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sur

the missing piece of CCTV

THE FOOTAGE WHISPERER

"SEE WHAT THE CAMERA SAW"

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100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA



UTILITY VALUE OF
COM-SUR™ FOR
BAKERIES AND
CONFECTIONERIES

WELCOME



AUDIT HOURS OF FOOTAGE IN MINUTES
FIND OUT HOW COM-SUR, THE BEST
'MOUSETRAP' WILL HELP

["Seeing is believing - See what the camera saw"](#)

CCTV surveillance is common in bakeries and confectioneries world over, but footage is often only reviewed reactively. Our company realized this problem early-on and has developed the world's only CCTV video footage auditing software that encourages daily auditing (hours in minutes) of CCTV footage, filling the gap for a complete "workflow". The software works with existing cameras and VMS, regardless of type/brand, and provides a standardized approach for intelligent incident reporting. Our software also offers exceptional investigative capabilities.

'COM-SUR' – THE WORLD'S ONLY CCTV VIDEO
FOOTAGE AUDITING, SMART BACKUP, AND
STANDARDIZED INTELLIGENT INCIDENT
REPORTING SOFTWARE – THE MISSING PIECE
OF CCTV

COM-SUR is the world's only CCTV video footage auditing, smart backup, and standardized intelligent incident reporting software that serves as a complete workflow and force multiplier. It helps audit 24 hours of footage in minutes, reduces data size, creates standardized intelligent reports, and delivers business intelligence. COM-SUR helps unlock hidden information in CCTV footage and enables people to gain actionable intelligence, improve homeland security, prevent crime and losses, identify and mitigate threats and hazards, and improve operational efficiency. It empowers people to gain new jobs as CCTV video footage auditors and start new businesses of auditing video footage. Like MS Office, COM-SUR is an enabler that makes it easy to work with CCTV cameras in a standardized way, leading to better decision-making. It also offers exceptional investigative capabilities.

HOW COM-SUR SMARTLY REDUCES 'VIDEO'
STORAGE SIZE

COM-SUR employs an innovative approach to

smartly reduce the amount of video to be audited and consequently the storage size of videos. Regardless of the video's frame rate, COM-SUR captures a single screenshot of the consolidated 'moment' of 'that' one second, when the I, P, and B frames come together. This method significantly reduces data size without sacrificing vital information. It goes without saying that when multiple cameras are displayed in a grid view, say 4x4, the storage size is further reduced since all the cameras are captured as a single image. Since no suggestion is being made to replace the actual video with screenshots, COM-SUR acts as a wonderful supportive technology both to audit (review) just 86400 frames representing 24 hours and reducing the data size at the same time.

CHALLENGES FACED BY BAKERIES AND CONFECTIONERIES

1. Customer service issues:

Providing excellent customer service, managing high demand during peak seasons, and ensuring product availability are ongoing challenges for bakeries and confectioneries.

2. Food contamination and other issues:

Bakeries and confectioneries are vulnerable to deliberate or accidental contamination, such as tampering, adulteration, or introduction of harmful substances. This poses risks to public health and can have severe consequences for businesses.

3. Theft and robbery:

Food products, ingredients, and supplies can be targeted by thieves due to their value and demand. This includes theft of raw materials, finished products, or equipment, as well as robbery of cash during transactions.

4. Compliance issues:

Ensuring compliance with food safety and hygiene regulations is essential for bakeries and confectioneries. Violations can lead to closures, fines, or damage to the reputation of the business.

5. Customer altercations:

Incidents involving unruly customers, arguments, or physical altercations can jeopardize the safety of staff and patrons.

6. Vandalism and graffiti:

Exterior vandalism or graffiti can impact the appearance of a bakery and confectionery and create a negative perception.

7. Fire safety:

The presence of ovens and other baking equipment increases the risk of fire. Fire prevention measures, regular equipment maintenance, and staff training on fire safety are critical.

8. Employee safety and security:

Providing a safe working environment for employees is crucial. Challenges may include incidents of workplace violence, harassment, ergonomic issues, and safety protocols in the kitchen.

9. Waste management:

Proper disposal of food waste and adherence to waste management regulations are essential. Inadequate waste management practices can lead to sanitation issues and regulatory violations.

10. Insider threats:

Bakeries and confectioneries have to deal with insider threats from disgruntled employees or even unwitting staff who fail to follow proper security and safety measures.

11. Humongous growth of surveillance video:

The exponential growth of surveillance cameras has resulted in an unprecedented surge in surveillance video. Effectively managing this data has become a daunting challenge due to the massive storage capacity required, especially considering the prolonged retention periods necessary for security, incident investigation, or legal purposes. Furthermore, the prevalence of high-resolution video with increasing megapixels compounds the storage demands, making efficient data management an urgent priority for organizations grappling with the immense volume of surveillance footage.

COVID-19 PANDEMIC

The pandemic severely impacted bakeries and confectioneries worldwide. There were disruptions in supply chains, closures of physical outlets, and shifts to online sales and delivery services. Consumer behavior changed, with a preference for comfort foods and individually wrapped items. Events and celebrations were canceled, affecting demand for large-scale confectionery orders. Businesses implemented health and safety measures, faced workforce challenges, and dealt with financial strain. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

USE OF VIDEO SURVEILLANCE AT BAKERIES AND CONFECTIONERIES

Most bakeries and confectioneries have video surveillance covering the following areas:

- Entry and exit points
- Sales and service areas
- Dining or seating areas (if applicable)
- Kitchen
- Storage areas
- Staff rooms
- Parking areas

Further, the concerned stakeholders at bakeries and confectioneries need to review and analyse recorded CCTV video footage from time to time for investigating incidents of slips, falls, other accidents, fights, staff negligence in order to corroborate evidence and avoid any potential lawsuits, as well as assisting Police/Law Enforcement Agencies.

REMOTE VIDEO AUDITING

Some bakeries and confectioneries utilize remote video auditing services as part of their operational and security management strategies. Remote video auditing involves the use of video surveillance technology to monitor and assess various aspects of operations, compliance, and performance. Here are ways in which remote video auditing services are commonly used:

1. Operational monitoring:

Remote video auditing allows owners and managers of bakeries and confectioneries to remotely monitor day-to-day operations, including kitchen efficiency, service quality, and adherence to operational protocols.

2. Quality control:

Remote video auditing is used to assess the quality of food preparation, presentation, and overall dining experience. This helps maintain consistency and ensures that the bakery or confectionery meets its quality standards.

3. Compliance verification:

Remote video auditing is employed to verify compliance with health and safety regulations, food safety protocols, and other industry standards. It provides a visual record that can be reviewed for potential violations.

4. Employee training and evaluation:

Video auditing assists in employee training by providing visual examples of proper procedures and service standards. It can also be used for evaluating employee performance and identifying areas for improvement.

5. Loss prevention and theft detection:

Video auditing helps in preventing and detecting theft, fraud, or other unauthorized activities and potential security issues within the bakery or confectionery.

6. Customer service evaluation:

Bakeries and confectioneries use video auditing

to evaluate customer service interactions, assess staff responsiveness, and identify opportunities for improvement in customer satisfaction.

7. Cash handling and transactions:

Monitoring cash handling procedures, POS transactions, and cash register activities through video auditing helps ensure the accuracy of financial transactions and prevents theft.

8. Maintenance and facility management:

Remote video auditing can be used to monitor the condition of equipment, cleanliness of facilities, and general maintenance. It aids in identifying issues that may require attention.

9. Regulatory compliance:

Bakeries and confectioneries use video auditing to demonstrate compliance with industry regulations and address any concerns raised during inspections. The recorded footage serves as a visual record of adherence to standards.

10. Remote management and oversight:

For multi-location bakery or confectionery chains, remote video auditing provides centralized oversight, allowing management to monitor and manage multiple locations from a centralized control center.

LIVE MONITORING – CHALLENGES

Some high-profile bakeries and confectioneries have a dedicated control room with operators, set up for live monitoring of CCTV cameras. However, live monitoring comes with its own set of challenges of video blindness, poor

attention span, boredom, operator bias, false alerts, and so on.

Moreover, these cameras continuously capture and record humungous amounts of video data. It therefore becomes a daunting task for the operators to review and analyse this data whenever the need arises. Thus, it may be noted that benefits from video surveillance systems can accrue only when they are used optimally, suggestions for which are enumerated further on, in this document.

COMPLIANCE - GENERAL

Conformity or compliance in any organization means adherence to laws and/or rules and regulations, various standards, as well as data storage and security requirements as laid down by government bodies, governing bodies of the respective industry, or the management of the organization. When an organization complies with the requirements mandated by government and/or governing bodies, then it is termed as 'regulatory compliance' which enables the organization to run in a legal and safe manner.

COMPLIANCE - AUDITS

Several organizations carry out compliance audits on a regular basis to avoid the potential consequences of non-compliance. A compliance audit examines how well an organization adheres to compliance requirements. Some organizations use video surveillance to monitor compliance issues and audit recorded CCTV video footage from time to time for investigating and preventing compliance issues. Auditing CCTV provides actionable insights on the level of compliance within the organization.

AUTOMATED SOFTWARE – WHY THEY WILL NOT WORK IN ISOLATION

In the wake of the Christchurch shooting incident, several high-profile places of worship considered deploying gun detection technology. However, there are concerns about its efficacy, since it may not be able to detect all types of weapons, or the perpetrator could still create damage before being detected. Similarly, automated systems like video analytics, AI/ML can only detect what they have been programmed for. What about the rest? Again, these technologies are prone to triggering huge amounts of false alarms. Also, since the permutation combinations of exceptions can be vast and varied, it becomes almost impossible to automate every kind of exception. Facial recognition technology also raises ethical and privacy concerns, and has been found to produce inaccurate results, especially for certain ethnic groups. Therefore, experts suggest that while automated technologies will continue to grow, human intervention and intelligence will still be necessary to verify alerts and ensure their efficacy.

“CCTV IS NOT ENOUGH – WE MAKE IT WORK FOR YOU”

While it is not being suggested that optimal usage of video surveillance can cure all issues, several issues of the following kind can be addressed by doing just a little 'more' with respect to making the optimal use of video surveillance systems:

- Customer service issues
- Accidents/Causes of potential accidents

- Potential causes of fires
- Housekeeping issues
- Recces/suspicious movements/activities
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Compliance issues
- Health and safety issues
- Fraud/loss/corruption/theft
- Unclaimed/unattended baggage/objects
- Potential food contaminating factors
- Quality assurance issues
- Negligence
- Human rights violations
- Inattentive staff (e.g. guard sleeping)
- Issues with female staff/customers
- Cameras/recorder malfunctions

So, what is the 'more' that needs to be done?

1) AUDIT CCTV VIDEO FOOTAGE DAILY AS A STANDARD OPERATING PROCEDURE

'Auditing' means 'seeing' what the cameras 'saw'. Auditing of CCTV footage should be done daily (continuous investigation) to identify potential issues and threats. Auditing is a dedicated and systematic process that helps

address challenges related to live monitoring and alert-based systems. Auditing helps in evaluating analyzing incidents to improve existing policies, procedures, and processes. Concerned personnel should be trained to become CCTV video footage auditors, and the audit teams should be rotated to avoid complacency/collusion. Daily auditing of CCTV footage can also help in adhering to the principles of Kaizen and TQM for business improvement.

2) DOCUMENT AUDIT FINDINGS/INCIDENTS

Audit findings/incidents should be documented in a standardized template to find the root cause to prevent future recurrences. Historical data of such findings/incidents can reveal patterns that can help take better informed corrective and preventive action. If all bakeries and confectioneries report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of the baking and confectionery industry.

3) ENSURE DISASTER RECOVERY OF CCTV VIDEO FOOTAGE – LIKE A 'BLACKBOX'.

CCTV video footage must be stored at multiple locations in order to ensure that even if the recorder is stolen, destroyed or tampered with the data is never lost. Further, any backed-up data must easily be searchable and retrievable; else, it is going to be a nightmare finding the relevant video.

4) DISPLAY DYNAMIC INFORMATION AT RELEVANT PLACES

Document and display details of information that is dynamic in nature in relevant areas.

For example:

1. List of authorised security personnel deployed at the bakery or confectionery.
2. List of authorised staff (with their duty timings and allotted locations) at the bakery or confectionery.
3. List of habitual offenders/suspects likely to visit the premises of the bakery or confectionery (a 'Watch out' list).

5) USE A POWERFUL NEW SIGNAGE

"WE AUDIT CCTV VIDEO FOOTAGE EVERYDAY".

One size, one color, one powerful message.
Across the nation.

DE-CENTRALIZED SURVEILLANCE +
CENTRALIZED SURVEILLANCE = OPTIMAL
RESULTS

Organizations with multiple locations struggle with centralized video surveillance due to infrastructure cost, internet bandwidth, and operator limitations. De-centralized surveillance offers higher accountability at each location and better situational awareness, leading to more chances of discovering exceptions.

CONCLUSION

"You see, but you do not observe" is a quote by Sherlock Holmes in *A Scandal in Bohemia* (1891, written by Sir Arthur Conan Doyle). COM-SUR makes 'observation' far effortless and effectual leading to superior results.

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

Audit CCTV - why suffer!

Get award-winning COM-SUR now. Don't wait for things to go wrong!

Finally, allow us to present three important mantras that change the landscape of video surveillance:

1. Auditing is fundamental – everything else is peripheral.
2. Cameras have lenses – humans have eyes.
3. Let's make cameras 'accountable'.