

**com**<sup>TM</sup>  
**sur**

the missing piece of CCTV

# THE FOOTAGE WHISPERER

# "SEE WHAT THE CAMERA SAW"

GET THE BOOK



100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA



UTILITY VALUE OF  
COM-SUR™ FOR THE  
PRIVATE SECURITY  
INDUSTRY

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 offered as a service by most private security companies, 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/SURVEILLANCE VIDEO FOOTAGE  
AUDITING, SMART BACKUP, AND  
STANDARDIZED INTELLIGENT INCIDENT  
REPORTING SOFTWARE – THE MISSING PIECE  
OF CCTV/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.

PROFIT – NOT LOSS

Extra profits!

That is what the private security industry can deliver to any business/organization.

In order to 'gain' from security services, clients and security service providers must work closely as a team and make optimal use of all resources at hand; one of them being CCTV cameras.

### CONVERTING EXPENSE TO INCOME

Globally, the security function has been perceived to be an expense item i.e., a function which does not bring any profits for the organization. Yet, businesses must incur the expenses to keep them operational, or because it is mandated by law. In recent times however, this mindset is undergoing a transition, what with several industry experts clearly recognizing the value of security as a business enabler.

### ALCOA – THE AMERICAN ALUMINIUM GIANT - HOW 'SAFETY' QUINTUPLED ITS INCOME

Safety and security are two sides of the same coin, as both aim to prevent incidents and keep people and assets safe. This was exemplified by Alcoa CEO Paul O'Neill, who emphasized worker safety as a top priority, leading to a safer and more efficient work environment. This focus on safety led to improved profits, as the company examined and improved its manufacturing processes. O'Neill's philosophy was to prioritize safety as a pre-condition, not just a priority, and to fix any potential hazards as soon as they were identified.

### HINDSIGHT | INSIGHT | FORESIGHT – ALL ATTAINABLE FROM AUDITING CCTV FOOTAGE

From the Alcoa story, it is clear that continuous identification ("if you see something, do something") results in quicker corrective and preventive action, leading to continuous improvement (Kaizen).

Continuous identification through the daily auditing of CCTV footage and reporting audit findings is exactly the area where the private security industry can help their clients to achieve peak returns on investment and turn itself from an expense item to a revenue generating item.

### CHALLENGES THAT PRIVATE SECURITY COMPANIES NEED TO ADDRESS FOR THEIR CUSTOMERS

#### 1. Unauthorized access and trespassing:

Preventing unauthorized access and trespassing is crucial for maintaining security. Security personnel must monitor access points, check credentials, and enforce entry protocols to ensure only authorized individuals are allowed entry.

#### 2. Theft, shrinkage, and burglary:

Protecting against theft, shrinkage, and burglary is a primary concern for private security companies. They need to implement measures to deter, detect, and respond to potential theft incidents at their customer's premises.

#### 3. Vandalism and property damage:

Private security companies need to address the

threat of vandalism and property damage. This includes monitoring and patrolling areas susceptible to vandalism, such as public spaces, construction sites, or vacant properties.

#### 4. Workplace violence and conflict resolution:

Private security companies may need to address issues related to workplace violence and conflict resolution. They should have protocols and trained personnel to handle and defuse potentially volatile situations in a professional and safe manner.

#### 5. Compliance issues:

Private security companies need to monitor compliance with a range of regulations and legal requirements, including those related to licensing, training, and health and safety.

#### 6. Reputation management:

Private security companies constantly need to monitor their customers' reputations and brand image in order to provide effective security solutions.

#### 7. Employee behavior:

Private security companies need to monitor the behavior of their own employees as well as those of their customers. This entails implementing background checks, monitoring employee activity, and conducting investigations into potential misconduct.

#### 8. Emerging threats:

Private security companies need to stay up-to-date with emerging threats, including new types of criminal activity, changes in technology, and geopolitical risks. This entails ongoing research and analysis of global trends and developments.

#### 9. 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 operations of private security companies worldwide. Owing to government restrictions/lockdowns, several customers of private security companies had to either temporarily shut or scale down their operations. This led to private security companies reducing staff and cutting costs in order to sustain themselves. On the flipside, there was also an increase in demand for security services, particularly for services such as temperature checks, social distancing enforcement, and crowd control. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

#### USE OF VIDEO SURVEILLANCE BY ORGANIZATIONS WHO ARE CUSTOMERS OF PRIVATE SECURITY COMPANIES

Most organizations who are customers of private security companies, usually have CCTV coverage at the following areas:

- Entry and exit points

- Work areas
- Storage rooms and supply areas
- Parking areas
- Other areas deemed important

Further, several organizations have policies laid down by law or otherwise to review and analyse recorded CCTV video footage from time to time for investigating incidents and/or accidents, and other issues in order to corroborate evidence.

Moreover, several organizations deploy drones to monitor areas that are remote or inaccessible. Some organizations also deploy body-worn cameras as well as dash cams (to monitor vehicles).

#### HOW VIDEO SURVEILLANCE HELPS IN RISK MANAGEMENT

Video surveillance is an effective tool for risk management and mitigation strategies, complementing an Enterprise Security Risk Management (ESRM) approach. It helps to prevent and reduce internal and external threats to an enterprise. By enabling daily monitoring of enterprise operations, analyzing behavior, and monitoring compliance issues, video surveillance allows concerned personnel to respond to incidents in a timely manner, both security and non-security related.

If used optimally, the same cameras will deliver a related benefit to diverse stakeholders:

**CEO:** The CEO will remain better aware of the business and brand.

**CFO:** The CFO will be delighted with reduced shrinkage, losses, fraud, and insurance costs. This will improve the bottom line.

**CHRO:** The CHRO will be able to encourage employees and improve performance.

**CMO:** The CMO will be able to improve customer satisfaction, loyalty, and sales.

**CQO:** The CQO will be able to enhance quality through visual control and operational efficiency.

**CTO:** The CTO will benefit with reduced storage and bandwidth costs.

**CAIO:** The CAIO will be able to use relevant data for AI and machine learning models.

**CRO:** The CRO will be able to mitigate risks and ensure business continuity.

**CCO:** The CCO will be better equipped to ensure that compliance issues are in order.

**CVO:** The CVO will be able to enhance vigilance to prevent fraud and corruption.

**CSO:** The CSO will be able to improve security leading to better health and safety of man and machine.

**CXO:** The CXO just needs to use some imagination and the video!

#### LIVE MONITORING – CHALLENGES

Private security companies offer a service of monitoring their customer's CCTV and other cameras such as drones. For this, there is a dedicated control room with operators, set up

for live monitoring. 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 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 pertaining to the respective organization which is the customer of the private security company.
- Recces/suspicious movements/activities
- Patterns of suspect/intruder movement
- Kidnapping/kidnapping attempts
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Accidents/Causes of potential accidents
- Loss/fraud/theft
- Inattentive staff (e.g. guard sleeping)
- Unclaimed/unattended objects
- Health and safety issues
- Instances of women and child abuse
- Housekeeping issues
- 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 the entire industry reports 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 organizations who are customers of private security companies.

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 authorized staff.
2. List of authorized security personnel deployed at the organization.
3. List of habitual offenders/suspects likely to visit the organization'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 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'.