

Securens is Currently the Market Leader with More than 21,000 Sites under Monitoring

Securens is an Enterprise IoT company providing SaaS-based E-Surveillance products and services, including business intelligence and analytics. Securens masters in Protecting Assets and Information. It believes that from securing the network to safeguarding assets, corporates must protect themselves against both, external and internal threats. A&S India interacted with Sunil Udupa, Managing Director, Securens Systems.

● BY ANANT JOSHI, A&S INDIA

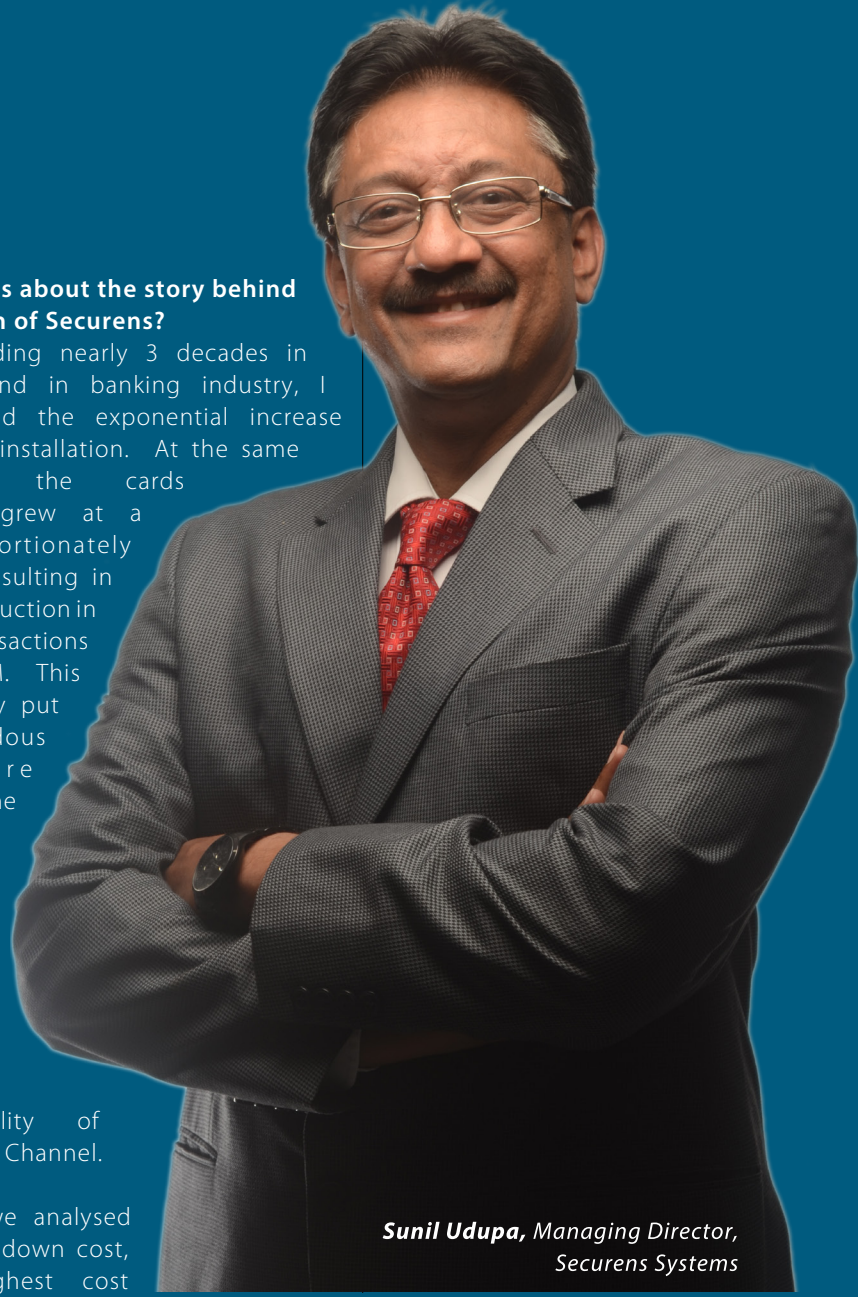
“The connected E-Surveillance industry in India is at the bottom of the S-Curve. There is an exponential growth expected that we have seen. With approximately 2.4 lakh ATMs, only around 50,000 to 60,000 are e-connected. In Retail, it's a Greenfield market and the estimated market size could be approximately USD 14 Billion.”

Q Tell us about the story behind origin of Securens?

A Spending nearly 3 decades in ATMs and in banking industry, I witnessed the exponential increase in ATM installation. At the same period, the cards issued grew at a disproportionately lower resulting in a big reduction in the transactions per ATM. This suddenly put tremendous pressure on the

profitability of the ATM Channel.

When we analysed the top down cost, the highest cost



Sunil Udupa, Managing Director, Securens Systems

was of the guard. And YoY there was an increase in this cost as we needed to adhere to the wage board rules and regulations. This became a big challenge for ATM deployers.

Meanwhile, there was automation happening in the Banks and we saw a speedy adoption of technology in the ATM sector also. But there was no or negligible investment in technology in Security/ Surveillance business. This was an opportunity for us. So we approached a Bank and presented a technology solution that would not only alert us of a Crime in real-time but will also deter it immediately.

Whenever technology replaces human labour, two things are bound to happen – the efficiency goes up considerably and the costs come down substantially. It was true in this case too; our technology solution was not only far more efficient than Man-Guarding but came at 1/5th the cost.

This saved huge amounts of monies for any Bank or ATM deployment companies that had a substantial positive impact on their EBIT.

Q What are the key focus areas of Securens?

A Two years back we had forayed into Retail and F&B sector and have won Top Retailers' and fast growing QSR's confidence. Simultaneously, we have also witnessed potential in Logistics and Warehousing sectors as well. Largely each and every organization needs a robust surveillance system.

Since we had eyes on the outlets, we created a service product, ACTIHYGIENE, that not only increases operation efficiency but also saves cost.

Q What is the key services and solutions offered by Securens?

A We have customised products for various sectors

- ACTIDETER, detect & deter crime
- ACTIINFRA, reduce your energy bills by at least 10%
- ACTIHEALTH, supply & health check-up of Surveillance systems

- ACTICARE, health check-up of your existing surveillance systems.

Our product ACTIDETER is a time-proven system that guarantees results. It not only detects but proactively prevents a crime from happening, by using Video Verification & 2-Way Audio System with the help of sensors. This product can be used across verticals.

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ACTIHEALTH aids in the supply, installation and commissioning of all surveillance equipment on a PAN India basis and provides comprehensive AMC along with ACTICARE service on a SaaS (Surveillance as a Service) based model.

ACTICARE takes preventive measures through regular health-checks, which ensure that your surveillance equipment works exceptionally well so that they prove to be of great help during the time of forensic analysis of a crime.

Q What are the challenges and opportunities for E-Surveillance security solution and service providers in India?

A Poor and unreliable connectivity is the greatest of the challenges. However, Securens has overcome this

by using first of it kind a “Bandwidth Consolidation Router’ that consolidates bandwidth across various SIMS of different network providers to give a bigger bandwidth where none existed.

The connected E-Surveillance industry in India is at the bottom of the S-Curve. There is an exponential growth expected that we have seen.

With approximately 2.4 lakh ATMs, only around 50,000 to 60,000 are e-connected. In Retail, it's a Greenfield market and the estimated market size could be approximately USD 14 Billion.

Q What plans Securens has for the India and overseas market?

A Securens is currently the market leader with more than 21,000 sites under monitoring. There is no real second competitor to us. We plan to maintain this lead and innovate new products and services especially for the retail industry. The Indian market is so vast and under-penetrated and hence we believe that it is best for now to focus on this huge market.

Q What are the latest awards or recognitions in recent past?

A We have won the following Awards:

- a. 'Control Room of the Year', Secuna Shield Awards at Secutech 2017
- b. 'Best use of technology for recruitment' at HR Tech Conference awards
- c. 'Innovation in Recruitment' at Talquest 2016
- d. Awards for Excellence in communications at Association of Business Communicators of India (ABCI) Awards 2016

Q What are the future plans?

A We are currently developing an unique Hybrid Intrusion Alarm Panel that will use the best of sensor technology coupled with the very best of Edge Video Analytics to deliver unprecedented deterrence capabilities along with business analytics. The product will be based on the latest technology of Fog computing instead of the now older Cloud computing.