

'SECURENS' ACTIVE DETERRENCE SYSTEM ACTIVELY PREVENTS BURGLARY'

Sunil R. Udupa, Chairman & Managing Director, Securens Systems Pvt. Ltd, explains the many benefits of company's 5th Generation E-Surveillance system

WHAT'S THE DIFFERENCE BETWEEN SECURENS' 5TH GENERATION E-SURVEILLANCE SYSTEM AND OTHER SYSTEMS?

Most of the intrusion Systems available today are off-line systems that would just alert you of an intrusion and do nothing more after that. Securens' Active Deterrence system not only alerts you of a crime but also will actively prevents a crime from happening.

When an intrusion is detected at a shop or premises, the alert is sent to our 24/7 Command & Control Center. On getting the alert, our Monitoring Executives will immediately access the video of the site to perform a video verification. On seeing an on-going attempt of burglary, the Monitoring Executives will deploy the 2-way audio to inform the burglar that he has been detected and would command the burglar to leave the premises.

The burglar, on knowing that he has been detected and the crime is being recorded live, will immediately leave the premises.

ISN'T THE PRESENCE OF A CCTV CAMERA AND AN IMPOSING SECURITY GUARD ENOUGH DETERRENT?

A CCTV camera and a Security Guard is a very limited deterrent, deterring only non-professional burglars. Professional burglars will wear masks to avoid detection on camera. They also disable the camera using paint or cutting the cables. They are in groups of 3-5 people and a single unarmed guard is not a threat at all.

In the 5th Generation System of Securens, the disabling of camera is immediately detected and the action of disabling the camera is viewed through previous recording.



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The Burglars will be told that their action has been caught and the Police informed. We have seen that the biggest problem businesses are facing is not knowing which cameras are working — most of the time, cameras and/or DVRs do not work.

A business that stocks costly assets usually relies on 24/7 guards. An unarmed Guard costs around Rs. 35,000 per month for a 24/7 guarding and an armed guard much more. However, guards are known to be unreliable and inefficient. They are also prone to conniving with burglars. Moreover, a single guard can only be at one place at one time. So, many guards may be required for a large shop, increasing the spend. Also, we have seen time and again that in a professionally planned burglary, the lone unarmed guard's life is lost or he is seriously injured. E-Surveillance prevents that.

Securens' proven E-Surveillance with Active Deterrence comes at 1/4th the cost of Guarding and is far more efficient, credible and reliable than man-guarding. In fact, in retail locations, we have reduced large cases or internal theft and detected shop shutter being opened at night.

WHAT OTHER SERVICES ARE PROVIDED BY SECURENS FOR RETAIL BUSINESS?

Apart from Active Deterrence, Securens also provides look and feel assurance services to various retail chains. In this service Securens remotely monitors various compliance parameters like store opening, store closing, cleanliness, manning of POS counters, employee efficiency, overall customer experience and also employee-to-customer ratio on the floor. After collecting all the data, Securens provides various analysis store wise as well as month wise to the retailer to help enhance efficiency. 😊