

Fifth Third Bank to Deploy up to 12,000 New Cameras

Ease of Deployment and
Software Compatibility Cited as
Principal Drivers for Decision to
Standardize on March Networks

U.S.-BASED Fifth Third Bank is in the middle of a major upgrade of its video surveillance system. A March Networks customer since 2004, Fifth Third is deploying 6,000 new March Networks® cameras this year and close to 6,000 next year, according to Mike Neugebauer, the bank's Vice-President and Senior Manager of Safety and Security. The bank will also begin replacing its 1,500 earlier generation March Networks NVRs with newer 4332 C Hybrid units.

Based in Cincinnati, Fifth Third operates 1,316 full-service locations in 12 states as well as approximately 2,415 ATMs and 105 full-service Bank Mart locations in supermarkets.

March Networks' Analog WDR Indoor Domes and MegaPX MiniDomes will increase coverage in banking centers and replace old black and white cameras.

A typical branch will end up with 14 WDR Indoor Domes and two MiniDomes, said Neugebauer.

The MiniDome's powerful combination of Wide Dynamic Range and progressive scan in high-resolution delivers excellent image quality even in bright backlight situations, while the camera's H.264 compression technology significantly reduces bandwidth and storage costs. The MiniDome also features Power-over-Ethernet and is ONVIF-compliant, allowing it to be used with a variety of third-party video surveillance systems.

The analog Indoor Dome also features the same powerful combination of Wide Dynamic Range, progressive scan in high resolution and low light sensitivity, making it ideal for capturing quality images in a variety of lighting conditions.

"This was important for Fifth Third banking centers in Florida, for example, where, if you face east or west, you're getting direct sun for six or seven hours a day," said Neugebauer.

"The megapixel cameras provide us with an overview of the entire banking center while the analog cameras give us a close-up view of a person standing at the front of the teller line. The cameras give us two different perspectives. If we have an incident after hours, we can access the megapixel cameras to see if someone has come in through a window or a door."

Fifth Third researched the camera market for a year and a half before deciding to standardize on March Networks technology. Ease of deployment and software compatibility were among the many features that influenced the final decision, said Neugebauer.

"While standards are making surveillance equipment more compatible, I would still have to make sure that our March Networks NVRs and any other manufacturer's IP cameras were fully integrated," said Neugebauer. "I would also have to ensure all software changes would be supported going forward, as some cameras have specific settings or features that are not standard."



By standardizing on March Networks, we don't have to worry about any of these compatibility issues."

Ease of deployment was an equally important consideration for selecting the March Networks MiniDome. Competing cameras evaluated by Fifth Third required more fine-tuning by installers and, therefore, consumed more "ladder time."

By comparison, the March Networks MinDome is more plug-and-play, said Neugebauer.

The simultaneous transition to March Networks' 4332 C Hybrid NVR will allow Fifth Third to deploy up to 16 IP cameras and an equal number of analog cameras in a banking center.

"We like the flexibility this gives us," said Neugebauer. "We have some branches with 20 or 25 cameras and if we need to increase coverage, we can do so without having to add another NVR. We also like the extra storage it gives us."

The 4332 C NVR accommodates up to four hard drives for a total capacity of 8 TB of internal storage and features both Adaptive Compression Technology and Intelligent Video Retention which, together, reduce storage requirements by up to 40 per cent. It also features the same docking station architecture of earlier 4000 Series models for efficient installation and maintenance.

The unique docking station was one of the hardware features that sold Fifth Third on March Networks back in 2004. Cost of ownership was an important factor in the bank's original decision-

making process. Equipment maintenance costs are a budget item that the bank watches closely, so there's a big saving if it's possible to get a technician in and out in 10 minutes versus three hours. Furthermore, if the device is field serviceable, Fifth Third doesn't have to send the unit away to be repaired, and doesn't lose data off the unit even in the event of a hard drive failure because of the redundancies built into the system.

Fifth Third works with three March Networks Certified Solution providers — Diebold, ADT and Hamilton Safe.

The bank stocks parts at its head office in Cincinnati and overnights them to branches as required. An integrator would arrive the next morning to fix the unit right in the field. If the bank has to replace the whole unit, an NVR is shipped out and a technician slides it in. The average repair on a March Networks NVR is 10 minutes.

Neugebauer and his team of security administrators oversee the video surveillance system from Fifth Third's security operations center in Cincinnati.

When there is an incident like a robbery, bank staff can email images to law enforcement within minutes. If the law enforcement agency is advanced enough, an image can be emailed to a police department's dispatch center for immediate transmission to the mobile data terminals in police cruisers. Within minutes, police officers will have a quality image of the suspect right on their laptops. ▶

Mike Neugebauer, Fifth Third Bank's Vice-President and Senior Manager of Safety and Security, reviews video in bank's security operations center.



Fifth Third will soon be piloting March Networks' powerful Searchlight family of innovative video and data analytic solutions as well.

Searchlight correlates video from March Networks' recording systems with the financial institution's ATM transaction data to detect suspicious behavior and alert investigators to potential ATM skimming, cash harvesting or other crimes. Searchlight's License Plate Tracker application enables financial institutions to conduct investigations using vehicle license plates captured at drive-thru ATMs.

"We're looking forward to the added protection and efficiencies of Searchlight," said Neugebauer. "Applications that help us detect and respond to skimming attempts and other instances of fraud make a video surveillance system an even more powerful loss prevention tool." ▼

Fifth Third Bank

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has **\$117 billion in assets** and **operates 15 affiliates** with **1,316 full-service Banking Centers**, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,425 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Investment Advisors. Fifth Third also has a 49% interest in Vantiv, LLC, formerly Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2011, had **\$282 billion in assets under care**, of which it managed \$24 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB."

Fifth Third Bank is a member of the FDIC.

