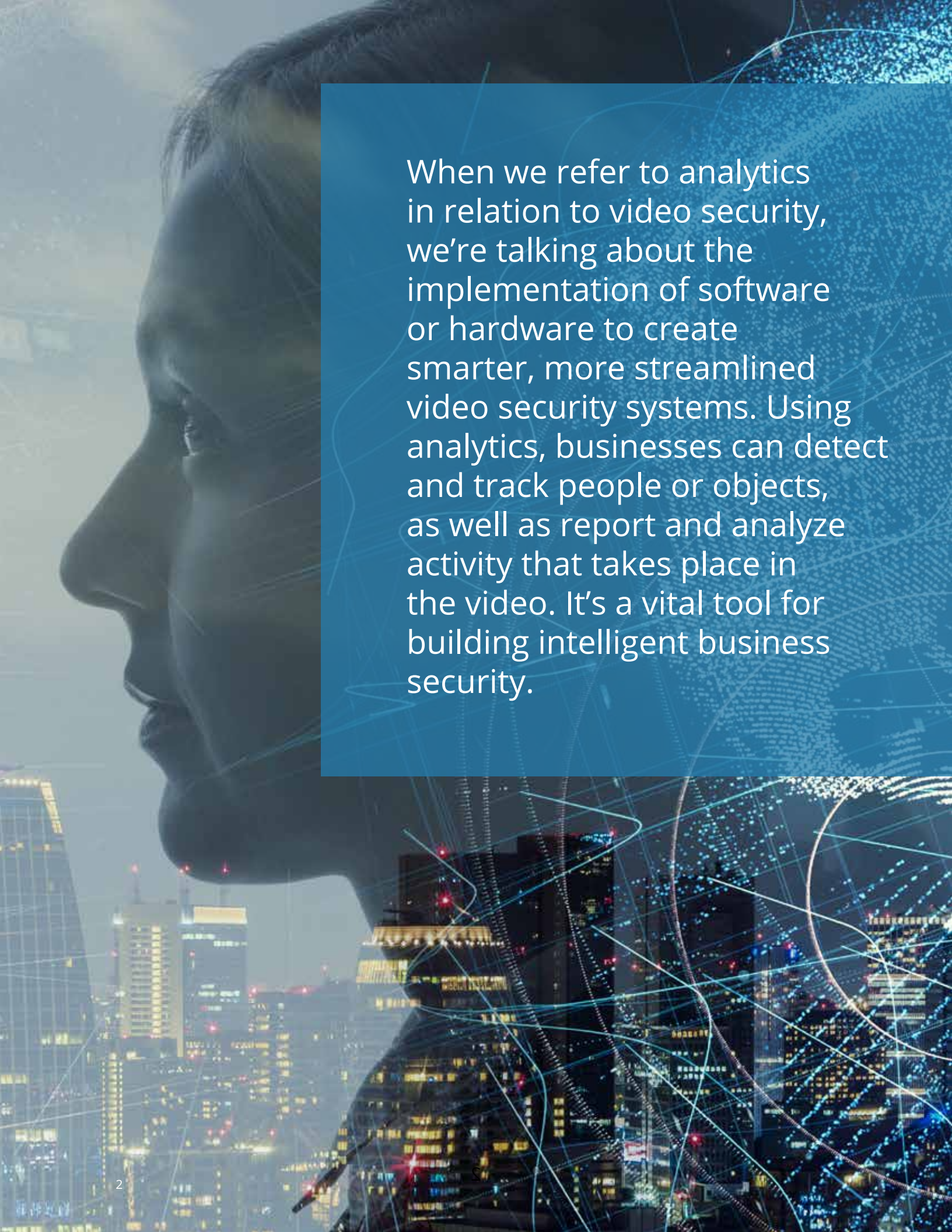


Optimize Your Business with Analytics and AI

Brochure, Analytics, Artificial Intelligence





When we refer to analytics in relation to video security, we're talking about the implementation of software or hardware to create smarter, more streamlined video security systems. Using analytics, businesses can detect and track people or objects, as well as report and analyze activity that takes place in the video. It's a vital tool for building intelligent business security.

How Analytics and Artificial Intelligence Work

The analytics solution analyzes the data from your video source and correlates it with the scenarios and models you have set up for it to detect.

The architecture for analytics runs in one of two ways; cloud processing or edge processing. Cloud processing is when analytics and AI are run in the Cloud. Edge processing refers to analytics being run on the camera itself. Both the physical architecture and the scenarios you need to detect and monitor will determine the right analytic for you. The most common tasks of analytics include:

- Using a target object to identify every instance of the object appearing in the video.
- Classifying an image into a category based on a set of predetermined categories, such as cars or people.
- Tracking an object as it moves around in an image.
- Determining the location of a predetermined object in the video.

An aerial photograph of a multi-lane highway curving through a green, hilly landscape. Two cars are visible on the road. Overlaid on the image are digital graphics: a blue rectangular box around the car in the distance and several concentric green circles around the car in the foreground, representing AI object detection and tracking capabilities.

The Benefits of Processing Analytics and AI in the Cloud

As more companies adopt the cloud for video surveillance, it'll become more common for analytics to be deployed through cloud processing. This is great news for the security industry, as processing analytics in the cloud offers numerous benefits.

- Unlimited processing power and ability to make sense of large amounts of data
- No downtime with quick, global updates pushed through over the air updates
- Instantly transform standard analog and IP cameras into powerful AI solutions, without any additional onsite hardware

Eagle Eye Cloud VMS Analytics and AI

Analytics can be used for both real-time monitoring and to mine insights from historic video. Real-time monitoring detects objects, people and movement as things

occur in the environment, which can help business owners or security personnel react quickly to unwanted incidents.

While analytics and AI provide significant benefits to businesses for security purposes, it also turns the video security system into a tool for business optimization. When applied to historic video, analytics can help business owners and operators detect trends and patterns around their business, such as peak store hours or traffic flow.

Eagle Eye Networks offers an array of analytic tools with the Eagle Eye Cloud VMS, providing business owners and operators with insight into potential areas of improvement.



LOITERING

Prevent crimes like vandalism and break-ins by tracking and receiving notifications when people or vehicles stay in one spot for too long.



INTRUSION

Monitor vulnerable areas, especially after hours, by setting parameters that trigger alerts when the predetermined area is entered.



CAMERA TAMPERING

Reduce false alarms and ensure a camera is not being blocked, covered or moved with AI-based camera tampering.



LINE CROSSING

Minimize theft, break-ins and vandalism by sending an alert when a moving object crosses over a user-defined virtual line.



PEOPLE COUNTING

Monitor patterns like how many customers enter your business each week, peak times for traffic and customer behavior patterns.

With the right analytics, businesses can elevate security operations and discover new opportunities for improving daily operations.



Common Uses for Analytics and AI

Many industries are now realizing the potential of analytics with their video surveillance systems. Owners and operators can create long-term strategies based on the insights gained from their analytics.

Using analytics, business owners can determine the number of people entering and exiting the property at any given time. Monitoring the traffic flow and patterns of the establishment is crucial to operations, allowing better planning around staffing and business layouts.

Analytics also provide insight into employee behavior. Are proper procedures being followed? Are customer interactions positive or negative? This can highlight areas where further training may be needed or a change in policy is required

Employee theft is one of the biggest issues management is faced within the restaurant and retail space. With some systems, like the Eagle Eye Cloud VMS, you can integrate your point-of-sale (POS) and video surveillance to view sale and payment data in one place. Owners and operators can quickly and easily search transactions and view the video tied to events, streamlining investigations into suspicious transactions. Regardless of the industry or size of your business, analytics has a host of benefits to offer. Find out more about how advanced analytics in the Eagle Eye Cloud VMS is helping business owners and operators improve their operations across industries.



Want to learn more?

Visit www.een.com or contact us to schedule a free personalized demo.

North America

+1-512-473-0500

Asia-Pacific

+81-3-6868-5527

EMEA

+31 20 26 10 460

LATAM

+81-3-6868-5527