



# IP Video Made Easy

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A Practical, More Profitable Approach  
to Security-IT Convergence

VERINT SYSTEMS INC.

March 2008

## The Convergence Conundrum

con-ver-gence (noun): the merging of distinct technologies, industries, or devices into a unified whole <sup>1</sup>

Today, convergence is often viewed as the ultimate means for optimizing resources and outcomes. By establishing a holistic framework that integrates specialized functions and technologies, convergence increases effectiveness, facilitates collaboration, drives economies of scale, and positions enterprises to thrive in competitive markets and complex operating environments.

The introduction of internet protocol (IP) surveillance is helping the integration of security and IT into a unified system....This convergence not only reduces the cost of deployment, but also helps build a unified database that can increase interaction among the various security systems. This combination helps build a robust security system that can respond to threats in a way that was not possible in earlier analog systems.<sup>2</sup>

*Frost & Sullivan*

In the physical security arena, video-IT convergence can be especially liberating, as organizations migrate from analog systems to DVRs and on to enterprise networked video. IP video systems enable video equipment and images to be managed like all other enterprise assets, using standard network, server, and storage solutions, conventional IT skill sets, and consistent corporate policies, for high reliability and low cost of ownership. IP video frees physical security professionals from the burden of managing equipment that they have neither the skills nor budget to maintain and provides greater scalability for expanding security operations.

IP video systems make it easier for departments and agencies to share critical information. They make it possible to deliver alerts and intelligence

to centralized monitoring centers and off-site managers in real time, regardless of their locations. And they facilitate the exchange of information among diverse business and security solutions (transaction systems, fire and alarm, video capture and analytics, access control and biometrics, to name a few).

This information mobility generates a more complete understanding of security events, enhances situational awareness, expedites threat detection, and improves emergency response. The result is a more effective and proactive security strategy for the enterprise and a more profitable, growth-oriented environment for the integrator.

Why, then, are so many organizations still not on board?

“Convergence frightens many people who wonder whether their current skill sets have prepared them for — or will even be needed in — that great undiscovered country, the future.”<sup>3</sup>

Reluctance to migrate to IP-based video may be rooted in concerns about relinquishing control of proprietary security operations. It may be based on inexperience in dealing with the IP environment or underestimating the advantages of folding physical security systems into the enterprise IT infrastructure. Or it may be that this “convergence aversion” stems from anticipating the high costs, training requirements, complex installations, integration snafus, service interruptions, and system malfunctions that often occur when overhauling legacy systems.

Unless these very real business issues are addressed, the opportunity to realize the business benefits of IP video and security-IT convergence may be lost to the enterprise and the integrator alike.

## Making IP Video Easy

For over 10 years and in over 100,000 networked video deployments, Verint® has helped organizations in virtually every sector more effectively secure people, property, and assets. Today, we view the migration to an IP-based operational model as an important imperative for the organizations that rely on video and the integrators that implement it.

For government and commerce, IP video provides a vastly superior method for addressing sophisticated criminal and terrorist threats. For integrators, IP video opens new revenue streams and transforms a commoditized market into enormous avenues for growth. But given the potential technical complexities, stumbling blocks, and costs, the way in which IP video migration occurs is as important as the end result. A practical, value-based approach can hasten IP video adoption and present industry, government, and the providers that serve them with a wealth of opportunities.

## Empowering the Integrator

Clearly, all indicators seem to show that IP video represents the future for video security.

### MARKET SIZE

Physical Security	\$150 billion <sup>4</sup>
Video Surveillance	\$6.7 billion <sup>5</sup>
IP Video	\$500 million today, but <u>3 times the CAGR</u> of the rest of the video surveillance market <sup>6</sup>

We suggest that the most effective, least disruptive way to implement this fundamental shift in video security is to empower integrators to lead the charge.

Verint proposes a 4-track approach that provides the solutions, resources, and ongoing support for making integrators experts in IP video and, by doing so, empowers them to help their customers leverage IP video to its full potential.

### Five Criteria for Acceptance

By bringing video security into the realm of enterprise IT, IP video solutions become subject to criteria that previously may have been downplayed — from ROI, investment protection, and ongoing product support to interoperability with other enterprise solutions, adaptability to enterprise workflow, and scalability to meet enterprise growth. Here are five criteria that make IP video solutions more likely to be selected, deployed, and used.

#### Complete Solutions

- Turnkey solutions with everything needed for deployment, including pre-loaded software and easy instructions for installation, management, and monitoring
- Quick and easy to install — intuitive to manage
- SDKs and pre-built integrations with industry-leading security, IT, and business solutions

#### Open and Standards Based

- Uses enterprise network, server, and storage infrastructure and lets organizations select the best-of-breed solutions that best meet their needs and budgets
- Readily integrates with third-party solutions, from cameras, video analytics, access control, and legacy security hardware to POS, ATM, cargo, and other business systems

#### IP Migration at Each Organization's Own Pace

- Leverages existing analog equipment and video infrastructure, while enabling new devices to be added, as needed

#### Long-Term Low Cost of Ownership

- Promotes long-term low cost of ownership — not just affordable at initial acquisition — with comprehensive warranties, ongoing customer service and support, integrator and end user training, and a clearly articulated upgrade path

#### Future Focused

- Easily scales upwards with modular additions
- Part of a fully integrated portfolio of solutions for every aspect of video surveillance operations
- From a vendor with a strong track record and excellent financial stability

## A 4-Track, Value-Based Approach

The Verint approach to IP video migration consists of four distinct tracks for enabling integrators and their customers to rapidly realize the benefits of IP video.

### Packaged Turnkey Solutions

Organizations should be able to move to IP video operations at their own pace, using their existing video and IT infrastructures. IP video solution suites should provide all of the hardware and software needed, including documentation and simple, easy-to-use installation guides.

Verint offers IP video solutions for virtually every point in the IP adoption continuum. Each Nextiva® packaged solution was developed to meet the demands of unique security environments and provides everything needed — from hardware and software to cables and instructions — for simplifying IP video specification, sale, installation, and support.

#### Verint IP Video Packages

##### IP VIDEO STARTER KIT

*Nextiva EZ* is 36-channel IP video starter kit designed for scalable deployments in retail, branch office, banking, education, and small campus environments.

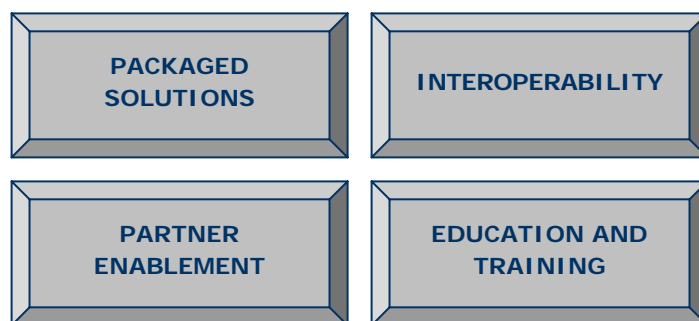
##### ENTRY-LEVEL ENTERPRISE IP VIDEO

*Nextiva Basic* is a 64-channel IP video solution designed for midsize retail, campus, critical infrastructure, and government environments.

##### FULL-FUNCTION ENTERPRISE IP VIDEO

*Nextiva Foundation* is a comprehensive, scalable system that supports at least 100 channels of IP video and is designed for deployment in mass transit (air, ground), critical infrastructure (ports), municipalities, and federal and military environments.

All Nextiva IP video packages feature IT-friendly solutions, flexible storage options, pre-built integrations, and servers and storage from market leaders. They also carry a 3-year hardware warranty and offer the first year of software support at no additional charge.



### Interoperability

Interoperability with security and IT systems is critical to successful implementation and trouble-free operation. But this interoperability does even more: It can also enable these systems to share important information for more complete situational awareness and rapid threat detection.

Verint's comprehensive network of technology integration partners from the IT and security worlds facilitates a *best-of-breed* technology approach. It affords users the freedom to choose the solutions that best meet their needs. And it lowers cost of ownership and promotes continued synergy as these technologies advance.

#### Verint Technology Integrations

<b>IT INFRASTRUCTURE</b> Dell EMC Motorola	<b>CCTV KEYBOARDS</b> American Dynamics Bosch Honeywell Pelco
<b>VIDEO ANALYTICS</b> Agent VI ObjectVideo	<b>PTZ CAMERAS</b> AD Bosch CoVi Honeywell Kalatel Panasonic Pelco Vicon
<b>SECURITY APPLICATIONS</b> AirVisual AMAG Lenel Orsus Software House	<b>HARDWARE MATRICES</b> American Dynamics Bosch Allegiant Pelco
<b>IP CAMERAS</b> Axis Sony	

"We are excited to partner with an industry leader such as Verint ... the market demand for our combined solution is evidenced by the strong success that we have experienced to date."

Bob Clouse, Senior Director, Global Emerging Market Solutions, EMC

## Partner Enablement

IP video technology can be difficult to understand, challenging to implement, and costly to support. The support services provided with legacy video products are clearly insufficient for these powerful and sophisticated video solutions.

These solutions require a working partnership built on excellent service, deep domain expertise, and an understanding of the challenges facing our partners and their customers.

Verint offers programs and resources specifically geared to these challenges.

Nextiva Quick Start Guides, which come standard with Nextiva solutions, streamline IP video installation with easy-to-follow directions and troubleshooting tips in a concise and compact format.

Nextiva Customer Support Programs provide powerful tools for anticipating, avoiding, and addressing problems. Staffed by experts in the deployment and support of all Nextiva solutions, this multi-tier support portfolio addresses the unique needs of specific market sectors, such as mass transit, retail, and critical infrastructure, and features live technical support, Web-based resources, software upgrades, advanced replacements, and a host of on-site services.

## Education and Training

Verint Training and Certification Services address a broad range of technical proficiencies, with courses available on site, on the web, or at Verint Authorized Training Centers.

For example, the Nextiva Wireless Certification Program offers two days of hands-on classroom training led by experts in wireless video deployment.

Topics include: how to install and configure transmitters, receivers, access points, antennae, and cameras; how to recognize and resolve deployment issues using site survey tools; how to isolate and troubleshoot problems; and more.

### Transforming Video into Value for Verint Partners and Their Customers

#### Verint Help Desk

Live support up to 24x7 (depending on support plan)

#### Verint Field Services

Installation support, system commissioning, system auditing, analytics configuration, and more

#### Verint Project Management Services

End-to-end project management

#### Verint Solution Services

Customization and/or integration support to optimize the ROI within each company's business environment

#### Verint Partner Extranet

Instant access to FAQs, A&E specifications, promotional literature, and more

#### Nextiva Client SDK

Facilitates Nextiva integration with third-party solutions; includes SDK library, code examples, and documentation

#### Nextiva Advantage SDK

Enables integration of Nextiva encoders, wireless transmitters, and IP cameras — including on-board analytics and automatic camera tampering detection — with your own video management offerings

Upon completion of this course, attendees may have their company listed as a certified Nextiva Wireless Partner on the Verint website and may be entitled to discounts on select Verint solutions.

Verint also offers end-user training courses designed to help users develop a thorough understanding of Nextiva applications and administration, so that they can realize maximum benefit from their Nextiva solutions.



## Closing Thoughts

Clearly, IP video is quickly becoming the standard for video security initiatives. But while it can create an array of opportunities for integrators and the organizations that use it, IP video also presents tough challenges that can drain resources and add layers of complexity to video surveillance.

Verint offers a practical, more profitable approach to security-IT convergence that simplifies IP video migration and enables our partners to successfully guide their customers through the sales, design, and implementation processes. Our 4-track, value-based approach provides integrators with turnkey IP video solutions for rapid implementation; interoperability with complementary security and IT systems for enhanced situational awareness and more trouble-free operation; partner enablement services to support the entire product life cycle; and education and training to help our partners and their customers derive optimum value from their Nextiva IP video products.

At Verint, we are dedicated to providing our partners with the solutions and services they need to maintain their competitive edge, produce satisfied customers, and sustain business growth.

## Verint. The Leader in IP Video.

Verint Systems Inc. is the worldwide leader in networked video, a "single source" for virtually *every* facet of video surveillance operations: from cameras, encoders, and intelligent DVRs to video management, viewing, and analytic software. Designed to enhance any video network — *large or small, wired or wireless, mostly analog or mostly IP, and everywhere in between* — Verint solutions help organizations realize the benefits of IP video using their legacy video investments. With multi-tiered support programs, expert services, and the award-winning Nextiva video portfolio, Verint transforms video into *value* for our partners and their customers.



### **The #1 Provider of Networked Video Solutions Around the Globe**

- More than 20% market share
- Over 100,000 installations worldwide
- 1 out of every 3 Fortune 250 companies
- 3 of the world's 5 largest retailers
- More than 150 government organizations and cities
- Over 100 major airports and seaports
- Thousands of mass transit and bank deployments

## Endnotes

<sup>1</sup> Merriam-Webster Online, 2008.

<sup>2</sup> *North American Video Surveillance Software Markets*, Frost & Sullivan, April 2007.

<sup>3</sup> *The Truth About Convergence*, Forrest Carr, Poynteronline, May 2002.

<sup>4</sup> *2007 Security Industry Annual*, Jeffrey T. Kessler and Manav Patnaik, Lehman Brothers, November 2007.

<sup>5</sup> *The World Market for CCTV & Video Surveillance Equipment*, Simon Harris and Alistair Hayfield, IMS Research, November 2007.

<sup>6</sup> Ibid.

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VINWP010308U  
Version 1.0