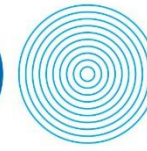




## Future Proofing Your Video Surveillance Strategy **7 Awesome Business Intelligence Benefits**

White Paper - Food & Beverage Industry

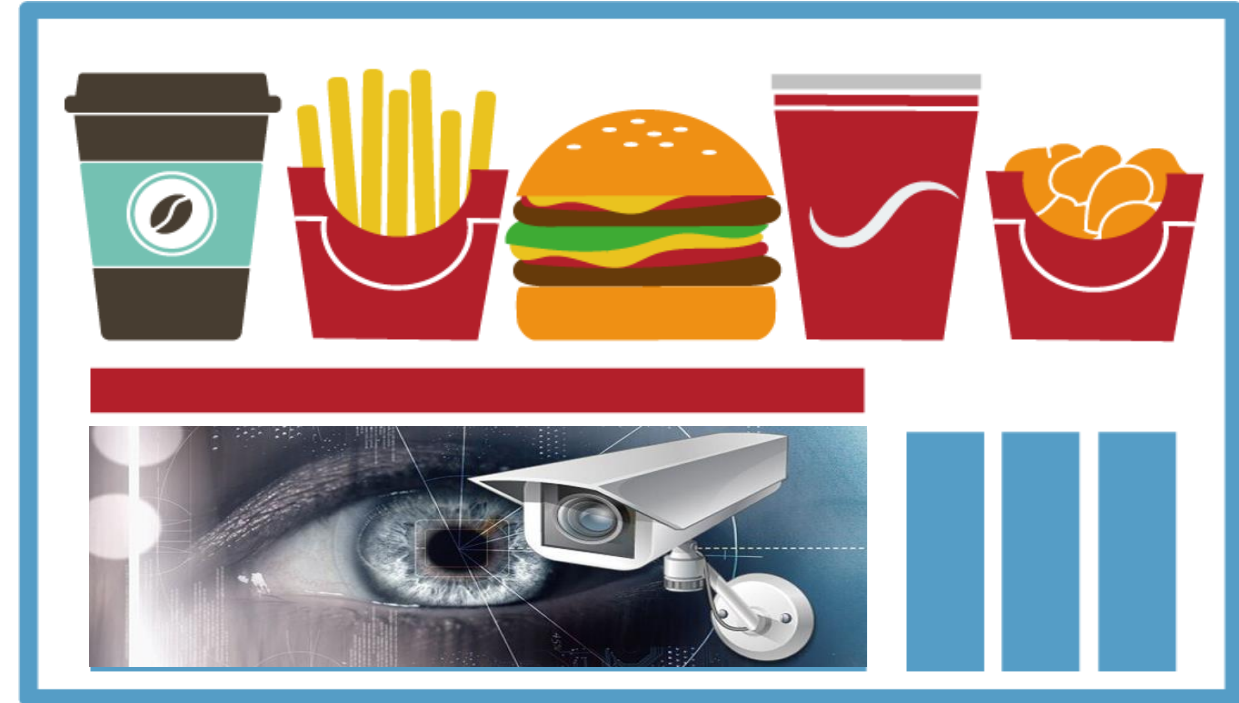
# Abstract

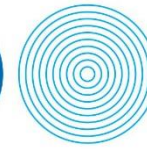


It is important for quick-service restaurant operators to future proof security investments and deploy technology that can be used beyond traditional safety and can be integrated to technologies that offer data analytics.

Besides protecting assets at an outlet due to Vandalism, Robbery, Burglary, Fire and Fraudulent Claims, a well-defined video surveillance strategy is effectively used by the industry leaders to help in Outlet SOP Audits, improve employee behavior, improve customer service, reduce fraudulent claims and reduce lost revenue due to billing theft. The F&B industry operates on tight margins; Video Surveillance can benefit you to not only protect the thin margins but also increase your revenues.

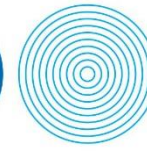
This whitepaper will examine how to correctly deploy a Video Surveillance strategy that can future-proof your security investments for current and emerging Video Analytics.





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# Introduction



Gone are the old times when CCTVs were installed for security measures only. The old passive Intrusion Alarm Systems with SMS alerts have given way to the new Centrally Monitored Alarm System with Video Verification and 2-Way Audio to deter a crime instantly. This effectively handles the traditional security of an outlet.

**We will look at effectively dealing with 5 security related challenges.**

The New-Age Video Surveillance allows you to use the same infrastructure to help you resolve many of the non-security related problems that you face; thus, dramatically increasing the ROI of the mundane CCTVs.

**We shall then look at how we can future proof our CCTV infrastructure.**

Once we future proof our Video Surveillance, we can take advantage of the existing and also future developments in Video Analytics to not only improve operational efficiency but also to reduce leakages and increase revenues.

**We will also look at dealing with 5 non-security related challenges** using the same infrastructure to give you much better RoI and benefits including business Intelligence as a result of future proofing. We shall also share various useful analytics available for the QSR and F&B Industry and its benefits.

This white paper will also provide you with **considerations when choosing** the best options for your organization, thus helping you to minimize any unforeseen mistakes.

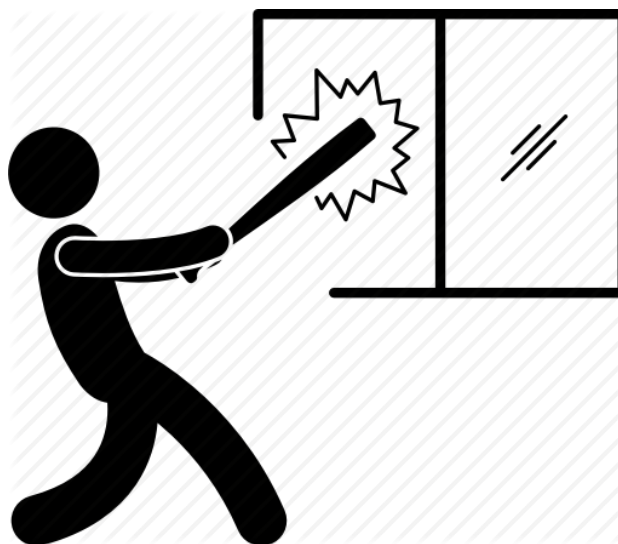




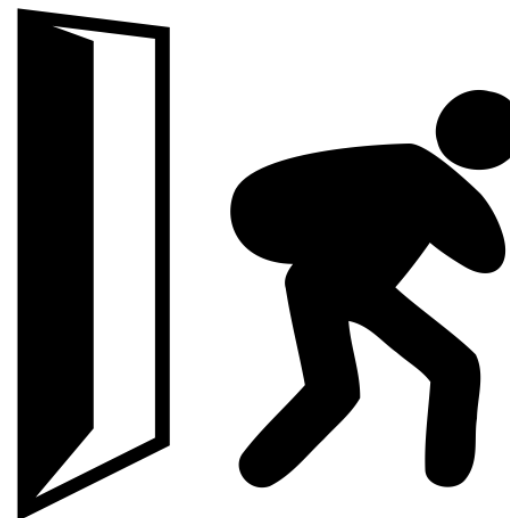
## The Big 4



**ROBBERY**



**VANDALISM**



**BURGLARY**



**FIRE**

# Vandalism

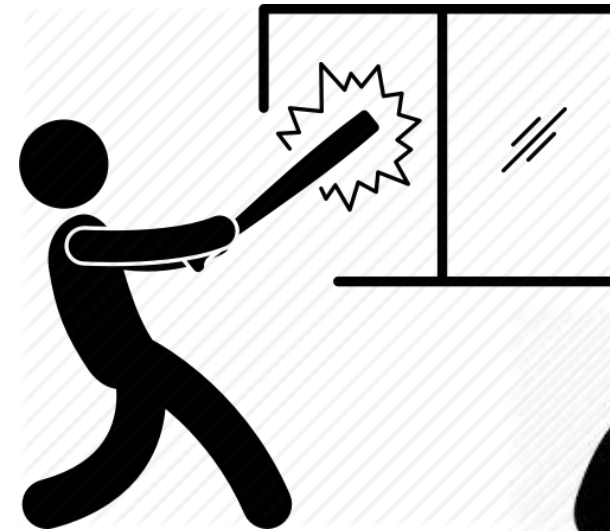


## Solution: Correct placement of appropriate CCTVs

It is well known fact that when people know that they are being observed and recorded, the chances of vandalism is substantially reduced. To effectively achieve this there must be enough indoor CCTVs to be visible, a public view monitor and a CCTV at the entrance looking outside.

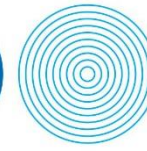
### Considerations:

- Ensure that CCTVs do not leave any Blind Spots.
- Ensure CCTV has adequate resolution to capture good quality of image (at least 40 pixel/foot).
- CCTVs must have WDR feature is placed against a bright light like facing the door.
- There must be a sign that clearly states “You are under CCTV Surveillance” both outside and inside.
- The public view TV screen must be of large size with revolving frames.
- If there is a Drive-In, then a CCTV is placed so that it can capture the number plates.





# Robbery



**SECURENS**<sup>®</sup>  
Prevent crime before it happens



## Solution: Intrusion Alarm System with Panic Switches connected to a Central Alarm Monitoring Center

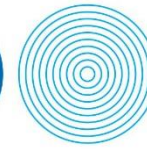
Robbery late at night especially on the highway stores are increasing. Correct placement of CCTVs as mentioned above with addition of a **Panic Switch** will not only prevent such robberies but also protect your employee(s). A Panic Switch is connected via an Intrusion Alarm System to a Siren. When an employee sees a threat, he presses the Panic Switch. This activates the Siren notifying neighbours of a problem. In advanced systems, the alarm panel is connected to a Central Alarm Monitoring Station that uses Video-Verification and 2-Way Audio to deter the crime instantly.

### Considerations:

- Use a foot Panic Switch instead of hand Panic Switch.
- Use a 4-wire Siren to detect cutting of Siren Cables before the act.
- Place Siren at 10 feet or above to prevent easy mischief.



# Burglary



## Solution 1: Intrusion detection using Video Analytics and Central Monitoring Station (CMS)

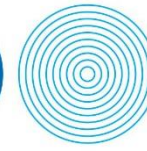
Burglaries mostly happen at night or early morning. The premises are protected by Motion Sensor cameras and Intrusion Detection cameras with Video Analytics. Once any intrusion is detected, the system will notify the Central Monitoring Station. The CMS executives will use Video-Verification and 2-Way Audio to deter the crime instantly. They would also call the and notify the nearest police station.

### Considerations:

- Central Monitoring Station with Video Verification and 2-Way Audio to deter the crime instantly.
- Central Monitoring Station with mapped Police department numbers.
- Good quality IP cameras with NVR having intrusion detection facility.
- Using a hybrid of sensor based technology and Video Analytics will provide you with the best of protection. This will also future-proof your solution.







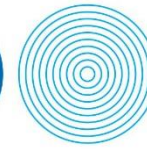
## Solution 2: Intrusion detection using Alarm Systems and Central Monitoring Station (CMS)

The premises are protected by Motion Sensor (PIR) and Contact Sensors. Once an intrusion is detected, the system will notify the Central Monitoring Station. The CMS executives will use Video-Verification and 2-Way Audio to deter the crime instantly. They would also call the and notify the nearest police station.

### Considerations:

- Central Monitoring Station with Video Verification and 2-Way Audio to deter the crime instantly.
- Central Monitoring Station with mapped Police department numbers.
- Good quality IP cameras with NVR having intrusion detection facility.
- Using a hybrid of sensor based technology and Video Analytics will provide you with the best of protection. This will also future-proof your solution.





## **Solution: Intrusion Alarm System with Smoke Detectors connected to a Central Monitoring Station (CMS)**

A fire especially when customers are inside could mean a beating of your Brand and not to mention, lawsuits, social media disaster and PR nightmare. It is critical for your F&B outlets to be protected against fire. Gone are the days of a dedicated fire alarm system. Today's Intrusion Alarm System protects against both Intrusions and Fire.

Smoke sensors are connected to the Intrusion Alarm System. Once the smoke is detected by the smoke sensors, it will activate the Siren and simultaneously alert the Central Monitoring Station. The Siren is an immediate indicator and customers can be moved to safety. The Central Monitoring Station will also call the nearest Fire Department. This is especially helpful after business hours. Without this feature, your F&B outlet or restaurant will be gutted within an hour.

## **Considerations:**

- Alarm System must have Video Verification and 2-Way Audio to deter the crime instantly.
- Central Monitoring Station with mapped Fire department numbers.
- Quarterly cleaning and testing of all smoke sensors. A dirty smoke sensor will not activate or work in case of smoke / fire. Hence this is critical.



# Future proofing your surveillance investments



Future proofing your systems means not just future-proofing in terms of future compatibility with technology, but also compatibility with future IT initiatives, future security needs and future business needs.

Future proofing will also involve compatibility with the organizations future needs for video security applications outside of the Security department.

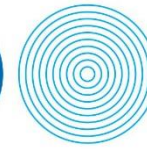
Video analytics and Video based services are now used by top QSR organizations to derive various business benefits. Additional cameras must be placed strategically to enable Business Video Analytics.

**It is important for Quick Service Restaurant (QSR) operators to future proof security investments and deploy technology that can be used beyond traditional safety and that can be integrated to technologies that offer data analytics.**





# Future proofing your surveillance investments

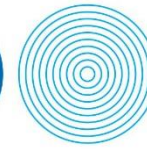


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- **The minimum requirement to future proof for Video Analytics is to have good quality videos.** To get good quality videos, we must ensure that we use IP cameras with reasonable resolution. **Camera resolution must be at least 40 pixel per horizontal foot.** This is critical and a key consideration for future proofing.
- **The outlet must have a NVR and/or videos streamed directly to a cloud storage.** Having the ability of streaming allows you to access many business related video analytics.
- **Cameras are located above Point of Sale (PoS) counter** to detect PoS related frauds, detect adequate manning of PoS counters, customers queue length detection etc.
- **Cameras are installed to fully cover entire kitchen area.** These detect anomalies in SOPs of the kitchen area. Kitchen hygiene is most critical to a restaurant or F&B business.
- **Cameras are installed immediately inside the entrance.** These are used for people counting.
- **Cameras are installed to cover the entire customer seating area.** These are used for monitoring and auditing outlet SOPs.
- **Cameras are installed to cover indoor drive-In delivery area.** These are used for monitoring and controlling frauds.
- **Cameras are installed to cover outdoor drive-in delivery area.** These are used for counting vehicles and matching it with drive-in billings to detect any frauds.
- **Cameras are installed to cover storage or back-office area.** These are used for both controlling pilferages and monitoring operations.
- **Cameras are installed to cover all exits and entrance.** These are used for both controlling pilferages and monitoring operations.

# 7 Awesome Business Benefits



## 1. Reduce Fraudulent Claims

**Solution:** Adequate camera coverage of all areas leaving no blind spots.

Fraudulent claims can be damaging especially if it reaches social media. It is important to have adequate footage to minimize false claims of injury, hygiene, misbehavior or others from customers and staff. If a customer or an employee should make any claim, you can review previously recorded footage for evidence.

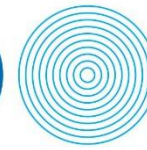
### Considerations:

- Adequate coverage of all areas of outlet without leaving any blind spots.
- Cameras with adequate resolution for the required 40 pixel per horizontal foot.





# 7 Awesome Business Benefits



**SECURENS**  
Prevent crime before it happens



## 2. Restaurant Standard Operating Procedures (SOP) Audit

### Solution: Regular in-video audit of restaurant SOPs

SOPs are written to ensure efficiency of operations, maintain Brand Quality and Hygiene. **According to many Heads of Operations, 'This is the single most point of failure of an outlet and if not monitored, could lead to disastrous consequences'.** Organizations still use the notoriously unreliable yet expensive mystery shoppers to do a regular check on outlets. This is may be once a quarter and is not adequate to give any confidence.

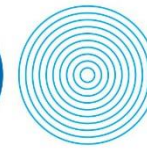
Video technology is now used to perform dip-stick audit check multiple times a day on every outlet. Dip-stick audits are audits on video to check top 5 critical operations parameters at every store every day i.e. wearing of gloves and headgear in the kitchen area, cleanliness of the customer area, uniform being worn by employees, greeting of the employee as per brand manual etc. The same technology is used to conduct a full audit multiples time a month.

### Considerations:

- Decide on your top 5 critical parameters for audit that you cannot compromise in an outlet.
- Get store-wise exceptions with its image.
- Ensure that all details are available on a mobile app.



# 7 Awesome Business Benefits



## 3. Improve Employee Behavior

### Solution: Regular in-video audit of restaurant SOPs

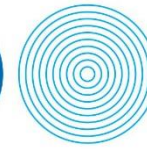
Consistency in employee behavior is critical but is also the most difficult to manage and maintain. It has been noticed that when employees are aware that the restaurant is being audited multiple times in a day, they put on their best behavior. Behavior exceptions must be sent to the manager of the outlet regularly for improvements. This increases compliance substantially, thereby giving your outlet a very professional and consistent outlook.

#### Considerations:

- Employees behavior exceptions must be sent to the manager of the outlet regularly for improvements.
- A point system for every employee can be linked to incentives.



# 7 Awesome Business Benefits



## 4. Improve Customer Service

**Solution:** Regular in-video audit of restaurant SOPs

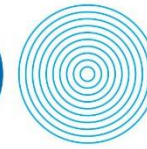
**It's customer service that will help people relate to the brand.** The importance cannot be understated. Cameras with voice capture ability is installed at each PoS counter. These are audited 4 times a month for the standard greeting of the brand, tone of voice (happy tone), eye contact, smile, body language, speed of order delivery etc. The results are posted with any improvement considerations for each employee. Every employee is also scored on this parameter.

### Considerations:

- A security camera with voice recording should be installed on the ceiling and pointed downwards to have a clear view of the customer. Pixels per foot/meter should be high enough to capture a clear image of the customer's face.
- Another security camera should be installed on the ceiling and pointed downwards to have a clear view of the employee to evaluate their body language. Pixels per foot/meter should be high enough to capture a clear image of the employee's face.



# 7 Awesome Business Benefits



## 5. Reduce Billing Thefts

**Solution:** PoS data integrated with camera covering PoS

**Employee theft accounts for nearly 75 percent of restaurant industry losses, or approximately 4 percent of annual sales.**

With integration of PoS data with video, managers can also search directly for high-risk transactions, such as refunds and no sales, suspected sweet-hearting, and compare against recorded footage for accuracy. Technology is available to flag suspicious transactions and link it with its video footage for quick and easy audits.

### Considerations:

The security camera should be installed on the ceiling and pointed downwards to have a clear view of the handling of the cash, cash register screen, cash drawer, as well as the customer. Pixels per foot/meter should be high enough to capture a clear image of the customer's face.



# 7 Awesome Business Benefits



## 6. People Counting & Demographics

### Solution: People counting camera at entrance

People counting is achieved by special people counting cameras or through Video Analytics at edge or server level.

This gives great insight into the total walk-ins, time of day walk-ins, time spent inside etc.

Video-based age and gender along with people counting can be used for business decisions regarding product offering, promotion planning, service evaluation, resource planning and stock planning.

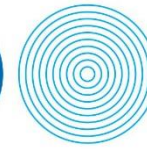
### Considerations:

- Camera to be placed directly above the entrance door.
- Edge analytics that just counts people and sends data is better than the heavy bandwidth using server based application.





# 7 Awesome Business Benefits



## 7. Customer Order Wait Time Management

**Solution: Cameras at PoS counters**

**In Quick Service Restaurants (QSR), 'Quick' is the key word.**

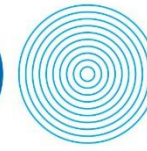
If customers have to wait long in the queue, then they walk away to your competition. This can happen for two reasons (1) if queue length is long at the POS counters or (2) if POS are not manned and hence queue length is long in remaining counters. In both cases, the software will alert you to take immediate decisions. It will also give you historical data to better manage peak rush hours.

### Considerations:

- Cameras to be placed directly above every PoS counter.



# Benefits of future proofing



By future proofing, you have ensured that the investments in CCTVs do not go waste when your organization wants to implement video analytics for business purposes.

TIME IS MONEY



# Key considerations for future proofing

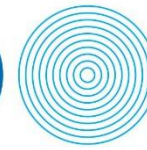


- Use IP cameras with PoE.
- Each IP camera must have adequate resolution to give you at least 40 pixels per horizontal foot. **This is the absolute key.**
- NVR with at least 60 days storage capacity.
- Survey by a company that has installed cameras for standard security as well as for video analytics. They will know the required coverage.
- Install by company that has installed cameras for video analytics. They will know the position placements.
- Purchase from company that has installed cameras for video analytics. They will know the required specifications.
- Make a note that may be 15-20% more cameras may be purchased today but it will be of immense help to business in the long run for current, as well as emerging business analytics.
- The installed systems must have health-checks to ensure that video is available for analytics. **This is a very important consideration.**
- Use cameras with voice recording at PoS counter area. Voice analytics is an emerging field.
- Facility and flexibility to upgrade bandwidth with existing provider. You don't want to change network provider when analytics is required. Target for 1-2 Mbps upgrade when required.





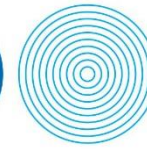
# Key considerations when selecting a vendor



- Cameras and DVR/NVR are from reputed companies like HIK Vision, Dahua, Honeywell etc.
- Systems must be capable of connecting to Central Monitoring Station.
- Who are their customers?
- Do large organizations trust them? Have large organizations installed their products? **If so, they are reliable** and you are in safe hands.
- How large are they in terms of market share?
- Always go with the Top 3 to be safe. Go with the number one to have complete peace of mind, even if you have to pay a little bit more.
- Can they give you references to check their services? Reference checks are always important.
- Are they a national player? Your F&B outlets may be in multiple locations. Check the cities and states they are operating in. Also, a national player provides you with safety of operations, local support and business continuity.
- How do they conduct their services? Is it through distributors or local partners or through their own employees. Never go for a company that does services through distributors or local partners.
- Have they been in service for at least 5 years? Experience is important and often **critical** in this business.



# Risk of no action



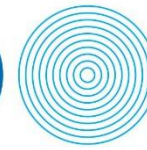
- Installing completely new cameras when your business demands Video Analytics = loss of investments.
- Huge project implementation across all stores.

These are not attributes of a good Security Manager.





# Conclusion



In summary, video surveillance cameras are highly beneficial outside of standard security purposes. They can help managers and/or owners fine-tune operations and make sure that customers are being served in a timely manner and that employees are behaving professionally.

It is not very difficult to plan for future-proofing your security investments. You only need to know how. You can and must get expert help to avoid mistakes. The cost is not prohibitively high and any organization would find great value in it.

**By partnering with specialist surveillance companies, you can reach far beyond traditional security capabilities.**

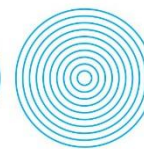


If you need any other **whitepapers**, please send an email to [marketing@securens.in](mailto:marketing@securens.in) with your name, organization name, designation and the whitepapers that you need or visit our website [www.securens.in](http://www.securens.in) for more information.

If you need more information on any specific topic and want to **schedule a call** with our surveillance experts, please send an email to [marketing@securens.in](mailto:marketing@securens.in) with your name, organization name, designation and two options of preferred date and time for the phone call.

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# About Securens



For nearly 10 years, Securens has been providing intelligent video analytics turning dumb cameras into smart cameras. We have always been at the forefront of surveillance technology and our investment in the growing field of Artificial Intelligence (AI) and Deep Learning has paid off.

With over **10** global awards, nearly **1000** professionals in our team, more than **10,000** verified crimes detected and deterred, **99%** accuracy in detection and deterrence, over **25,000** client sites under surveillance and in excess of **1,50,000** cameras around India connected to our international award winning **ACTIVE DETERRENCE™** technology and Central Monitoring Station (CMS), it's no wonder that leading companies recommend Securens.

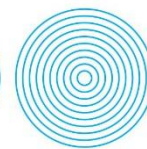
Our portfolio of intelligent video analytics and surveillance solutions are unmatched in the industry; safeguarding people, property and business assets from internal and external threats while saving up to **60%** in costs on man-guarding.

Join F&B companies like PepsiCo, McDonald's, Domino's Pizza, The Beer Café, Biryani Blues, Hopping Chef, Keventers and many more, who are glad they chose Securens to put the **SECURE** in their security.

If you want to talk to our surveillance experts to understand what needs to be done, how it will help you, how much you can save and what it will cost etc., email us at [marketing@securens.in](mailto:marketing@securens.in) to set up a telephone call or meeting.



# Why top companies trust us?



Securens is the pioneer and market leader in offering **ACTIVE DETERRENCE™** - India's first smart protection based surveillance technology and services, aiding prevention of crime before it happens.

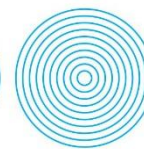
Trusted by top companies i.e. State Bank of India, ICICI Bank, HDFC Bank, Axis Bank, Punjab National Bank, BOSCH Group, Tata AIA Life Insurance Co., Edelweiss, IIFL, PepsiCo, Aditya Birla Group, Arvind Lifestyle, Raymond Ltd., Aramex, McDonald's, Domino's Pizza and many more.

The need for video analytics, business intelligence and personalized solutions has further spurred the demand for intelligent video surveillance systems among the consumers.

With Securens **ACTIVE DETERRENCE™** video surveillance solutions gaining popularity and trust in the market, especially in banks, retail, F&B, commercial offices, residential societies, factories, warehouses, educational institutes etc., to protect human life, secure infrastructure and enhance security, we are equipped to grow exponentially and further contribute to making India a safer country.

- A credible brand, proven reliability and robust infrastructure are the three most crucial factors in choosing a surveillance system.
- Securens has detected and deterred over **10,000** incidents and potential threats to our customers and their businesses across India.
- Securens holds the highest record in the banking industry in India for aiding police officials in arresting over **100** criminals caught in the act nationwide.
- With **ACTIVE DETERRENCE™** solutions and services replacing onsite security guard personnel, it saves our clients **50 - 60%** in costs.
- Securens is the only surveillance company in India to be certified by The Monitoring Association® formerly known as CSAA International (Central Station Alarm Association).
- Securens is ISO/IEC 27001 certified for Information Security Management by The British Standards Institution (BSI).

# Awards & Honors



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Frost & Sullivan Excellence  
in Global Best Practices  
2019, London.



Economic Times  
BFSI Innovation Tribe  
2018, India.



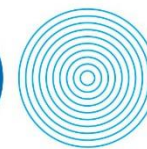
BFSI  
Leadership Awards  
2018, India.



Secutech  
INDIA 2017



# National Presence - Local Support



**SECURENS**<sup>®</sup>  
Prevent crime before it happens



## 28 OFFICES

Local Support

Time is money. That's why we set up offices across India to provide you with highly responsive services and timely support ensuring all your business needs are met on time, every time.



## SUPPORT

24 Hours

Great customer support is crucial to any business's success. Our staff undergo rigorous scrutiny and training to match our corporate culture and benchmarks, in delivering superior levels of customer engagement and experiences consistently.



## 750+ EMPLOYEES

350+ Field Ops

Our team is our backbone and greatest asset in accomplishing our business goals, delivering results and sustaining our market leader status. Rest assured, you are dealing with a team of professionals and experts in the surveillance industry.



## 22 STATES

National Presence

Place your finger anywhere on the map of India from Kashmir to Kanyakumari, we have you covered.





**SECURENS<sup>®</sup>**  
Prevent crime before it happens



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