



# Solution Offers Credit Union Room to Grow

Alaska USA Federal  
Credit Union serves  
350,000 members in  
Alaska, Washington  
and California

Alaska USA Federal Credit Union manages the same security risks as most financial institutions around the world — with some exceptions. In Alaska, the list includes wild animals, specifically moose.

So far, none of the four-legged behemoths has actually ventured into a branch, but it's not unusual for them to show up in a parking lot, according to the credit union's Enterprise Security Officer, Lisa Hartford.

"If security officers in our control station see a moose, they'll let our guards in the branches know and remind our employees to be careful. It seems like an unusual risk, but here in Alaska it's something we have to be concerned about."

With its new March Networks® video surveillance system up and running, Alaska USA is better equipped than ever to manage all of the risks it faces.

“Everybody here likes it because it’s easy to use. Several people have commented on the improved picture quality even without changing cameras.”

— Lisa Hartford  
Enterprise Security Officer,  
Alaska USA Federal Credit Union



The largest provider of consumer financial services in the state, Alaska USA Federal Credit Union boasts 370,000 members and operates 57 branches in Alaska, Washington and California. Limitations with its previous video surveillance system prompted Hartford to look for a new solution.

Foremost among the limitations with its previous system was the lack of logging and tracking functionality to monitor access to video.

“I wanted to know who’s looking at what, how often, why and if they’re copying anything,” said Hartford. “The previous system didn’t allow for that. Another challenge was the limited number of people who could access video at any one time. I met with the different business units here to identify their needs, put together a list of requirements and invited vendors to show us what they had.”

Hartford and her colleagues went through the submissions, narrowed down the list to three companies and decided in

favor of a March Networks solution after completing a thorough due diligence process.

“The March Networks solution was appealing to us because what we were looking for was the room to grow and add functionality over time by, for example, evolving toward a network-based video surveillance system or integrating the video with ATM and teller transaction data.”

March Networks NVRs are located in all Alaska USA branches, as well as its main office and financial centers. Security staff in the credit union’s central monitoring station in Anchorage are able to view live video from all of the locations and perform video searches to investigate reported incidents.

One of Alaska USA’s requirements was the ability to integrate its video surveillance with its Pacom Graphical Management System (GMS) alarm monitoring software so that alarms would automatically trigger video from the site in question to pop up on monitors in the credit union’s security center. The same functionality was also required for

panic alarms that tellers use to alert security to a holdup or similar threat. The integration of the credit union’s March Networks system with the GMS and panic alarms will speed response time in emergency situations.

In addition to instantly providing security staff with camera views from the site of an emergency, the March Networks system triggers video from specified cameras to be recorded at a higher frame rate, ensuring the best possible video quality is available to monitor activity and for eventual use as evidence.

Also important to Alaska USA was the ability to be alerted to any performance issues, including malfunctioning cameras or hard drives.

March Networks’ Enterprise Service Manager (ESM) software improves system uptime and IT responsiveness by centralizing the realtime management of the health status of video platforms, hard drives, cameras and the overall network. Alert notifications are sent directly to the Administrator Console or emailed to designated addresses if video devices fall short of preset performance thresholds.

The ESM also helps IT and other security system support staff increase efficiencies by centralizing the programming and maintenance of each video platform’s configuration. It allows administrators to copy video platform settings from one system to another for faster, more consistent deployment,



### Alaska USA Federal Credit Union

Alaska USA Federal Credit Union ([www.alaskausa.org](http://www.alaskausa.org)) is a federally chartered financial services co-operative with branch offices throughout Alaska, the King County area of Washington State and California’s Victor Valley. The credit union is the largest provider of consumer financial services in Alaska, with growing membership in Washington and California. Alaska USA also provides business services, including checking, commercial loans and insurance.

automatically restores the configuration of any video platform replaced in the field and schedules the uploading of software upgrades automatically during offpeak network times.

Alaska USA is also taking advantage of March Networks video analytics capabilities, installing people counting and occupancy detection analytics at the offices of its affiliate, Alaska Option Services Corporation, a full-service electronic funds transfer network offering automated teller machine (ATM) and point-of-sale (POS) services to financial institutions and financial service providers nationwide.

People counting analytics generate alarms to ensure compliance with VISA standards requiring a minimum of two people in attendance when debit cards are manufactured.

“We’re also looking at IP cameras, but we want to test them first to see how they perform on our network,” said Hartford. “Having higher resolution images would be nice, but we’ll take our time going down that path.”

The March Networks video surveillance system has been well received throughout the organization, said Hartford. “Everybody here likes it because it’s easy to use. Several people have commented on the improved picture quality even without changing cameras.”

The Investigator and Evidence Manager software in March Networks’ VideoSphere Visual Intelligence suite are also winning rave reviews for allowing Alaska USA security staff to quickly retrieve video of a reported event and save the resulting clip along with associated case notes.

“It’s great because what used to take us an hour now takes us five minutes,” said Hartford. ✨

#### DIEBOLD

Diebold ([www.diebold.com](http://www.diebold.com)) is a global leader in providing integrated self-service, security systems and services. Head-quartered in Canton, Ohio, Diebold employs more than 17,000 employees, with representation in more than 90 countries worldwide.



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