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THE FOOTAGE WHISPERER

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UTILITY VALUE OF
COM-SUR™ FOR
BRAND CUSTODIANS

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 and other forms of video surveillance are commonly used by brand custodians (individuals or teams in an organization responsible for overseeing and managing the brand's integrity, consistency, and overall image) 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/OTHER SURVEILLANCE VIDEO FOOTAGE AUDITING, SMART BACKUP, AND STANDARDIZED INTELLIGENT INCIDENT REPORTING SOFTWARE – THE MISSING PIECE OF CCTV/OTHER SURVEILLANCE VIDEO

COM-SUR is the world's only CCTV/surveillance 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/surveillance video 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/surveillance 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 and other surveillance 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 THAT BRAND CUSTODIANS NEED TO ADDRESS

1. Counterfeiting and piracy:

Protecting physical assets, such as products and packaging, from counterfeiting and piracy is a significant challenge.

2. Supply chain security:

Ensuring the security of the entire supply chain is crucial. Unauthorized production or tampering with products at any point in the supply chain can damage the brand's reputation.

3. Product tampering:

Brand custodians must address the risk of product tampering, ensuring that packaging is secure and tamper-proof. This is especially critical for products consumed internally, such as food or pharmaceuticals.

4. Physical location security:

In case of retail stores, warehouses, and manufacturing facilities, physical security is

important. This includes measures to prevent theft, vandalism, or unauthorized access.

5. Event security:

When hosting events or promotions, brand custodians need to consider physical security measures to protect attendees, assets, and the overall brand experience.

6. Data security:

The security of digital assets, such as customer data and marketing materials, is a critical concern. Data breaches can have severe consequences for a brand's reputation.

7. Sabotage by competitors:

Sabotage by competitors poses significant challenges for brand custodians, especially in highly competitive industries. This threat can manifest in various forms, including intellectual property theft, product tampering, cyberattacks, false advertising, supply chain disruption, employee poaching, unfair competition, online attacks, and even espionage. These actions can lead to severe consequences such as damage to a brand's reputation, financial losses, product recalls, and market share erosion.

8. Employee training:

Brand custodians need to educate employees about the importance of brand security and the role they play in safeguarding the brand. This includes training on recognizing and reporting potential security threats.

9. Compliance issues:

Compliance with laws and regulations related to product safety, labeling, and security is essential. Failure to comply can lead to legal issues and damage the brand's reputation.

10. Global challenges:

Brands operating globally may face additional challenges related to varying regulations, cultural differences, and security threats in different regions.

11. Crisis management:

Response to Incidents: In the event of a security breach or crisis, brand custodians must have plans in place for a swift and effective response to minimize damage to the brand.

12. 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 businesses and industries worldwide, including the role and responsibilities of brand custodians. Brand custodians faced the challenge of managing crisis communication transparently, addressing supply chain disruptions, and adapting brand messaging to reflect sensitivity and relevance. With remote work becoming widespread, they navigated the need for employee engagement and maintained a focus on purpose-driven marketing. The cancellation of physical events necessitated

the exploration of virtual alternatives, and brand custodians had to operate within constrained budgets while leveraging data and analytics to understand evolving customer expectations. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

HOW DOES VIDEO SURVEILLANCE HELP BRAND CUSTODIANS

1. Security and asset protection:

Video surveillance enhances physical security by monitoring and deterring unauthorized access, theft, and vandalism. This helps protect brand assets, including products, inventory, and physical facilities.

2. Loss prevention:

Surveillance cameras in retail stores, warehouses, and other locations help prevent and identify instances of theft or shoplifting. This contributes to minimizing financial losses and maintaining the brand's profitability.

3. Quality control in manufacturing:

Video surveillance in manufacturing facilities allows brand custodians to monitor production processes, ensuring adherence to quality standards and preventing defects in products. This contributes to maintaining the brand's reputation for quality.

4. Supply chain integrity:

Surveillance along the supply chain helps brand custodians monitor the movement of goods, prevent unauthorized access, and ensure the integrity of products from manufacturing to

distribution. This is crucial for maintaining the brand's reliability.

5. Compliance monitoring:

Video surveillance assists in monitoring and ensuring compliance with industry regulations, safety standards, and legal requirements. This helps brand custodians avoid legal issues and maintain a positive brand image.

6. Event monitoring and brand experience:

Video surveillance at brand events and promotional activities provides real-time insights into crowd behavior, logistics, and overall event execution. This helps brand custodians ensure a positive and consistent brand experience.

7. Visual merchandising oversight:

Surveillance in retail spaces allows brand custodians to monitor visual merchandising, product displays, and store layouts. This ensures that the brand's visual identity is maintained consistently across different locations.

8. Customer service evaluation:

Video surveillance in customer service centers enables brand custodians to assess the quality of customer interactions, ensuring that employees adhere to brand communication guidelines and contribute to positive customer experiences.

9. Incident response and crisis management:

In the event of security incidents or crises, video surveillance provides real-time information for effective incident response. This includes

identifying the source of the issue, coordinating emergency responses, and minimizing the impact on the brand.

10. Remote monitoring and virtual oversight:

Video surveillance, especially when accessible remotely, allows brand custodians to virtually oversee operations, events, and facilities from any location. This enhances efficiency and responsiveness.

11. Data-driven decision-making:

Video analytics and intelligent video systems provide data and insights that can be used for data-driven decision-making. This includes identifying patterns, trends, and areas for improvement in brand management strategies.

12. Brand image protection:

Surveillance helps prevent unauthorized use of the brand's logo, trademarks, or intellectual property. It allows brand custodians to identify and address instances of brand misuse or misrepresentation.

13. Continuous improvement:

Regular review of surveillance footage allows brand custodians to identify areas for improvement in operations, security protocols, and customer experiences, contributing to continuous enhancement of brand management strategies.

AREAS WHERE BRAND CUSTODIANS USE VIDEO SURVEILLANCE

Brand custodians may deploy video surveillance in various areas to oversee and manage a

brand's integrity, consistency, and overall image. The specific areas monitored can vary depending on the nature of the brand, its industry, and the particular challenges it faces. Here are some common areas where video surveillance is used for brand management:

1. Retail stores:

Monitoring customer behavior, preventing theft, and ensuring that the retail environment aligns with the brand's image.

2. Point of Sale (POS) areas:

Ensuring transaction integrity, preventing fraud, and maintaining transparency in financial transactions.

3. Product manufacturing facilities:

Monitoring production processes, ensuring product quality, and preventing unauthorized access to manufacturing areas.

4. Warehouses and distribution centers:

Protecting inventory, preventing theft, and monitoring logistics operations to ensure the integrity of the supply chain.

5. Brand events and promotions:

Overseeing brand events, product launches, and promotional activities to ensure a positive and consistent brand experience.

6. Corporate offices:

Monitoring access to secure areas, protecting intellectual property, and ensuring a secure working environment.

7. Customer service centers:

Evaluating the quality of customer interactions, ensuring adherence to brand communication guidelines, and maintaining positive customer experiences.

8. Advertising and marketing campaigns:

Monitoring the execution of marketing campaigns, the placement of advertisements, and the consistency of messaging.

9. Access points and entrances:

Controlling access to secure areas, monitoring entry points, and ensuring the security of facilities.

10. Public spaces with brand presence:

Monitoring public spaces where the brand is represented, such as sponsored events or installations.

11. Supply chain oversight:

Monitoring the movement of goods within the supply chain, from manufacturing to distribution centers, to ensure product integrity.

12. Construction sites:

Monitoring construction sites where branded structures or facilities are being built.

13. Event venues and stadiums:

Ensuring security and monitoring crowd behavior during events hosted or sponsored by the brand.

14. Transportation and logistics:

Monitoring vehicles, cargo, and transportation routes to safeguard brand assets during transit.

15. Health and safety compliance:

Ensuring compliance with health and safety regulations, especially in environments where the brand's reputation is directly tied to public well-being.

16. Employee workspaces:

Monitoring employee workspaces to ensure a safe and secure working environment.

17. Financial institutions:

Securing bank branches and ATMs to protect the brand and ensure the safety of customers during financial transactions.

18. Public relations events:

Monitoring public relations events, press conferences, and media interactions to ensure consistency in messaging and brand representation.

19. Educational institutions:

Ensuring security and monitoring activities in educational institutions where the brand may have a presence.

USE OF DRONES FOR BRAND MANAGEMENT

In certain scenarios, brand custodians may leverage drones, to enhance their surveillance capabilities for overseeing and managing a brand's integrity, consistency, and overall

image. Here are some situations where drones may be used for brand surveillance:

1. Event monitoring:

Drones can provide aerial views of brand events, product launches, or promotional activities, offering a comprehensive perspective on crowd behavior, logistics, and overall event execution.

2. Outdoor brand presence:

Drones can be employed to monitor outdoor advertising installations, billboards, or branded structures in public spaces, ensuring they are positioned correctly and maintaining visual appeal.

3. Site inspections:

Drones allow for efficient monitoring of large facilities, manufacturing plants, or warehouses. They can capture high-resolution images and videos for security and operational purposes.

4. Retail and store layouts:

Drones can be used to survey retail spaces, providing insights into store layouts, product displays, and customer flow. This information can help optimize the customer experience and ensure compliance with brand guidelines.

5. Supply chain oversight:

Drones can monitor the movement of goods within the supply chain, from manufacturing to distribution centers. This helps in preventing theft, ensuring the integrity of the products, and maintaining supply chain security.

6. Large-scale outdoor events:

Drones are valuable for monitoring large gatherings, festivals, or outdoor brand activations. They can assist in crowd management, security, and capturing footage for promotional purposes.

7. Construction sites:

Drones can be used to monitor construction sites where branded structures or facilities are being built. They provide a bird's-eye view for assessing progress and ensuring adherence to design specifications.

8. Surveillance of remote or inaccessible areas:

Drones are effective for monitoring areas that are challenging to access on foot, such as expansive landscapes or remote facilities. This helps in maintaining security and oversight.

9. Rapid response to security incidents:

Drones can be quickly deployed to respond to security incidents, providing real-time visuals of the situation. This aids in swift decision-making and coordination with security personnel.

10. Live streaming for virtual oversight:

Drones equipped with cameras can provide live streaming capabilities, allowing brand custodians to virtually oversee events, facilities, or activities in real-time from a remote location.

USE OF OTHER FORMS OF VIDEO SURVEILLANCE FOR BRAND MANAGEMENT

Besides CCTV and drones, brand custodians

may utilize several other forms of video surveillance to meet their specific needs and address security challenges as follows:

1. Body-worn cameras:

Security personnel or employees may wear body cameras to capture interactions, monitor on-site activities, and enhance security in real-time.

2. Dashboard cameras:

Used in company vehicles or for fleet management, dashboard cameras can monitor drivers, record incidents on the road, and enhance overall safety.

3. Underwater cameras:

In industries such as maritime or aquaculture, underwater cameras can be used to monitor facilities, inspect structures, and enhance security in aquatic environments.

4. License Plate Recognition (LPR) Cameras:

LPR cameras capture and recognize license plate numbers, assisting in tracking vehicles and enhancing security at entry and exit points.

5. Mobile surveillance units:

Portable surveillance units equipped with cameras and communication systems can be deployed temporarily to monitor events, public spaces, or areas requiring temporary security.

6. Thermal imaging cameras:

Thermal cameras detect heat signatures, making them suitable for monitoring in low-light conditions or identifying potential issues, such as overheating equipment or unauthorized

access.

7. Covert or discreet cameras:

Small, inconspicuous cameras may be used in areas where overt surveillance is not desirable, providing a more discreet means of monitoring.

LIVE MONITORING – CHALLENGES

Several organizations have a dedicated control room with operators, set up for live monitoring of CCTV and other 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 video footage from time to time for investigating and preventing compliance issues. Auditing video 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 AND OTHER FORMS OF VIDEO SURVEILLANCE ARE 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:

- Issues specific to the respective industry vertical
- Fraud/loss/pilferage/theft
- Recces/suspicious movements/activities
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Accidents/Causes of potential accidents
- Potential causes of fire
- Health and safety issues
- Housekeeping issues
- Compliance issues
- Unclaimed/unattended baggage/objects
- Human rights violations
- Staff negligence
- Unruly staff
- Issues with female staff
- Cameras/recorder malfunctions

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

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

'Auditing' means 'seeing' what the cameras 'saw'. Auditing of CCTV and other surveillance video 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 video footage auditors, and the audit teams should be rotated to avoid complacency/ collusion. Daily auditing of CCTV and other surveillance video 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 brand custodians of the respective industry verticals report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of all stakeholders of the respective industry verticals worldwide.

3) ENSURE DISASTER RECOVERY OF CCTV AND OTHER SURVEILLANCE VIDEO FOOTAGE – LIKE A 'BLACKBOX'

CCTV and other surveillance video footage must

be stored at multiple locations in order to ensure that even if the recorder/storage device 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 staff members on duty in the premises of an organization.
2. List of authorized security personnel deployed in the premises of an organization.
3. List of habitual offenders/suspects likely to visit the premises of an organization. (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 video - 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'.