



Did you know warehouses can actually PROFIT from a surveillance system?

White Paper – Warehouses
Part 1





In the Harris Poll, 66% of small business owners surveyed "believed video surveillance to be the most valuable security measure" as reported by *Small Business Trends*.

Security is paramount for a warehouse where stored goods and materials of all kinds have significant value. **Effective detection and deterrence are a must-have.** The security offered at your premises is now becoming critical considering increase in burglaries and other safety concerns.

Most warehouses use security guards. **Man-guarding is not only inefficient and unreliable but is also quite expensive. Using the proven e-Surveillance based perimeter monitoring, warehouses with large premises have saved up to 60% of man-guarding costs.**

Video surveillance is not only about security. It's about insight. Insights that can help you improve efficiency, achieve better quality and design better processes.

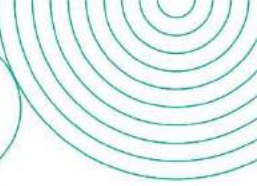
The value of the term "Time is Money" is well appreciated by manufacturers.

Product damage, security inadequacies, fire / flooding, employee theft, negligence of Standard Operating Procedures etc., may all be eating into your profits.

Currently large and small Brands are using readily available, completely proven and affordable eSurveillance technology solutions with CCTVs that has helped them to reduce overall expenditure substantially, providing them a fantastic RoI on their surveillance infrastructure investments.

In today's competitive environment, this would be a huge savings to a warehouse owner that could give them a cost edge that should not be ignored.

One major benefit of surveillance technology is that it keeps most people honest and helps you to quickly eliminate those who are not.



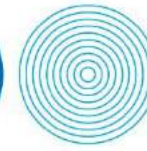
This comprehensive white paper will look to introduce available and affordable surveillance technology.

(1) Part I: Surveillance technology that can work in conjunction with your night guard to proactively detect and deter intrusions and at the same time substantially reduce the cost of your man-guarding.

(2) Part II: Surveillance technology that can be used to combat product damage, security inadequacies, fire / flooding, employee theft, negligence of Standard Operating Procedures etc., that may all be eating into your profits.



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Most warehouses use security guards. The salary of a typical security guard ranges from INR 15,000 - 20,000 every month, and this is not a cheap option especially for large premises where you have a large number of guards. This would increase the overall expenditure.

Man-guarding is not only inefficient and unreliable but is also quite expensive.

If we look at the current situation of the security offered, it looks like this:

- Security guard at night who sleeps on duty. No cameras. Very poor security offered.
- Security guards who sleep on duty and cameras. Cameras cannot deter a crime but can only record it - if they are working.

Technology is now available that can work in conjunction with your night guards to pro-actively detect and deter intrusions even if they are asleep when the intrusion is being attempted.

In this whitepaper (Part I) we not only look at dealing with the above security related challenges but also at guarding a large warehouse perimeter or large number of warehouse buildings or sensitive areas within buildings.

When cameras are placed in strategic areas they cover not only the security issues but operational issues as well. The whitepaper (Part II) will introduce the solutions that can be used to combat product damage, security inadequacies, fire / flooding, employee theft, negligence of Standard Operating Procedures etc., and would give a fantastic RoI from an affordable surveillance infrastructure investment.

These white papers will also provide you with considerations when choosing the best options for yourself, thus helping you to minimize any unforeseen mistakes.

Guidelines to install CCTV cameras



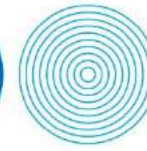
Securing Your Warehouse Premises



- Cover the entire warehouse perimeter or boundary
- Cover the entire parking lot
- Cover all internal structures or areas of the warehouse
- Cover canteen area
- Cover the guard room or guard sitting area
- Cover all entrances and exits to the premises
- Cover storage areas especially locked storage areas
- Cover interiors of all work areas
- Cover all areas that require special protective items to be worn by work persons
- Cover dock area with two cameras - one camera looking inward and one looking outward for each dock
- Cover entrance/exits to lifts at each floor

Video Analytics

The Basics of Detection using Region of Interest (ROI)



Securing Your Warehouse Premises



- A CCTV camera is installed at the entrance / exit of the warehouse building, drawing a digital boundary or Region of Interest (ROI) in the camera view to cover the entrance / exit.
- If an intruder enters this marked area between 12:00 am and 05:00 am, the camera detects this intrusion and raises an alert.
- This alert is used to take various actions:
 - Activate a buzzer at the guard room to alert a sleeping guard.
 - Send an alert to Central Monitoring Station (CMS).
 - The monitoring executives will perform a real time video verification.
 - If suspicious activity is detected, a loud siren will be triggered immediately.
 - Flood lights will be activated illuminating the area.
 - Executives will use 2-Way audio system to command the intruder to leave.
 - Guard will be called.
 - Police can be called.



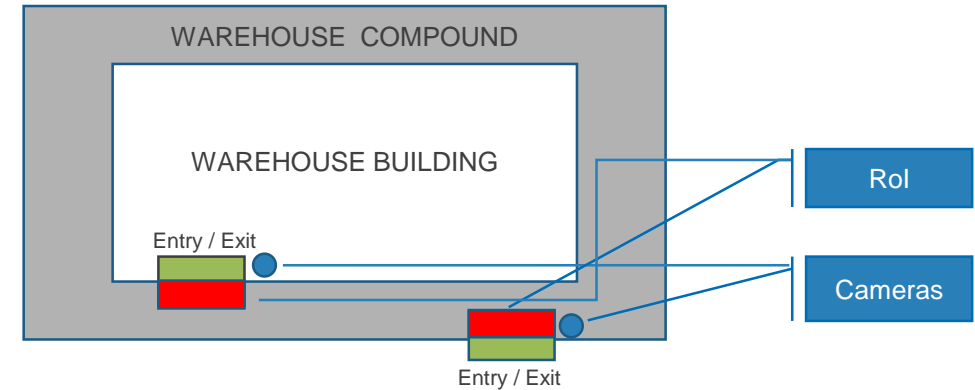
Sneaky Burglar - Sleepy Guard



This is the most common challenge every warehouse faces. Now, a smart technology solution is available to combat this issue.



Cameras are installed covering every premise's entrance points and every building's entrance points. A Region of Interest (RoI) is drawn on each CCTV camera to cover the entry area (refer explanation on page 7). Between 12:00 am and 05:00 am, if someone enters the marked RoI region, an alert would be generated. Using this alert, the system can trigger a loud buzzer in the guard room to alert / wake the guard who can then take necessary action. The same solution is used to secure sensitive areas in the warehouse. **This system can also be connected to a Central Monitoring Station to completely remove any dependency on the Guard, providing enhanced security and peace of mind.**



In this case, the alert generated is sent to Central Monitoring Station (CMS). The executives will perform Video-Verification of the site to access the threat if any. If any suspicious actions are noticed, the executives at the Central Monitoring Station will start a loud siren and use 2-way audio to deter the attempted crime. At the same time, the guard can be alerted and if required, police station can be notified. Once notified, the police will send the nearest beat vehicle to the site.

Benefits : Equivalent to having one additional constantly alert and awake guard at the warehouse entrance points throughout the night at an extremely low cost. This is a tremendous value add !!!

Patrolling Large Premises



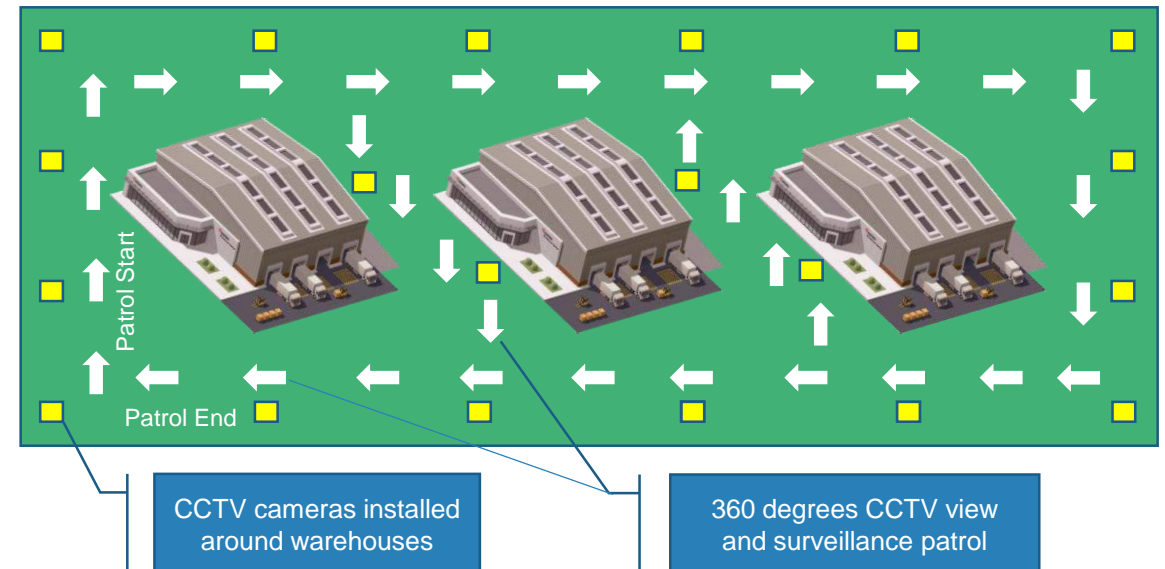
Large premises typically have large number of guards to patrol the premise at night, but as we know this is quite inefficient and unreliable. The guards may or may not patrol. **Larger the premises, larger the number of guards raising the cost of security.**

Today, there is an efficient, credible and reliable technology alternative to man guard patrol that is being used by leading warehouses i.e. patrolling by CCTVs. In this technology alternative, CCTVs are placed all along the perimeter and areas where you need the guards to patrol. These cameras are connected to a Central Monitoring Station. The central monitoring station executives will watch the feed from each CCTV for a predefined time and then move to the next CCTV. If they find anything suspicious, they will inform the guard house or supervisor to take necessary action. This Guard Patrol is normally performed at least twice a night.

Whenever technology is introduced to replace man, two things happen – Efficiency goes up substantially and costs comes down considerably. In this case too, organizations have saved 60% to 80% of guard patrolling costs making their CFO quite happy indeed.

Benefits

- Reduce the need to hire many security guards.
- Save substantial costs.
- Very high-level security resulting in peace of mind 24/7.
- All entries are logged with its image and available in the mobile application.
- Equivalent to having many guards who do patrolling of perimeter at night, at an extremely low cost.
- Tremendous value to warehouses or multiple warehouse structures and buildings in large premises.



Efficiently securing large perimeter boundaries



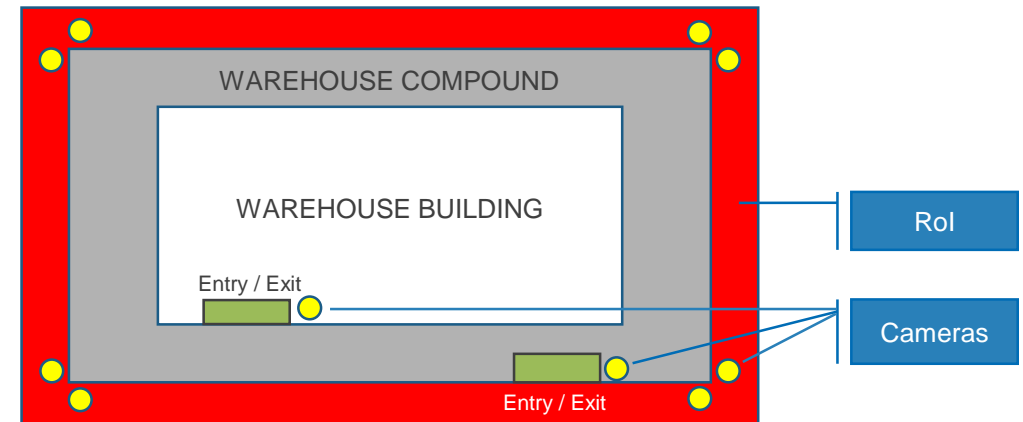
Warehouses with large perimeter boundaries typically have many guards whose job is to patrol the compound at night. This clearly does not happen. Cameras are installed along the perimeter covering every area of the perimeter. A digital boundary or Region of Interest (RoI) is drawn on each camera to cover an area of that camera. Care must be taken to ensure that there are no blind spots (refer below diagrams). In between 12:00 am - 05:00 am, if someone enters the marked RoI region, an alert would be generated. Using this alert, the system can trigger a loud buzzer in the guard room to alert / wake the guard who can then take necessary action.

This system can also be connected to a Central Monitoring Station to completely remove any dependency on the Guard, providing enhanced security and peace of mind. In this case, the alert generated is sent to the Central Monitoring Station (CMS). The executives will perform video-verification of the site to access the threat if any. If any suspicious actions are noticed, the executives at the Central Monitoring Station will start a loud siren, floodlights and use 2-way audio to deter the attempted crime.

At the same time, the guard can be alerted and if required, police station can also be notified. Once notified, the police will send the nearest beat vehicle to the site.

Benefits

- Reduction in number of guards saving substantial costs **(60% or more can be saved).**
- High-level security ensuring peace of mind.
- All entries are logged with its image and available on our mobile application.
- **Equivalent to having many super efficient and alert guards who patrol the warehouse perimeter at night at an extremely low cost. Tremendous Value !!!**



Burglar attacking the guard



A panic or emergency switch can be installed in the guard room connected to the same Video Analytics Intrusion System. If someone threatens the guard or the guard is in any danger, they can hit the Panic Switch. This will automatically trigger a loud siren alerting nearby people and attract attention.

This system can also be connected to a Central Monitoring Station to completely remove any dependency on the Guard, providing enhanced security and peace of mind. In this case, when panic switch is pressed, the system will send this alert to the Central Monitoring Station. The executives will perform a video-verification of the site to assess the threat, if any. If any suspicious actions are noticed, the executives at the Central Monitoring Station will start a loud siren and use 2-way audio to deter the attempted crime. And if required, police station can be notified. Once notified, the police will send the nearest beat vehicle to the site.

Benefits : This ensures security of the guard and also your warehouse premises.



Alerting in case of fire



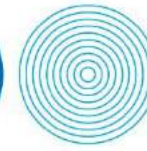
The panic switch installed can also be used to alert employees in the warehouse in case of a fire and is extremely valuable in saving lives and property by raising an alarm.

Warehouses can install a connected Fire Alarm System, which can also be connected to a Central Monitoring Station to completely remove any dependency on the Guard, providing enhanced security and peace of mind.

In this case, when a fire alert is detected, the system will send this alert to the Central Monitoring Station. The monitoring executives will perform a video-verification of the site to access the threat, if any. If any fire or smoke are noticed, the executives at the Central Monitoring Station will start a loud siren and use 2-way audio to alert residents / employees. At the same time, the fire station can also be notified. Once notified, the fire station will send fire brigade vehicles to the site to fight the fire.

Benefits : This ensures safe-guarding your employees and warehouse building in case of a fire.

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 companies trust them? Have large warehouses installed their products? **If so, they are reliable** and you are in safe hands.
- How large are they?
- 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 check is always important.
- Are they a national player? Your warehouses may be in multiple locations when you grow. 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.
- **Note:** If you opt for monitoring, please read the white paper on the subject for key considerations.

Risk of no action



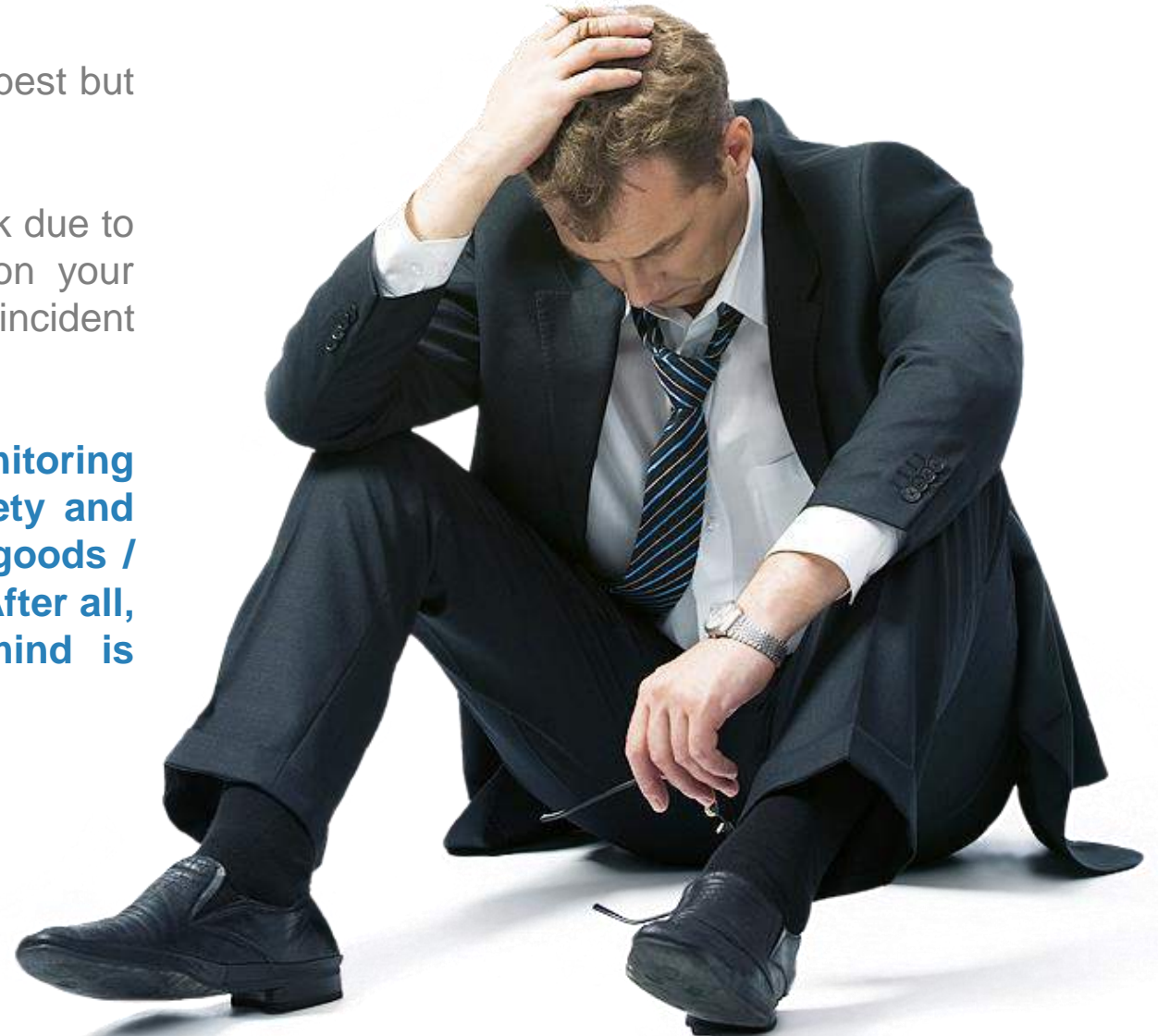
Life is unpredictable. It's always wise to hope for the best but be prepared for the worst.

The risk of burglary, risk of theft in sensitive areas, risk due to fire or other accidents puts tremendous pressure on your CSO, business owners, stakeholders etc., when an incident does occur. It's just a matter of time !

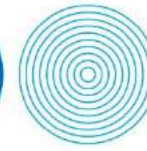
The cost of surveillance technology and live monitoring compared to the risks of compromising the safety and protection of your employees, business assets, goods / materials and building premises, is well worth it. After all, it's better to be safe than sorry. Peace of mind is priceless.

Safety is everyone's concern but it's our business.

We protect your world !!!



Conclusion



Large size warehouses can **save substantial amounts of money** that they are currently paying for multiple guards and simultaneously **increase their efficiency levels considerably**.



Any reputed entrepreneur or industrial establishment should install a good surveillance system to protect their employees, warehouses, industrial premises and business assets.

From a financial viewpoint, this fact will make your CFO very happy – now warehouses can place video surveillance cameras all around their premises to monitor, detect, deter intrusions, and record activity from multiple different spots simultaneously, for **less money** than what they currently pay for a single security guard to watch just one area of the warehouse at a time.

By using video surveillance to enhance the security of the warehouse, inventory, tools, materials, equipment and property, as well as improve the safety and security of employees, the warehouses stakeholders **save money**, allowing them to be more competitive in the marketplace.

Read (Part II) for deriving excellent return on investment from the above systems by using the same cameras to improve operational and business efficiencies.

Why top companies trust us?



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

A credible & trusted brand, proven reliability and robust infrastructure are the three most crucial factors in choosing a surveillance system.

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 outlets, commercial offices, residential societies, factories, warehouses, educational institutes etc., to protect human life, infrastructure and enhance security in their compounds, we are equipped to grow exponentially and further contribute to making India a safer country.

- Securens has detected and deterred over **8200** 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 clients **40% - 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).
- Securens top solution **ACTIDETER** won The 'BFSI Technology Product' Award - Economic Times BFSI Innovation Tribe 2018, India.
- Securens won The 'Best eSurveillance Provider of the Year' Award BFSI Leadership Awards 2018, India.
- Securens won The Secona Shield Award for 'Control Room of the Year' - secutechINDIA 2017.

About Securens



Founded in 2011, **Securens Systems Pvt. Ltd.** is India's top eSurveillance company that designs and delivers bespoke surveillance solutions and managed services for a wide range of commercial, private and public-sector markets.

As the pioneer and leading video surveillance systems provider in India, headquartered in Mumbai and operating across **22 states** with **28 offices** nationwide, Securens is a globally recognized award winning eSurveillance solutions partner to over **25,000 sites** monitored live and protected with Securens **ACTIVE DETERRENCE™** technology.



Securens provides live and alert based surveillance monitoring, business intelligence, video analytics and best practice models to protect and safeguard property and assets from internal and external threats. Driven by innovation and new age technology, Securens leverages years of industry expertise in partnering with top companies in BFSI, Retail, F&B, Hospitality, Warehousing, Logistics etc.

We are trusted by top brands across all industries in India i.e. ICICI Bank, State Bank of India, HDFC Bank, Axis Bank, Standard Chartered Bank, Punjab National Bank, IIFL, Future Generali, Tata AIA Life Insurance Co., The Bosch Group, Edelweiss, PepsiCo, Aditya Birla Group, Arvind Lifestyle, Kalpataru Ltd. Raymond Ltd., McDonald's, Domino's Pizza, Box8, Aramex, Delhivery, ITC Warehouses, Agarwal Packers And Movers, 20Cube Logistics, Kaya Clinics and many more.

If you want to talk to our experts to understand what needs to be done, how it will help you, how much you can save and what it will cost etc., contact marketing@securens.in to set up a telephone call or meeting with you and your team.



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