



# 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.



## UTILITY VALUE OF COM-SUR™ FOR LIVESTOCK FACILITIES

### WELCOME



### OVERVIEW

CCTV and drone surveillance is common in livestock facilities world over, but footage is often only reviewed reactively. Our company realized this problem early-on and has developed the world's only CCTV and drone video footage auditing software that encourages daily auditing of CCTV and drone 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.

### CHALLENGES FACED BY LIVESTOCK FACILITIES

#### 1. Animal welfare issues:

Livestock facilities constantly need to monitor the welfare of the animals therein. This includes identifying signs of distress, illness, or injury, ensuring that animals are being treated humanely, and monitoring their living conditions.

#### 2. Threats to biosecurity:

Biosecurity refers to practices aimed at preventing, reducing or eliminating the introduction and spread of disease. Livestock facilities must ensure that proper biosecurity protocols are being followed in their premises in order to prevent the spread of animal diseases, particularly those of foreign origin.

#### 3. Theft and vandalism:

Livestock facilities are vulnerable targets for theft or vandalism, especially in rural/remote areas. Perpetrators often conduct pre-operational surveillance of the target area, making it important to detect suspicious activity

during this phase to prevent an incident.

#### 4. Occupational safety and health issues:

Livestock facilities constantly need to monitor the safety and health of workers within their premises, ensuring that they are following proper safety protocols and identifying potential hazards that may need to be addressed.

#### 5. Insider threats:

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

#### COVID-19 PANDEMIC

The pandemic severely impacted livestock facilities worldwide. Owing to restrictions/lockdowns, several livestock facilities had to temporarily close their operations or run in a reduced capacity. They also faced labour shortages as well as financial losses. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

#### USE OF VIDEO SURVEILLANCE AT LIVESTOCK FACILITIES

Most livestock facilities have video surveillance covering the following areas:

- Entrances and exit points
- Barns and stables
- Feeding and watering areas
- Processing areas

- Outdoor areas where animals graze or are transported

Further, in order to analyse the behaviour of the animals in the livestock facility, especially with respect to whether they are being fed on time, do they exhibit any visible signs of any illness, etc., as well as to investigate incidents /accidents, officials of livestock facilities check surveillance video recordings of the relevant cameras from time to time.

#### DRONES

Drones are increasingly being used to monitor livestock facilities for the following purposes:

##### 1. Herd management:

Drones are used to monitor herd movements and identify individual animals that may require medical attention, before they become more serious.

##### 2. Facility monitoring:

Drones are used to monitor the entire facility, including outdoor areas, pens, and pastures in order to identify potential safety hazards, such as broken fences or loose equipment, and ensure that animals have access to food, water, and shelter.

##### 3. Crop monitoring:

Some livestock facilities also have crops or grazing lands that require monitoring. Drones are used to monitor crop growth, detect potential pest infestations, and assess the overall health of the crops.

#### 4. Security monitoring:

Drones are used for security purposes, such as monitoring for intruders or theft.

#### LIVE MONITORING – CHALLENGES

Several livestock facilities have a dedicated control room with operators, set up for live monitoring of CCTV and drone 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 DRONE VIDEO SURVEILLANCE 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:

- Animal welfare issues
- Biosecurity threats
- Occupational safety and health issues
- Productivity issues
- Recces/suspicious movements/activities
- Staff negligence
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Fraud/loss/corruption/theft
- Potentially hazardous material
- Housekeeping issues
- Cameras/recorder malfunctions

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

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

'Auditing' means 'seeing' what the cameras

'saw'. Auditing of CCTV and drone 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 drone 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 livestock facilities report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of the livestock sector.

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

CCTV and drone 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 officials on duty.
2. List of authorized security personnel deployed at the livestock facility.
3. List of habitual offenders/suspects likely to visit the livestock facility's premises (a 'Watch out' list).

#### 5) USE A POWERFUL NEW SIGNAGE

**"WE CHECK 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.

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

#### OF CCTV/SURVEILLANCE VIDEO

COM-SUR is a 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 and 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 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.

#### 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!