



THE JOURNEY OF SECURENS FROM IDEA TO EXECUTION HAS BEEN FULL OF INNOVATIONS

Securens is an Enterprise IoT company providing E-Surveillance solutions to protect assets and information. Today Securens is maintaining vigilance of 21,000+ sites in India. And this led to the mushrooming of their products and services in different industries and verticals like retail, QSR, warehouse, and logistics. **Sunil Udupa**, Managing Director, Securens Systems Pvt. Ltd. talks about the journey and future growth prospects of the company.

Tell us in brief the journey of Securens & for which verticals Securens offer its services?

Securens was incepted in the year 2011. The journey of Securens from idea to execution has been full of innovations, infact I look at innovation as just an ongoing journey. Prior to the inception of Securens, I had extensively worked in the ATM industry for nearly 3 decades and it was there that I identified the need of smart technology led security systems in the ATM industry and that's how the idea of Securens also came into existence. There are new innovations taking place in tech space each day and to meet the demands of our discerning customers, we need to upgrade and enhance our services.

Initially we started with providing electronic surveillance (e-surveillance) to banks and ATMs. However, today we maintain vigilance of 21,000+ sites in India. And this led to the mushrooming of our products and services in different industries and verticals like retail, QSR, warehouse, and logistics. We not only restricted to providing surveillance systems to our customers, but also complete analytics. Securens' unique product catalogue is designed to increase the productivity and decrease the cost. For instance, in retail industry we provide an intelligence report about their day to day operations which enables them to eliminate any kind of faults in the system and also improve the customer experience at large.

What makes Securens different from their competitors in surveillance industry?

We are not a typical camera deploying company. Our services and products are outcome of long R & D and experience; hence we do not have any competitor to compete with our quality of services. At Securens our USP has been customizing the products with latest technology and R & D and innovations go hand in hand. A Retail space might require a different solution than the ATM. Our team makes a strategic plan before presenting it to the customer after understanding their business requirement and the pain areas. We are far from the traditional meaning of Surveillance and security. We wish to position ourselves as a facilitator to your business partnering for success and customizing our products as per the requirement.



Sunil Udupa
MD, Securens Systems Pvt. Ltd.

What are Key products Securens have for retail industry & what solution it offer?

Retail industry is been growing at pace that allows us a challenging environment to work with. Our product for retail industry are ACTIDETER, ACTIHYGIENE, ACTIHEALTH, ACTICARE and ACTIINFRA

ACTIDETER

Save up to 60% of the cost of man guarding

ACTIDETER is a time proven system that guarantees results. It not only detects attempted crime, but proactively prevents it from happening, by using Video Verification & 2-Way Audio.

ACTIHYGIENE

Monitor your brand SOP & employee behaviour

The service ensures adherence to Brand SOPs parameters of a retail outlet, monitor employee behaviour to help you understand 'How well your customers are treated' and video housekeeping to monitor housekeeping personnel and whether the outlet is constantly cleansed or not.

ACTIHEALTH

Supply & health check-up of surveillance systems

The service aids in supply, installation and commissioning of all surveillance equipment on a PAN India basis along with comprehensive AMC and ACTICARE on a

SaaS model. It aids in enabling preventive measures on the working conditions of the surveillance systems which help during the time of forensic analysis.

ACTICARE

Health check-up of your existing surveillance systems

The service ensures online health of your surveillance equipment twice a day and providing comprehensive AMC for all equipment on a PAN India basis.

ACTIINFRA

Helps to reduce your energy bills by at least 10%

Managing energy consumption has always been a challenge for any organization and the energy bill amounts to huge cost component in operations expenses. ACTIINFRA Services helps you to monitor, manage and optimize energy consumption.

What are the latest awards or recognitions in past?

We recently won 'Control Room of the Year', Secona Shield Awards at Secutech 2017. We were felicitated with 'Best use of technology for recruitment' at HR Tech Conference awards as technology is in our vein be it our products or our own operations. In the year 2016, we were awarded 'Innovation in Recruitment' at Talquest for our HR practices. We have also won awards for Excellence in Communications at Association of Business Communicators of India (ABCI) Awards 2016.

What are the future plans?

In order to deliver unprecedented deterrence capabilities along with business analytics, we have developed SIMPLISECURE, a first of its kind, Hybrid Intrusion Alarm Panel that will use the best of sensor technology coupled with the very best of Edge Video Analytics. The product will be based on the latest technology of Fog computing.

Also, we will be debuting a unique technology that will help consolidating bandwidth from different SIMs to enable high bandwidth surveillance at remote areas that typically have poor signal strength. This technology will also enable Fog Computing. This technology would be critical to 'Digital India' where most of rural India can be networked with low costs and quickly.