com sur™

the missing piece of CCTV

THE FOOTAGE WHISPERER

"SEE WHAT THE CAMERA SAW"

100+ TOPICS - AIRPORTS TO ZOOS

UTILITY VALUE OF COM-SUR™ FOR THE HOSPITALITY SECTOR

WELCOME

AUDIT HOURS OF FOOTAGE IN MINUTES
FIND OUT HOW COM-SUR WILL HELP

CCTV surveillance is common in the hospitality sector, 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.

HOSPITALITY SECTOR CHALLENGES

1. Customer experience:

The primary challenge for the hospitality sector is to ensure that customers are provided the best experience at all times. This involves meeting and exceeding high customer expectations in terms of service quality, personalization, efficiency, and consistency.

2. Slip and fall accidents:

Hospitality establishments often have high foot traffic areas, such as lobbies, restaurants, and swimming pools, which can pose slip and fall hazards due to wet floors, uneven surfaces, or inadequate signage.

3. Theft and burglary:

Hospitality establishments are susceptible to theft and burglary, including theft of guest belongings, vandalism, and unauthorized access to restricted areas.

4. Assault and violence:

Incidents of assault and violence can occur in hotels, resorts, or other hospitality establishments, posing a threat to the safety of guests and staff.

5. Terrorism:

Hotels and other hospitality venues may be targeted by terrorists due to their symbolic value or the large number of people they attract. Perpetrators often conduct pre-operational surveillance of the target area, making it important to detect suspicious activity during this phase to prevent an incident.

6. Kidnapping:

Kidnapping is a serious concern for the hospitality sector. Especially, customers who are high-profile individuals such as politicians, celebrities, or top business executives and/or their children are vulnerable to kidnapping.

7. Fire safety:

Fire hazards are a significant concern in the hospitality sector due to the presence of flammable materials, large occupancy, and complex building structures.

8. Health and sanitation:

Maintaining high standards of health and sanitation is crucial in the hospitality industry. Challenges include preventing the spread of diseases, ensuring food safety, and maintaining cleanliness.

9. Alcohol-related incidents:

Hospitality establishments that serve alcohol, may face challenges related to alcohol-related incidents, including intoxicated guests, fights, or accidents.

10. Staff safety:

Ensuring the safety and well-being of employees is essential in the hospitality sector. Challenges may include incidents of workplace violence, harassment, or ergonomic issues.

11. Insider threats:

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

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 the hospitality sector worldwide. Due to government restrictions on travel and tourism /lockdowns, many hospitality establishments had to temporarily shut operations leading to a huge amount of job losses worldwide. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

USE OF VIDEO SURVEILLANCE AT HOSPITALITY ESTABLISHMENTS

Most hospitality establishments have video surveillance covering the following areas:

- Entry and exit points

- Lobby/Reception area

- Common areas

- Storage area

- Corridors

- Elevators and elevator lobbies

- Other critical areas that house expensive equipment and other public access areas deemed important

- Parking areas

Further, the concerned stakeholders at hospitality establishments 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

Several hospitality establishments, especially bars and restaurants have adopted Remote Video Auditing (RVA) to monitor their daily operations. Generally, RVA entails capture of

video clips of specified areas of the establishment and staff, in a random sequence. The video samples are viewed by trained auditors who analyze and assess them through a specialised software system. This analysis is reported to the respective officials of the hospitality establishment. RVA checks for employee behavior, unaccounted sales, inconsistent customer service, inaccurate inventory management, and other operational errors that can prove to be costly for the hospitality establishment.

LIVE MONITORING – CHALLENGES

Several hospitality establishments 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

- Exceptions during VIP movements

- Kidnapping/kidnapping attempts

- Compliance issues

- Health and safety issues.

- Fraud/loss/corruption/theft

- Unclaimed/unattended baggage/objects

- Human rights violations

- Staff negligence

- Inattentive staff (e.g. guard sleeping)

- Unruly customers/staff

- Issues with female staff or 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 hospitality establishments report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of the hospitality sector.

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 officials on duty (who can be contacted in case of any emergency/grievance).

2. List of authorized security personnel deployed at the hospitality establishment.

3. List of habitual offenders/suspects likely to visit the hospitality establishment's premises (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!