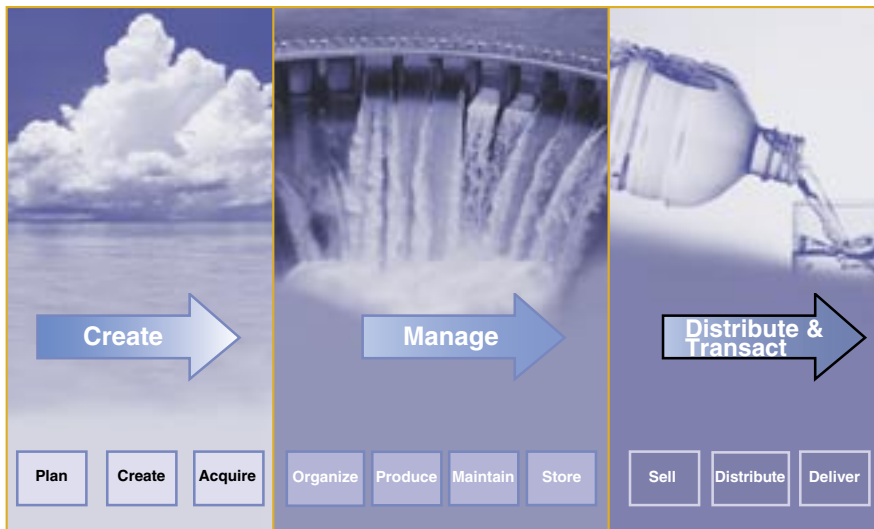


Digital Video Surveillance and Security: Flexible, end-to-end solution to help retailers meet their security challenges



The need for a better security and surveillance at retailers

Today's world necessitates the use of security systems to safeguard the public, protect assets, guard against theft and fraud from both employees and customers, and from unnecessary litigation. But many retailers are struggling with the limitations, expense and manual nature of managing analog videotape-based surveillance systems.

Tape-based systems require a video recorder for each camera to maintain a visual record, and the picture quality deteriorates quickly as tapes wear out. Searching through tapes is time consuming and labor intensive. Tape-based video surveillance solutions offer little, if any, integration with a retailer's business processes.

End-to-end digital security solution

Digital Video Surveillance and Security solution provides a fully automated, end-to-end video asset management and monitoring solution for rapid access and retrieval of digital video content to reduce shrinkage, manage risk, and protect property and lives. The IBM solution integrates with corresponding transaction data and inventory control systems, issuing alerts about exceptional events. The

Highlights

- **Reduces shrinkage and liability**
- **Reliable, scalable centralized storage of security video**
- **Reduce costs by automating day-to-day capture, indexing and storage of video content**
- **Eliminate worries about video degradation, misplaced tapes, and content availability**
- **Create quality watermarked digital video that is acceptable in litigation**
- **Ease of integration with legacy systems and other security applications like access control**

system is highly scalable and can accommodate both small and large retail formats including: Convenience, Fuel, Jewelry, Fast Food, Office Supply, Specialty, Supermarket, Warehouse Club, and Mass Merchandisers.

Compared to tape-based systems, IBM's Digital Video solution provides a more cost-effective and integrated way to build surveillance and security solutions. Centralized storage of digital video content on a highly available Storage Area Network provides many benefits:

- *Access can be secured through login and account management usage can be traced providing audit trails*
- *Time required for day-to-day operations as well as event-based needs can be reduced*
- *Reduce overhead, physical storage space and long-term cost of distribution*
- *Eliminate need for multiple copies of same footage*
- *Modular architecture allows introduction of new technologies as they become available*
- *Use of IP network to transmit images and data allows authorized access from any device connected to the Internet*

Reduce shrinkage and liability... and more

Implementing a digital video surveillance system, helps retailers add directly to their bottom line by reducing shrinkage from employee theft and shoplifting, as well as reducing their liability from unsubstantiated lawsuits. The system also helps ensure compliance for end cap displays, eliminated manual and random product display checks, and measuring out of stocks, real time.

Save time and money

By implementing a digital video surveillance system, significant time can be saved in a store incident investigation—an analog investigation may take from hours to several days, versus 15 minutes for a digital video surveillance system. And a typical digital video surveillance retail implementation can pay for itself in 6-12 months when employee or customer theft is reduced by as little as two percent.

IBM experience and know-how

Only IBM can provide a complete digital security solution, plus extensive networking and digital media experience, proven IT integration experience, partnerships with leading security application vendors and networking integration services. Additionally, IBM Safety and Security services harness the worldwide expertise of security consultants, implementation specialists, engineers and technology architects, as well as nearly 100 researchers from IBM Research.

Solution components can include:

- *IBM DB2® Content Manager*
- *WebSphere® Application Server*
- *Tivoli® Storage Manager*
- *IBM @server systems*
- *IBM TotalStorage® Tape and Network Attached Storage*
- *Applications from leading security and surveillance vendors*
- *Implementation, consulting and network integration services from IBM Global Services*

The IBM Store Integration Framework

Based on open-industry standards, IBM has developed The Store Integration Framework which enables retailers to easily “snap-in” digital devices (including cameras, kiosks, plasma screens, and LCD panels) and independent software vendor's digital media applications, to provide greater levels of service and convenience at the multiple consumer and employee touch-points.

For more information

To learn more about how you can transform the way retailers handle surveillance and security, call your local IBM representative or visit our Web site at:

ibm.com/solutions/digitalmedia



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