



Tech Data 2011 IP Video Surveillance Sales Toolkit:

How to build security offerings into your practice

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Tech Data 2011

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Welcome to the Tech Data Video Surveillance Sales Toolkit. We think that you'll find this guide valuable when you want to expand your security practice to include IP video surveillance. Ask your Tech Data Sales team for other Security Sales Toolkits that cover other aspects of security.

You'll find this guide offers a lot to think about with specific recommendations and ideas you can use to grow your practice and boost your profits.

How to Use This Toolkit

If you are new to video surveillance sales, you'll find this toolkit to be just what you need get going. You will get plenty of sales tips, qualifying questions and success ideas that you can use to expand your practice into video surveillance services.

If you've been selling video surveillance services to your customers, you will find this to be a good review. You'll probably discover a few ideas that you haven't thought of before and some new ways to approach your clients.

While we can't cover every aspect of the video surveillance business in this toolkit, there are many resources at Tech Data where you can get your questions answered. We have a dedicated team that can answer your questions and assist you with designing the right solutions for your customers. Contact us at 800-237-8931, ext. 72155 or at physicalsecurity@techdata.com. We're here to help you make a difference.

Flip through this guide and stop where you're inspired. Doing this is the fastest way to get a feeling for how to develop your video surveillance business. Pick and choose from the suggestions using your best judgment, adapting the business to your clients and your market.



What is Video Surveillance?

Video surveillance contributes a layer of physical security to an organization. Yet IP video can be used beyond security. Video can be used to monitor manufacturing processes, enforce policies (such as remote employees being on time and dressed correctly), and improve business processes (such as observing customer and employee behaviors).

Video Surveillance Considerations

Video cameras have some drawbacks. They require careful configuration to ensure optimum image quality. Outdoor cameras need special attention to account for changing weather conditions. Cameras need protection against overt tampering or destruction and may need protection against covert tampering, such as a substitute video feed.

Physical security is about protecting the people and things that a business finds valuable. Video surveillance delivers deterrence, can detect intrusion, enables remote situation assessment, and creates a pictorial record for analysis, investigation, and prosecution. Let's look at some of these elements of physical security and determine how video surveillance fits.

Any change to the physical environment can create blind spots. You can provide services to make sure that these issues don't arise for your customers.

Deterrence: Tactics

The first line of defense in security is deterring the desire to target assets. Video surveillance is a prime criminal activity deterrent.

Most criminals are opportunists. Deterrence is about convincing a would-be attacker that the risk of being caught is higher than the reward of their unauthorized actions and that they should move on to a softer target. The higher the perceived threat of getting caught, the less valuable secured assets become, and the greater the deterrence.

Covert cameras are legal for surveillance in many circumstances but usage should be reviewed by your attorney. It's generally improper to put a camera where people expect privacy, such as bathrooms and locker rooms.

Advertise Your Armor

Warning that you're on guard deters most casual crooks and makes professional criminals think twice. Robbers pass up houses with barking dogs; they don't want to get bit. Banks have seen a 36 percent decrease in robberies just by posting a "No Hats, No Hoods, No Sunglasses" sign because this policy makes crooks easier to identify, so discourages robbery. Your client can:

- Publicize security policies on their Web site
- Post signs notifying of alarm systems
- Post signs notifying of video surveillance
- Post signs that criminal activity is vigorously prosecuted

Remember, while you want to announce capabilities and intentions, keep the details secret.

Light It Up

Simply increasing the level of lighting around a business reduces crime from 10 to 85 percent. Combined with video surveillance, high levels of light can substantially reduce the incidence of crime. You may want to make this recommendation to your customer.

Retail-customer surveys consistently find that well-lit locations draw more business than poorly-lit ones. So, increasing light levels may help business, too.

Recording: Making the Record

All video surveillance systems include some kind of recording strategy. In the past it was video tapes, VHS cassettes, CD-ROMs, and DVDs. In the IP video surveillance world, companies use digital storage in the form of network video recorders or other storage systems and can also choose from off-site, hosted video solutions.

There are a number of software suites that will perform image analysis for alert and alarm functions, face recognition, correlation with alarm or other events, and image compression to eliminate static images, further increasing image storage capacity.

IP Video Technology: What's Available

Traditional video surveillance used closed-circuit television (CCTV) which uses hard-wired analog cameras, cables, recorders and TV monitors. Currently found in established surveillance operations, they have limited suitability in small business as door access monitoring.

They are limited by cabling length (typically 3,000 feet) and have restricted video quality. They are also labor intensive because video tapes have to be changed daily.

There are solutions for converting CCTV feeds into digital streams if your client has existing video infrastructure that they wish to update.

Digital TV

The modern method of video surveillance is to use all digital equipment. Network-based internet protocol (IP) cameras (also called network cameras) are digital video devices that connect to the computer network. Instead of generating a video signal, these cameras produce electronic files that can be accessed, monitored, recorded and printed anywhere on the network by an authorized user. The image resolution is usually much higher than legacy analog cameras.

The cameras connect to the wired or wireless network. One server with a single software application runs the entire system and any authorized user has direct access to any camera. Alternatively, the camera can send video to multiple destinations.

Adding cameras is easy: just plug another into the network. Adding more recording time is easy: just add another disk drive to the camera server.

If you plan to use more than a few cameras, you'll want a dedicated network because cameras can produce a lot of data, slowing down other corporate network traffic. Smart cameras can automatically switch between low frame rates and high frame rates based on what's happening with the image, reducing the network traffic to a bare minimum in normal situations.

Furthermore, most IP cameras can use Power over Ethernet (PoE)¹ where power is delivered through the unused wires in the network cable. This eliminates the need for line power at the camera site (as is often required by older CCTV equipment). This substantially reduces installation costs and may reduce labor requirements because an electrician—and associated building permits—isn't required. Local union rules for deploying IP cabling may be different and potentially less restrictive than deploying CCTV cabling.

Pan-Tilt-Zoom

IP cameras are frequently mounted on pan-tilt-zoom (PTZ) heads controlled through the network. They can be pointed and directed by any authorized user from anywhere on the network.

Event Analysis

Cameras can be triggered to record by normal events, such as a cash-register drawer opening. Software applications let your security experts analyze specific events, like every time a clerk makes a transaction of more than \$500. This means that you can locate and review events as needed.



Video Surveillance Target Markets

Any time something of value needs to be protected, there is a video surveillance opportunity.

Educational facilities of all types must increase security to avoid violence and vandalism. They want to reduce the incidence of bullying and petty theft. Video surveillance is the best way to monitor and secure large facilities including parking lots, entrances, hallways, common areas, classrooms, libraries, sports facilities, computer rooms and laboratories. With digital

¹ <http://www.fastcompany.com/1766622/infographic-found-the-top-10-places-you-lost-your-smartphone>

video, security teams can monitor from remote locations and forward video to law enforcement authorities. Cameras can alert security when tampered with or when detecting noise or motion after hours, decreasing problems with vandalism and theft. Many educational facilities want to increase their video surveillance, so this can be a lucrative market for you.

Healthcare organizations use video surveillance to improve the safety and security of their facilities. They monitor critical areas like emergency rooms and pharmacies, reducing the cost of theft or vandalism. Video can reduce the occurrence of malpractice law suits by creating records of incidences. It can also reduce the cost of labor by providing consistent monitoring of entrances and public areas.

Transportation uses video surveillance to create a safer travel environment for public transportation, boosting usage. It reduces the costs of vandalism and graffiti. When there is an incident, authorities can rapidly take action with the appropriate level of response. It also reduces the need for physical premises inspection, lowering labor costs.

Banking and finance uses video surveillance to protect against robberies, secure assets, observe customer interactions and monitor employee activities. A key benefit to IP video is high reliability of the recorders. With legacy video-cassette taping systems, there isn't a way to monitor if the video got on the tape. The tapes require manual changing and demand climate-controlled storage. With digital systems, customers can instantly know the status of video recording and physical storage isn't an issue. In addition, rapid random-access to video recordings by time or event means that an investigation requires less time and effort. Since many financial organizations have legacy CCTV cameras, consider offering to upgrade their existing systems.

Retail operations use video surveillance to improve profitability by reducing theft, improving staff security and providing the opportunity to improve store efficiency by observing consumer behaviors. Often merchants will adjust store layouts and optimize in-store advertising after examining how customers interact with the staff and store configuration.

Public venues such as health clubs, community pools and parking lots use video surveillance to reduce theft and mitigate liability.

Restaurants monitor high-value provisions such as liquor, wine and meat to prevent and investigate "shrinkage" (as theft is euphemistically called).

There are many applications in military, government and manufacturing, primarily in the area of securing high-value assets and reducing the cost of labor associated with security where video surveillance can be useful.

Another driving factor is physical security compliance mandates dictated by the U.S. Occupational Safety and Health Administration (OSHA) and the Department of Homeland Security (DHS). High-resolution digital video can provide better, more consistent surveillance than an on-site guard. In certain situations, it has eliminated the need for physical escorts in a secure environment because a guard can remotely observe a guest traveling from one location to the other.



Why a Video Surveillance Practice is Valuable for You

IP Video surveillance solutions include technologies you already know and love, such as networks, servers and storage. Most vendors make it easy to get the market by providing simple-to-install video surveillance applications or tools that don't require technical expertise to deploy and maintain.

You can think of IP video surveillance cameras as just another device on the network. If you've deployed Unified Communications equipment on a network, then you have the skills needed to sell and support IP video surveillance.

You get started by selling just a few cameras to your clients and expand as you grow comfortable with the technology. Required training is usually minimal, so you don't need to have anybody on staff with security certifications to be effective.

It's actually a simple business to understand and deploy.

Business Requirements to Successfully Sell Video Surveillance

The good news is it won't take much to begin selling IP video surveillance services in your practice. It's more a matter of asking the right questions when you speak with your clients and then knowing what to say when you identify opportunities.

Many business partners find that as they move into video surveillance, the business grows organically as they add more services and products based on discovering what their clients really need, especially in data analytics to determine customer and employee behaviors.

In fact, you can start out just by asking the questions that follow in this sales guide and then decide what to offer once you've identified an opportunity.

The Video Surveillance Market Opportunity

The U.S. video surveillance market is expected to approach \$1 billion with a world-wide market of \$17 billion in 2011.² The demand for new and replacement cameras is expected to grow drastically over the next two years because many of the legacy analog cameras need to be replaced. Camera growth is expected to be 30 percent year over year.³

When analog systems get replaced, there is a need for networking, storage, servers and services.

Future Trends

High resolution cameras continue to fall in price, get smaller, use less power and get smarter. This means that companies want to deploy more of them, increasing your services opportunities for installation, service, and ongoing consulting.

- As clients consume more video, they will need better tools to analyze, curate and store images.
- Faster networks and dedicated security networks get upgraded to gigabit technologies with PoE switches delivering power.
- System analysis and testing becomes important to determine if the system can handle a comprehensive security breach—critical for DHS mandated systems.



How to Identify Likely Prospects for Video Surveillance

Start with the clients you have now. They know you and love you and are likely to give you a shot at the video surveillance business.

When looking for video surveillance services opportunities, while you can start with the IT department—and they probably will be involved because it includes a network—you may need to look elsewhere. The responsible party could have a title such as security officer, legal officer, IT administrator, compliance officer or similar. It could also be the chief financial officer.

You can most efficiently find the security decision-maker by asking your contact the question, "Who is responsible for physical security and facility monitoring?"

If the person you're speaking with isn't responsible, they will gladly point you in the right direction. Begin your reconnaissance by asking them, "What is your biggest concern about physical security?"

² [http://www.abiresearch.com/press/3460-Video+Surveillance+Revenue+to+Approach+\\$17+Billion+in+2011](http://www.abiresearch.com/press/3460-Video+Surveillance+Revenue+to+Approach+$17+Billion+in+2011)

³ http://ipvideomarket.info/report/video_surveillance_review_midyear_2011

What to Say: Aligning With Their Motivation

Once you can have a conversation with them, confirm they are indeed responsible for security and then asked them, “How do you plan and budget for physical surveillance?” This will give you some insight in to how they approach their job. If they aren’t responsible for planning and budgeting, they are the wrong person to speak with. Find out who is and get to them.

Follow-up with the question, “How would you like that to change?” What they want to change is what they’re willing to buy. Now it’s just a matter of matching what you have offer with what they’d like to do differently.



Exploring the Video Surveillance Opportunity

You can identify opportunities for your security practice by asking smart questions and intelligently identifying what topics to discuss with your clients.

These questions let you examine your client’s current situation to determine if video surveillance makes sense.

- With video cameras, image processing and detection, and image storage getting so cost effective, many of my clients are looking at improving their video surveillance systems. Would you like to explore that option?
- How are you doing this now?
- If you have an analog video surveillance system, when do you plan on replacing or upgrading it?
- What security, surveillance or intrusion detection are you required, by law, to maintain?
- How do you increase your physical security by providing deterrence, such as video cameras in critical locations?
- Are there areas that you need to watch to detect intrusion or unauthorized behaviors?
- What situations can occur where you need to visually monitor a location to assess what’s going on?
- Do you need to record customer or employee behaviors for analysis or legal purposes?

Managing Common Objections

It’s likely that you’ll run across some objections when you talk with your clients about video surveillance solutions. Here are some most common ones that show up with some suggestions on how to manage them.

The most likely objection that you’ll hear is, “We already have video surveillance in place.”

Respond with, “I’m sure you do! Yet when was the last time your system was reviewed and tested? Physical situations change, image quality declines, and recording devices stop working correctly. We’ll be glad to do a system review for you and if we find anything, it’ll save you the cost and embarrassment of a breach. If we don’t find anything, you can say that you’re just being cautious.”

Another common objection is, “We don’t have the money.”

I’m sure you hear this all the time. Next time you do, try this: “I hear that all the time. Yet how much have you budgeted for when there’s a false alarm or your security system doesn’t work and you have to clean up from an attack? Done right, video surveillance systems are very cost effective and can create real value for you and your organization. Let’s take a look to see what it would cost to protect your physical assets and your people with video surveillance.”

Aligning With Your Client’s Motivation

When you work with your client, there will most likely be multiple people involved in the decision-making process. You’ll need to satisfy the concerns of the executives, the IT department, the legal department, and your client’s customers. Each of these people has their own view of what’s important in the decision-making process.

IT may or may not be involved depending on the nature of the organization because although IT systems are used for IP video surveillance, they are frequently dedicated systems that don't interface with traditional IT.

The legal department needs to make sure that they are covered in case of a breach so that they have legal defense if they need to press charges. The executives want to make sure that they can maintain and grow operations with minimal risk. The customers and employees want to know that they are physically secure.

In the discussion of your proposed solution, you need to cover each of these motivating factors of the decision-making team. Now that you understand some of the issues and motivating drivers for your client, you can be compelling in how you position your video surveillance solution.

Communicating Powerful Value Propositions

When creating your proposal, focus primarily on outcome instead of methodology. Discuss how you will actively help your client protect their physical assets and people, and mitigate any risks that might arise.

When you choose a vendor for deploying video surveillance solutions (with the help from your Tech Data Sales team), you'll frequently get access to tools that will help develop strong value propositions to share with your clients. They will examine lowering labor costs associated with physical security systems.

Couple this with the research that you've done by asking the questions discussed above and you'll be able to present a compelling reason for your clients to take action now.

Closing the Deal

Align with their internal deadlines. If the CEO has promised the Board of Directors that a security solution will be implemented in the next six months, use this information to your advantage. When you can link your proposal to their promises, you will speed the deal.



Expanding the Video Surveillance Opportunity

The process of delivering video surveillance services is similar to delivering any other technology. Break up the task into manageable chunks and just get started on the most important pieces.

Begin by reviewing what level of security you need. Then identify any barriers to making that happen.

Next, assemble your team to craft strategic approaches to eliminating the barriers and evaluate potential solutions. Use the smart questions in this sales kit—along with others listed below—that uncover the necessary information so that you can make intelligent recommendations, balancing risk and reward.

Services

There are plenty of other items beyond video surveillance to sell your clients as you dig into their security requirements. We have created sales toolkits to help in quite a few of these areas. Ask your Tech Data Sales team for these sales kits:

- Identity and Access Management
- Secure Content and Threat Management
- Security Compliance and Vulnerability Assessment and Management
- Application and Data Security



Supporting Resources

There is certainly much more to discuss than we can cover in this sales kit. Use these resources as a good starting point to gather what you need to expand your video surveillance practice.

Industry Resources

Look at these Web sites for sources of up-to-date statistics, ideas, and insights.

ASIS International

asisonline.org – ASIS International is the largest organization dedicated to the security profession. There are many resources about physical and computer security methods and technologies. They also offer many classes and security certifications.

Electronic Security Association

esaweb.org – Established in 1948, ESA is the largest trade association representing companies that install, integrate and monitor electronic life safety and security systems. They feature a wiki with information about video surveillance solutions.

Wikipedia.org

en.wikipedia.org/wiki/Surveillance – This surveillance wiki offers a fascinating discussion about surveillance technologies and social issues.

The Economist

economist.com/node/202160 – This article is worth reading about the current issues of privacy and video surveillance.