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Why Did You Purchase CCTV & Forget About It, 'til Something Goes Wrong?

By Nicholas Ashton, Police Best Practice

CCTV is not enough. It must not remain as *'fit and forget.'* That's why we built the world's *only* CCTV video footage *auditing, smart backup, and standardized intelligent reporting* software; the *three missing pieces* of CCTV.

Just like Google was the missing piece of the internet, **CCTV video footage auditing** is the missing piece of CCTV; it's a force multiplier, a complete workflow. It enables people to gain optimal value from surveillance video, leading to a safer world. Its use cases range from an airport to a zoo (A to Z).



CCTV video footage auditing enables people to *'audit'* 24 hours of their own CCTV video footage in minutes, reduces data size hugely, saves and searches relevant data for future use (institutional library), and offers a cost-effective disaster recovery mechanism (seamless integration with OneDrive, Google Drive, Dropbox or a cloud server via Amazon or Microsoft Azure etc.). It standardizes reporting in PowerPoint/Word/PDF and delivers business intelligence from reports. **CCTV video**

footage auditing does the hard work for people, including ease of sharing (Skype, E-mail, etc.); all this with existing cameras/VMS/analytics (brand/type agnostic).

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CCTV video footage auditing is a must-have tool for the Police/LEA/Defense establishments to carry out repetitive tasks efficiently and productively. For the police, we enhance law and order management, investigations, forensics, crime prevention and prediction (AI/ML) *, object comparison, facial recognition database enhancement*, traffic issues, prison and police station management, etc., while for defense forces, COM-SUR helps in minute analysis, dissemination, retention, and search of surveillance video related to intelligence gathering (UAVs/drones, etc.).

CCTV video footage auditing helps people to '**unlock**' the information that remains '**hidden**' in cameras leading to:

1. Improved homeland security, crime, fraud, and loss prevention; and faster solving of the crime.
2. Threat and Hazard risk identification/mitigation, improvement of ops. efficiency, processes, business continuity, root cause analysis, and total quality management efforts.
3. Development of employee performance, customer satisfaction, and sales.
4. Enhancement of compliance and health and safety issues.
5. Massive reduction of data size and inexpensive disaster recovery mechanisms.
6. Ease of investigation, forensics, debriefing, and gaining business intelligence.

CCTV video footage auditing empowers people to gain new jobs of CCTV video footage auditors and to start new businesses of auditing video footage. They are leading to 'waking up' the millions of 'eyes' that are currently in 'sleep mode,' driving to crowding sourced surveillance and community policing. CCTV, body-worn cameras, drones, etc. capture enormous amounts of rich visual information. Only auditing will help people gain actionable intelligence to take corrective and preventive action for continuous improvement (think Kaizen); in areas that are also beyond crime. For example, agriculture, climate, forests, etc.

"**Cameras don't lie**" - but how will you know unless you 'see' what the cameras 'saw'?
Make CCTV work for you; **the Police Best Practice WAY! Audit CCTV** - why suffer?
Don't wait for things to go wrong!

* Integration with other technologies/other software is required.

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