

# Video Security and the CLOUD

White Paper



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# Introduction

Over several years the CCTV industry has evolved from video tape to digital hard drive and now the next step-change is cloud computing. Even the name Closed Circuit Television (CCTV) and its label as a security tool, no longer fits where the industry is going. CCTV, or better still, IP TV monitoring and surveillance is now a technology that offers so much more. It supports an array of applications such as fire protection, process monitoring, retail analytics, traffic control and people management.



It has even played a key role in helping organisations navigate the COVID-19 pandemic by offering a fast and efficient way to spot individuals among crowds of people with indications of possible infection. This change is shifting traditional CCTV away from the concept of a closed, standalone system to a technology that integrates with an organisations' business and management operations.

That means the industry needs to adopt new technologies and methodologies like cloud computing so that IP TV solutions can evolve to become video surveillance as a service (VSaaS) . VSaaS is the ability to use applications, running on a cloud computing infrastructure, accessible anywhere and from any device. With myths about the cloud and internet being insecure now laid to rest, cloud computing is set to transform the cost, installation, management and application of video.

As well as benefits for customers such as cost saving and easy installation, there are significant advantages to be realised by system integrators.

# Background



It is mid-night and a Hi-Viz wearing security operator is sitting in a dedicated security room surrounded by several large screens, scanning for signs of intruders at an industry site or supermarket. The security operator must be on site because of the limitations of the system. This system, which was complex to install, most likely comprises dedicated servers and PC-based systems to view and store images. It is probably only capable of covering a single site. Other similarly complex and standalone systems have been installed in other locations. There may be some level of connectivity between these different systems, but it is probably rudimentary. If there are any problems or failures, a trained technician will need to go to site whether 20 or 200 miles away because the fault is likely to be a hardware one. Also, there is probably no one there with the necessary skills. The investment needed to buy the equipment, duplicated at each location, to set up the systems and to maintain them is an expensive and unpredictable cost.



A managing director or any member of staff is sitting at home and picking up a tablet or even mobile phone and selecting any camera at any location anywhere in the world and viewing in real time what is being videoed. From a smartphone they can even manage the system and set up operating policies as well as move a camera or zoom in and out to get a better image. This system was easy to install and has low running costs. Underpinning this scenario is a cloud-based video monitoring solution.

# Demystifying the cloud

In simple terms, cloud computing (commonly referred to as the cloud), is taking a computer system that used to be physically located in a data centre at head office and moving it to the cloud. The cloud is another data centre managed, controlled and secured by an IT service provider. But to a company and its users what used to be on premise is now a virtual data centre accessed via the Internet. It is the on-demand

availability of computer system resources, especially data storage and computing power, without direct active management by the user.

The benefits of the cloud are so strong that today virtually every software and systems provider has either moved its products and services to the cloud or offers a cloud-based option.

## Why the cloud matters

### ► Cost

- This is one of the main reasons for moving IT systems to the cloud
- It removes the need to invest in data centre resources like server hardware, staff to run the data centre and all the necessary maintenance and support needed
- It offers low up-front investment and predictable ongoing costs

### ► Management

- Allied to cost is removing the time and effort required to manage and maintain a data centre and all the associated infrastructure
- Regularly updating hardware, software and security is done by the cloud service provider, not the user

### ► Security

- Cloud services have several layers of industry-standard security measures which makes hosting even highly sensitive data in the cloud very safe

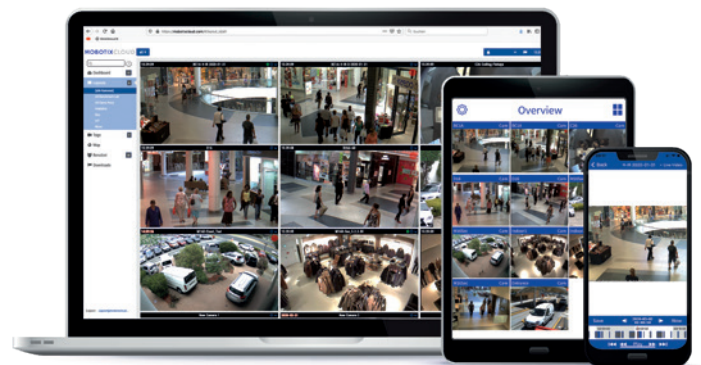
### ► It repurposes skilled people to more valuable revenue-generating activities

### ► It frees up real estate

## Why move video to the cloud

There are the obvious advantages of moving video systems to the cloud – low cost, reduced management overhead and less complexity. But the cloud unleashes the ability to change the dynamic of how video systems are managed, maintained and, significantly, costed. The cloud also makes installation much quicker and simpler.

Where traditional video systems used to require a large, upfront investment in hardware and infrastructure, the cloud makes it possible to change this rigid approach to a more flexible service with a low upfront investment and ongoing cost predictability.



## Video solutions: cloud vs. non-cloud

Feature	Cloud	vs.	Non-cloud
<b>Costs</b>	Predictable		Unpredictable
<b>Investment</b>	Manageable, low-cost		Hi-upfront cost
<b>Set up</b>	Fast, simple		Complex
<b>IT skill requirement</b>	Low		High
<b>Maintenance</b>	Remote, low-cost		On-site, hi cost
<b>Storage</b>	Triple security lock, data backup, full redundancy		Hardware and on-site security reliant
<b>On-site infrastructure</b>	Minimal		Complex

## Cost Analysis

A cloud-based VSaaS solution is significantly more cost effective and cost predictable than a traditional CCTV system. Instead of a large upfront investment, solutions typically comprise minimal hardware purchase for cameras and low-cost cloud connectivity devices. Then there is a fixed-cost, monthly subscription depending on number of cameras and cloud storage requirement. Systems are very easy to scale up – just add extra cameras.

The MOBOTIX CLOUD solution, for example, starts at just €6.50 a month. As well as benefiting customers, a VSaaS solution improves the integrator-customer relationship from sell-and-go to an ongoing service partnership.

Cost saving example on a 400-camera installation	VSaaS Solution	vs.	Traditional CCTV
<b>Year 1</b>	€280.000 set up costs €72.000 annual subscription		€725.000 set up costs
<b>On-going</b>	€72.000 annual subscription		€445.000 every 5-6 years (server replacement, software updates)
<b>X 5 years</b>	€635.000		€1.170.000 + on-going data centre management costs
<b>Saving</b>	Almost 50%		

## Advantages for integrators

- ✓ Opportunity to upgrade existing customer installations
- ✓ Lower cost of entry for prospects
- ✓ Simpler, less technical installations
- ✓ Easier to on-board customers
- ✓ Platform for building better partnerships
- ✓ On-going revenue stream

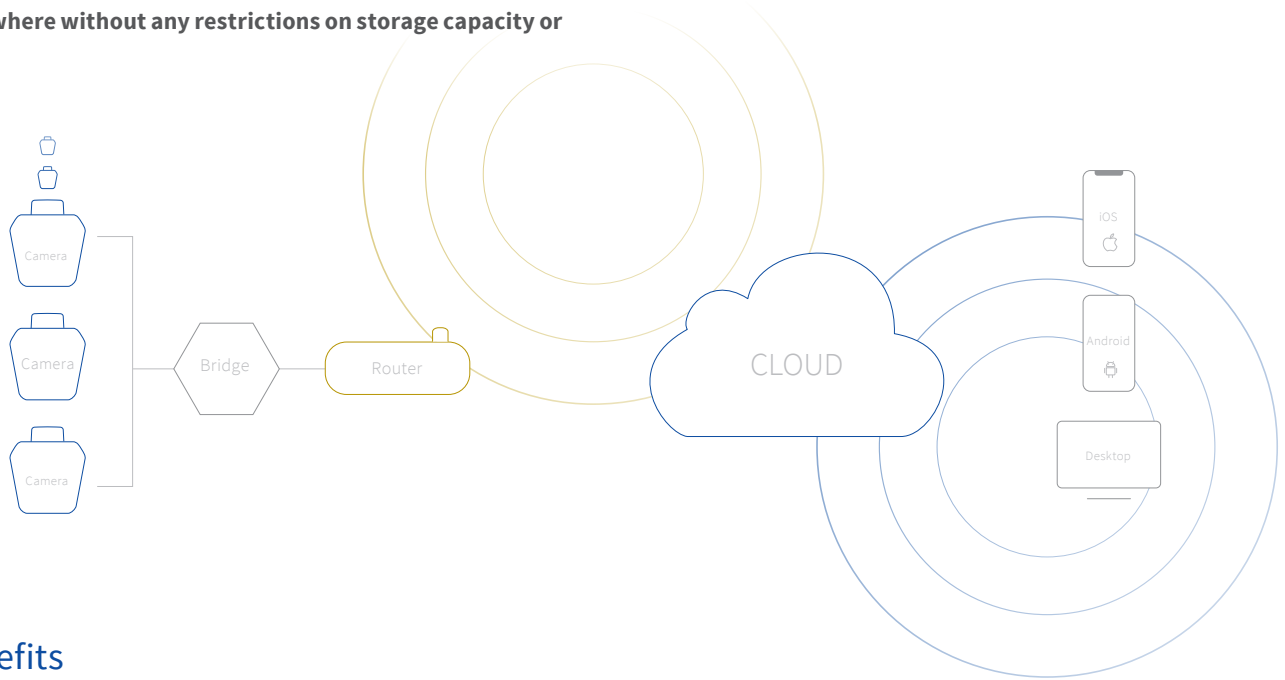
# MOBOTIX CLOUD

MOBOTIX has introduced one of the most advanced cloud-based video monitoring solutions currently available on the market. MOBOTIX CLOUD is an agile and dynamic platform that opens up entirely new opportunities for system integrators and their customers. While many so-called video cloud products only deliver partial cloud capabilities, the MOBOTIX offering is a 'true cloud' solution.

It delivers a complete VSaaS solution with everything associated with the system hosted in the cloud. **It offers the ability to see everything from everywhere without any restrictions on storage capacity or disk space.**

It eliminates the need for costly and complex hardware on-site. Virtually all computing and data centre resources associated with running an IP TV system are hosted, securely in the cloud. **Deploying a MOBOTIX CLOUD solution is fast, simple and does not require skilled IT engineers.**

As well as access to video content conveniently and securely, MOBOTIX CLOUD also enables system and camera management easily and efficiently from any device whether smartphone, tablet or PC.



## Key Benefits

- ✓ No local server infrastructure required
- ✓ Plug & play and extremely easy to use
- ✓ No IT skills required
- ✓ Available 24/7
- ✓ Access video systems from anywhere
- ✓ Agile, flexible, scalable and future proofed

## Key Features

- Simple set up - Bridge hardware for camera-to-cloud connectivity
- Compliance - Cybersecure, NDAA and GDPR compliant
- Failure protected – Automatic on-site video buffer by Bridge
- Best of breed - Compatible with all ONVIF cameras
- Open platform – Not tied to specific hardware manufacturers
- Low cost – Pay-as-you-go funded, only pay for what you use
- Local cloud storage – Supported by several regional data centres worldwide
- All services from a single source, including camera installation
- Modular, flexible build – From 1 to unlimited cameras

To find out more about MOBOTIX CLOUD solutions contact [www.mobotix.com](http://www.mobotix.com)