

"Product portfolio starts from beginning of the construction"



In the Security & Surveillance industry the new trend is to offer integrated holistic solutions based on IoT. And the new trend is also to offer Analytics. A serial entrepreneur with a record of building many successful companies from scratch, **Sunil R Udupa, Chairman & Managing Director, Securens**, is also an S&S veteran with 25 years of experience. In an exclusive interview to *Construction Business Today*, he discusses latest tech trends and their holistic product portfolio for the construction sector.

Q Tell us about 'Active Deterrence' solution offered by your company.

Most intrusion systems available today are offline systems that would just alert you of an intrusion and not prevent them. Securens' Active Deterrence system not only alerts you of a crime, but also actively prevents it from happening.

When an intrusion is detected at any premises, an alert is sent to our 24x7 command & control centre. On receiving an alert, our monitoring executives will immediately access the video of the site to perform a video verification. After viewing the ongoing burglary attempt, they deploy 2-way audio to warn the burglar that he has been detected and order him to leave the premises immediately.

On knowing that he has been detected and his crime is being recorded live, the burglar will run away immediately.

Q Your product portfolio for the real estate (commercial/residential) sector.

Our product portfolio starts right from the beginning of the construction and continues even after the building structure is ready. We arm these structures with products such as 'ActiHealth', where we install CCTV cameras and keep a check on their health on a daily basis. Apart from this,

we also remotely monitor the construction sites to prevent pilferage when the loading and unloading takes place and to prevent any untoward intrusions, especially during night times. We also check if the guard on duty is constantly alert and vigilant.

Q What kind of cutting edge technology/products have been spawned by the IoT (Internet of Things) for SaaS based E-Surveillance, especially in business intelligence and analytics?

Securens is an Enterprise IoT company supplying SaaS based Electronic Surveillance (E-Surveillance) products and services including business intelligence and analytics. Securens is in the business of providing outsourced 24x7 monitored intrusion alarm systems.

CCTVs do not prevent crime, they only record it. Manual surveillance is an expensive albeit inefficient and unreliable solution to prevent burglary. Securens provides 'Active Deterrence' solution which instantly detects burglary on a real-time basis, thus aiding to take immediate actions to deter the crime from happening!

Electronic Surveillance is more efficient than manual surveillance and it comes at 1/5th the cost of 24-hour manual surveillance. Securens is currently the No. 1 company that provides E-Surveillance with Active Deterrence. Certified by CSAA, Securens is all about protecting assets and information.

Q Benefits of installing a SaaS system on the premises.

The foremost benefit of installing a SaaS System is that it significantly reduces the burden of capital and fixed expenses for the client installing the system. The client can focus on the core purpose of business and allow the experts to manage all the E-Surveillance requirements. Upgrades are provided as a part of the maintenance and a SaaS system offers flexibility in choice of services as well as the scalability of installations at a low cost.

Q Some cutting edge S&S technology offered by your company.

- **ActiDeter** - Protects assets. Thus helping save up to 60 per cent of the cost of manual guarding and at the same time get more efficient and reliable Surveillance.
- **ActiEye** - Keeps an eye on your premises. Reduces the cost of guarding by at least 70 per cent.
- **ActiHealth & ActiCare**- Ensures the health of surveillance devices. Eliminating the need for internal manpower on sites to constantly check if surveillance devices are working properly.
- **ActiVideo Store**- Video Storage as a Service. Off-site storage system that lowers the system costs.
- **ActiNet Manager**- Designing, installing, and managing your network across geographies in India.