help of COM-SUR, even a single incident of crime or loss that is prevented, or a case of business process improvement will instantly pay back the investment made. Several cases can be cited where, in spite of having video surveillance systems, crime continues to occur, and business processes continue to be flouted. With COM-SUR, you are actually completing your surveillance initiatives. And remember, that over a period of time, with lesser crime and losses, you have the opportunity to negotiate better insurance premium.

Finally, COM-SUR is available in several versions to suit customer requirements.

## Hardware Related

### *Q1. For the software to capture screenshots continuously, the computer needs to be kept on 24/7. Would this not affect the computer's performance?*

Most computers are built to run on a 24/7 basis. We would recommend that you get a new computer with a robust configuration (Xeon) and dedicate it solely for the software.

### *Q2. But that would mean that we would have to keep the computer working 24/7. That would consume a lot of electricity.*

Think of it as your alternate DVR. Just as you would keep your DVR on 24/7, you would of course need to keep the computer on 24/7. At best, keeping a computer on for 24/7 would consume 876 units (in kilowatt hours) per year which is nothing compared to the amount of the security that would be delivered.

### *Q3. You are recommending that we should have a dedicated computer. This means that we will have to make additional investments. We are a small business/housing complex. We need to think about ROI.*

Again, it boils down to the fact that security is serious business; and you are investing in security, not in a computer. One crime prevented or business process improved can far outweigh the costs of the computer and COM-SUR. And, when it comes to your safety and security, ROI should be the last thing on your mind.

### *Q4. Do we need to buy a branded computer?*

Yes. That would be recommended for more reliability.

*Q5. Do we need any additional software like MS Office?*

Yes. For some features, you will need MS Office 2013 and upwards. If you do not need those features, you can use any open source program that can understand MS Office formats like .DOCX and .PPTX.

*Q6. We are not allowed to keep our monitors on in order to save electricity. In this case, how will you capture screenshots?*

COM-SUR will capture screenshots even if your monitors are switched off.

## 22. Installation and training

### *Installation*

For installation of COM-SUR at the customer's location, COM-SUR channel partners will need to co-ordinate with the customer's CCTV integrator/IT team. It is suggested to ensure *robust* hardware that matches the system requirements of COM-SUR. The installation and usage of COM-SUR is subject to the End User License Agreement.

In order to ensure a smooth installation, the following needs to be taken care of:

1. The computer's hardware and software configuration should be *as per* the system requirements.
2. The installing 'user' must have *administrative rights/privileges* on the computer.

### *Training*

COM-SUR channel partners can train their customers either online, or at the customer's premises.

A guideline of charges for installation, training and consulting will be made available to COM-SUR channel partners.

### **23. Support, licensing, and maintenance**

#### *Support and Licensing*

COM-SUR support and licensing policies are available as a separate document.

#### *Maintenance*

Prospects can enter into an annual maintenance contract (AMC) with COM-SUR channel partners. Terms of the AMC can be set between the partner and the prospect.

**24. Sales reports**

COM-SUR channel partners are expected to report details of the sales activities carried out by them on a weekly basis, or as required by HAYAGRIVA. These reports will comprise details about the customers, the number of the COM-SUR licenses ordered, the sales figures along with the partner margins, and other information as may be required by HAYAGRIVA.

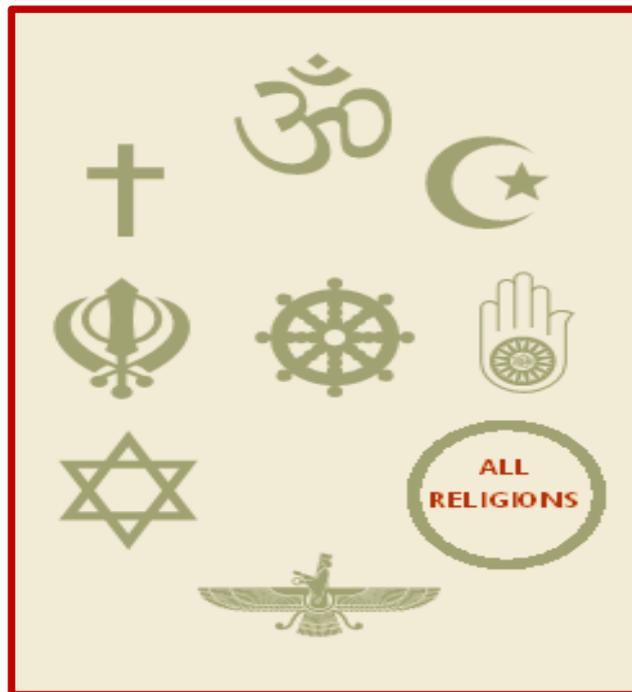
**25. Bulk orders/large prospects (like government contracts)**

In case the partner receives requests for bulk orders or receives inquiries from large prospects (like governments, large enterprises and so on), the partner will need to notify HAYAGRIVA about the same. The partner will need to, in conjunction with HAYAGRIVA, accordingly work out details such as the number of licenses needed, pricing for the same (bulk discounts), the installation and training costs, and so on, and proceed accordingly.

## **26. Our Societal Purpose - COM-SUR is available for free to all places of Worship world-over**

Considering that Places of Worship are often targets of attacks, crime, and other losses, 'COM-SUR', the world's only CCTV video footage auditing, smart backup, and intelligent reporting software *is available for free* to all Places of Worship world over as our corporate social responsibility (CSR).

Governments in many countries have begun several initiatives including the mandating of CCTV cameras to safeguard Places of Worship. It is our firm belief that by adding COM-SUR as an integral part of their CCTV systems, Places of Worship will achieve optimal outcomes from surveillance video.



In order to avail our CSR offer, all that is needed is to write to us at [csr@comsur.biz](mailto:csr@comsur.biz).

Once we verify the request and other details, we will be happy to offer the BUSINESS version of COM-SUR *per se* for free.

Although COM-SUR is offered at no cost, channel partners can earn revenues by taking care of the installation, training, support, and so on. A small administration and registration fee will be charged by COM-SUR from the channel partner.

## **27. Our Societal Purpose - COM-SUR is available for free to all non-affording Schools world-over**

Considering the continuing spate of several kinds of serious and unfortunate incidents at schools, 'COM-SUR', the world's only CCTV video footage auditing, smart backup, and standardized intelligent reporting software *is available for free* to all non-affording government schools world-over, as part of our corporate social responsibility (CSR).

Governments in many countries have begun several initiatives including the mandating of CCTV cameras to safeguard children, teachers, other staff, and assets at schools. It is our firm belief that by adding COM-SUR as an integral part of their CCTV systems, schools will achieve optimal outcomes from surveillance video.



In order to avail our CSR offer, all that is needed is to write to us at [csr@comsur.biz](mailto:csr@comsur.biz).

Once we verify the request and other details, we will be happy to offer the BUSINESS version of COM-SUR *per se* for free.

Although COM-SUR is offered at no cost, channel partners can earn revenues by taking care of the installation, training, support, and so on. A small administration and registration fee will be charged by COM-SUR from the channel partner.

## **28. Our Societal Purpose - COM-SUR is available for free to all Zoos world-over**

Considering that Zoos often face incidents of animal cruelty, abnormal animal behaviour, animal escape, health and safety issues (related to staff, animals, and visitors), thefts of animals (including smuggling) and other assets, veterinary and visitor issues etc., 'COM-SUR', the world's only CCTV video footage auditing, smart backup, and standardized intelligent reporting software *is available for free* to all Zoos world-over, as part of our corporate social responsibility (CSR).

Governments in many countries have begun several initiatives to safeguard Zoos. It is our firm belief that by adding COM-SUR as an integral part of their CCTV systems, Zoos will achieve optimal outcomes from surveillance video.



In order to avail our CSR offer, all that is needed is to write to us at [csr@comsur.biz](mailto:csr@comsur.biz).

Once we verify the request and other details, we will be happy to offer the BUSINESS version of COM-SUR *per se* for free.

Although COM-SUR is offered at no cost, channel partners can earn revenues by taking care of the installation, training, support, and so on. A small administration and registration fee will be charged by COM-SUR from the channel partner.

## **29. New profession and business - CCTV video footage auditors and investigators**

COM-SUR can help create a new job profession called 'CCTV video footage auditors' which can provide job and business opportunities to both old and young women and men. Of course, the additional benefit that would accrue would be that of enhanced safety and security, since all these extra 'eyes' (including the existing ones) would 'wake up'.

Details of CCTV video footage auditing and investigation courses can be downloaded from our website.

COM-SUR channel partners can deliver CCTV video footage courses and earn additional revenues.

**Why wait? Become a COM-SUR Channel Partner today!**

COM-SUR is a unique and humungous opportunity. Come, be part of it.