Big Four
New Zealand Bank Moves to HD Video

Compliance a Top Priority for Colorado Cannabis Dispensary

Check Into Cash Praises Clear Video Evidence

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Understanding GDPR

In recent months, there has been a lot of talk in boardrooms and in the media about the new data privacy regulation known as GDPR, and the impact it will have on business.

The new regulation comes into effect across the European Union (EU) on May 25. While it is being driven by the EU, the regulation's impact will be felt well beyond Europe and will touch any organization that collects or processes data related to an EU resident. Corporations are now rushing to assess their vulnerabilities, as failure to comply can lead to penalties totalling 4 percent of an organization's worldwide revenue. Before discussing the effect of GDPR, let's define what it is.

Firstly, GDPR stands for General Data Protection Regulation. The regulation is intended to harmonize and standardize the various privacy laws that have generally been applied and interpreted by individual European countries. The main driver of the regulation is to safeguard the personal data of individuals and consumers.

The regulation applies to any organization that collects personal data on EU residents, and focuses on how that data is handled, managed and used. The regulation defines personal data as any information relating to an individual, whether it relates to his or her private, professional or public life. It can be anything from a name, a home address, a photo, an email address, bank details, posts on social networking websites, medical information,

or a computer's IP address. When applied to video surveillance, personal data is defined as any information that can be used to identify an individual.

Any organization that uses video surveillance to secure its properties, protect its assets or leverage video to gather data will be profoundly impacted by these regulations. From a user perspective, security and IT departments must implement several new measures. These include:

- Complying with restrictions on how long video data is stored.
- Clearly marking the location of surveillance cameras.
- Masking the identity of individuals in recorded video captured by cameras in public areas.
- Keeping written records of the organization's camera system operation and being able to provide information about the data processing method.
- Adequately securing camera system operation and stored recordings against unauthorized use.
- Reporting any breach or data leak within 72 hours to the office of Personal Protection, and being able to demonstrate that procedures have been followed.
- Organizations must also appoint a data protection officer, responsible for understanding the regulation and ensuring compliance.

While the full impact of this sweeping regulation has yet to be determined, organizations around the world are now busily reviewing their data capture and handling processes and proactively identifying any potential compliance violations.

The broad application of GDPR will no doubt have a significant impact on corporations that capture data, as well as the suppliers that provide the platforms. As an example, any U.S.-based bank or retailer conducting business in Europe will

now have to ensure that the management of data from their European customers adheres to European regulations.

As the pendulum swings from developing platforms designed to capture as much personal data as possible — and correlating various data sources with the express purpose of targeting individuals for marketing, political or security purposes — the focus is now on tools that anonymize the data. From a manufacturer's point of view, the core design of its software, including data encryption and segregation capabilities, will become key. Flexibility with respect to retention periods and customized search features will also be vital to ensuring compliance with the regulation.

General consensus is that the regulators will not expect 100 percent compliance right out of the gate. For many companies, GDPR will require them to change how they operate and to complete expensive upgrades. The key will be the ability to demonstrate to authorities that steps are being taken to achieve full compliance.

As I write this, the world recently learned that Cambridge Analytica accessed personal information harvested from more than 50 million Facebook profiles for the purpose of targeted political campaigns. How much of an impact this revelation will have on data privacy remains to be seen. As Europe prepares for increasingly restrictive data privacy laws, it will be interesting to see if the U.S. and other countries follow suit. I urge all of you to learn more about GDPR and the potential impact it will have on your organization.

Regardless of the direction it goes, March Networks' customers and partners can rest assured that we are closely following developments and are deploying the resources required to make sure that our technology adapts to the changing world.

Peter Strom,
President and CEO,
March Networks

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inside

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16

Fully Modern on All Fronts

Exceptional service and state-of-the-art video surveillance keep Westpac New Zealand on the leading edge of banking

Security has come a long way in the banking business. At one time, for example, Westpac New Zealand supplied firearms to employees and had a gun range in the basement of one of its branches to train staff in marksmanship. It was only in 1975 that firearms were removed from the branches and the gun range deemed redundant.

Today, Westpac New Zealand relies on a state-of-the-art video surveillance system from March Networks to protect its customers, employees and assets.

Part of the Australian-based Westpac Group, Westpac New Zealand is the island nation's second largest financial institution with 170 branches across the country, approximately 130 of which are equipped with March Networks 8000 Series Hybrid NVRs or 9000 Series IP Recorders. As the bank's older, third-party surveillance devices and recorders exceed their 'best before' date, they too will be replaced by March Networks technology, said Ray Millar, Westpac New Zealand's Senior Manager of Protective Services.

The introduction of the 9000 Series IP Recorders followed a decision by the bank last year to begin transitioning to high-definition, all-IP video in new deployments for enhanced image quality. Each recorder is loaded with a quartet of 4TB hard drives for total storage capacity of 16 TB, allowing Westpac New Zealand to retain video for up to a year. Branches are each equipped with between 10 and 24 third-party cameras depending on their size, including outdoor cameras in branches where parking lot coverage is necessary. ▶

"We have exposure to three video surveillance systems and the March Networks solution is the leading performer of the three for usability, retention and quality."

— **Ray Millar,** Senior Manager of Protective Services, Westpac New Zealand

The 9000 Series recorders are available in 32, 48 and 64-channel models, and feature an embedded Linux operating system, internal battery backup, front panel diagnostic LEDs and between four and eight secure, front-access hard-drive slots for efficient maintenance.

The solution is powered by March Networks Command™ Enterprise video management software, which allows large, multi-site organizations like Westpac New Zealand to centrally administer user access and recording configurations, schedule mass device updates, monitor system health performance, and quickly zero in on video evidence.

In addition to its 170 branches, Westpac New Zealand operates 320 remote ATMs, 19 of which are smart bank machines that accept deposits without the need for a bank card. To comply with the New Zealand government's anti-money laundering requirements, the bank has equipped the 19 smart ATMs with March Networks MegaPX ATM cameras. Designed specifically for bank machines, the MegaPX ATM camera is compact, easy to install, and features high dynamic range for superior image capture in bright backlit conditions and excellent low-light performance.

Westpac New Zealand uses its complete video surveillance solution to manage a number of risks, including robberies, violent and aggressive behavior, and investigations around discrepancies in cash.

"We allow for fast, bulk deposits, so someone might drop $5,000 in a sealed, tamper-proof bag into a slot and walk away," said Millar. "The bag gets processed in a cash room and if a bank employee opens it and finds it's short, it's vital that we have good camera coverage with a chain of evidence to show with some confidence that the bag wasn't tampered with."

Because video evidence is so critical to Westpac New Zealand, the March Networks remote health monitoring functionality is very important, said Millar.

"If we lose a camera or a recorder hard-drive, we need to know as soon as possible because we don't want a branch to open without a fully functioning video surveillance system. In these situations, we'll dispatch a security guard to the branch until we can get a technician there to get the system up and running."

Westpac New Zealand provides its regional and branch managers with access to video systems in the locations they oversee, and requires them to check the field of view monthly to make sure the cameras are properly positioned for optimum surveillance. The bank also makes the systems available to its anti-money laundering investigators and other key people in the organization. From time to time, said Millar, the security department will receive requests for video from the human resource department, for example, or from a customer whose car has been dinged in a branch car park.

In the event of a robbery or other incident, still images from the video solution can be quickly and easily emailed to law enforcement. Video clips can also be exported directly onto a memory stick or burned to a DVD.

Westpac New Zealand works with multiple systems integrators for its video installation and maintenance. For vendor support, Millar relies on experienced March Networks staff based in Sydney, who regularly hop across the Tasman Sea to call on customers in New Zealand.

Westpac New Zealand's decision to standardize on a March Networks intelligent video solution is based on the bank's experience with different vendor offerings, noted Millar.

"We have exposure to three video surveillance systems and the March Networks solution is the leading performer of the three for usability, retention and quality."

Not surprisingly, the Westpac Group's Australian banking division with 1,429 branches and 3,850 ATMs also relies on March Networks as its preferred video surveillance vendor. ▼

THE CHALLENGE

Westpac New Zealand, part of the Australian-based Westpac Group, operates 170 retail banking branches and more than 600 ATMs. The bank wanted to standardize on a video surveillance platform with exceptional usability, retention and quality, and one that would support a transition to high-definition video capture in all locations.

THE SOLUTION

Westpac New Zealand started deploying March Networks 8000 Series Hybrid NVRs and Command Enterprise video management software in 2010. More recently, it's started installing March Networks 9000 Series IP Recorders in locations equipped with newer megapixel surveillance cameras and Ethernet cabling.

THE RESULT

The bank is now standardizing on March Networks in all new and retrofitted locations. The solution provides the reliable, clear video evidence the organization requires to help investigate everything from customer disputes to money laundering activity. It also offers a cost-effective migration path to all-IP video networking.
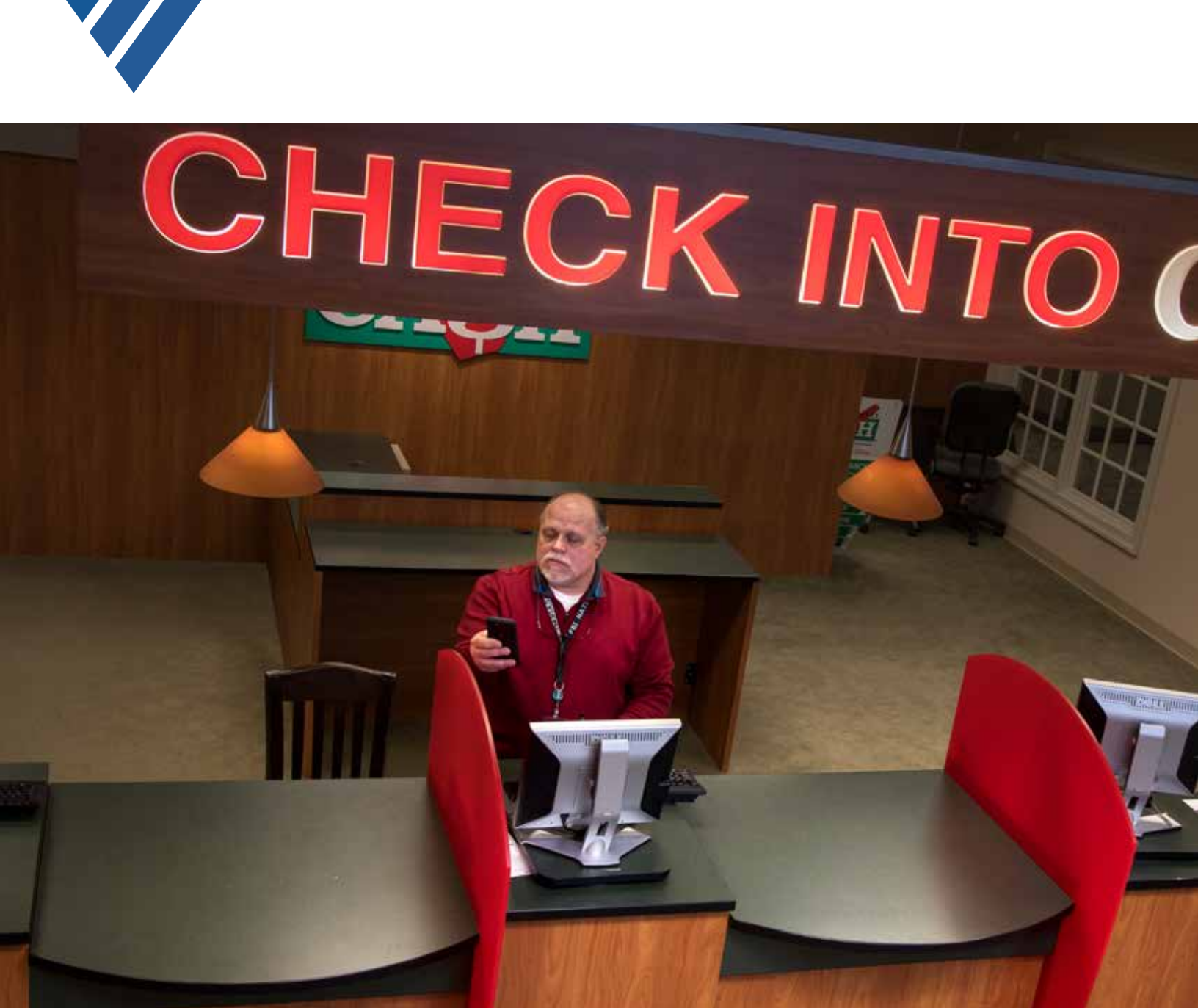
Standardized Solution Provides Portrait-Clear Video for Check Into Cash

PRIOR TO JOINING CHECK INTO CASH, one of the largest money service businesses in the United States, Bill Dyer, Director of Safety and Security, spent 30 years in law enforcement with the Bradley County Sheriff's Office in Cleveland, Tennessee.

Having experience as both a police officer and a director of security for a large retailer, Dyer knows better than most the value of high-quality video evidence.

"As a law enforcement officer, I responded to many, many robberies," he said. "The first thing we would ask is if they had video, but too often all we got was a video clip of 'Shadow Man'. All you could tell was that it was a human form. It could have been anybody."

Blurry or pixelated video images haven't been an issue for Check into Cash since Dyer started deploying March Networks® video surveillance systems in their locations.

The company began using March Networks video recorders in 2013, shortly before Dyer was hired. The recorders were one of six or seven different digital video surveillance systems Check Into Cash was using, in addition to more than 400 VCRs.

"I don't recall those other systems solving many crimes based on the video, but when we started experiencing incidents at stores with March Networks systems, the police started making arrests. Some of the pictures from the March Networks systems were so clear, it was like the robbers were sitting for a family portrait.

"I have literally had police departments call me and say 'Wow, that's the best picture we have ever received.'"

In one incident, two robbers held up a store wearing security guard uniforms. Video from the March Networks system was so clear that Dyer was able to read the patches on the criminals' shoulders and contacted the company to ask if they had had any of their uniforms stolen.

Armed with the crystal-clear video clip, police were able to make an arrest within two hours.

Robberies aren't the only incidents the March Networks video solution is able to help resolve.

"Just the other day, a customer in one of our stores said he left his cellphone on the counter," said Dyer. "I pulled the video and saw the customer behind him pocket the phone. It was as clear as day. Another time, a lady received her money from the counter and unfortunately dropped it on the floor on the way out. When I pulled the video, I was able to see another customer pick it up and put it in her pocket."

Finding video is quick and easy using March Networks' preview thumbnails and a motion histogram capability that enables users to rapidly pinpoint segments of the timeline with more intense activity.

"I don't have to sit there and watch eight hours of video," said Dyer. "I can just zero in on the spikes and get right to it."

Founded in 1993, Check Into Cash provides customers with short-term payday and cash advances, check cashing, Western Union transfers, walk-in bill pay service and prepaid U.S. Money Cards. The company operates 915 stores across the U.S. and the United Kingdom. Approximately three quarters of the locations are now equipped with March Networks 8000 Series Hybrid Network Video Recorders (NVRs). The company is in the midst of transitioning to March Networks Command Enterprise video

▶

management software, and records video from third-party analog and IP cameras.

Aside from the high quality of the video, Dyer is impressed with the ease of use of the company's March Networks solution.

"I hated getting requests for video from anything other than a March Networks system because it was so simple to use," he said. "It was easier to navigate, the pictures were clearer and the equipment seemed to last longer."

Dyer also likes how easy it is to export and share video evidence from the March Networks systems with law enforcement. With other systems, said Dyer, police officers on the receiving end would often call and complain that they couldn't figure out how to play the video clip. With the March Networks solution, a player is automatically exported along with the video clips to ensure there are no issues with playback.

> ## "I have literally had police departments call me and say 'Wow, that's the best picture we have ever received.'"
>
> — **Bill Dyer,** Director of Safety and Security, Check Into Cash

"In many robbery cases, I'll pull up the video when the police are still in the store," said Dyer. "I get the detective on the phone, tell him I have video of the suspect's face and email it to him while he's still at the scene. I have had them say, 'We know this guy. We've arrested him before.'"

Dyer, who is based in the company's head office in Cleveland, Tennessee, 30 miles northeast of Chattanooga, can't respond to every request for video, so Check Into Cash district and regional managers across the country also have access to the system.

"That's another great March Networks feature," said Dyer. "We set the system up so that each district and regional manager has their own login and is only able to see video from their specific stores. If you're a manager responsible for locations in Indiana, for example, you won't be able to see video from our California stores.

"This partitioning gives authorized managers the ability to go in and review an incident, whether it's a robbery or an internal issue. That's a big help because if I had to do all the investigations, it would be a little overwhelming."

To ensure the video solution is always functioning optimally, March Networks software includes a health monitoring feature that alerts Dyer to potential system issues, such as a failing hard drive. The enterprise-wide feature enables him to proactively schedule maintenance and address immediate problems before video is ever lost.

"With the other systems we had, the only way you knew the system wasn't working was when you went looking for video and discovered it wasn't there. I'd send a tech to check it out and he'd come back and tell me that it hadn't been recording for months. That doesn't happen with

our March Networks systems. I'll either get alerts by email or go into the software and look myself."

Overseeing security for Check Into Cash isn't a nine to five job, so when a robbery occurs on a weekend or after hours, Dyer can use the free March Networks Command Mobile app to view video on his phone, or log into the system from home via a virtual private network (VPN).

Eager to take full advantage of leading-edge intelligent video technology, Check Into Cash is also trialing March Networks Searchlight™ for Retail software in 29 locations. The software integrates video with the point-of-sale transaction data, allowing Dyer to view exception reports of potentially suspicious transactions and immediately click through to the video. The software provides Check Into Cash with a powerful loss prevention and investigation tool, as well as the ability to integrate with analytics such as people counting and dwell time if that makes sense for the company at a future date.

Needless to say, Dyer is sold on the March Networks video solution and will continue to roll out new 8000 Series Hybrid NVRs to replace older, antiquated systems.

"I've had numerous vendors call me over the last three years asking us to switch to some other video surveillance system. None have had the features available that March Network has to offer. If there are seven other brands out there that have underperformed, and I have one that blows them all away, that's the one I'm sticking with." ▼

THE CHALLENGE

Check Into Cash, one of the largest money service businesses in the United States, was using video surveillance systems from six or seven vendors, which made reviewing, exporting and sharing video clips challenging because each system worked differently. In addition, the systems provided varying degrees of video quality and most offered no health monitoring features, making it difficult to know when a system was no longer recording.

THE SOLUTION

The company noticed a vast improvement in the quality of video evidence when it began deploying March Networks systems in 2013, providing video that multiple police departments have called "the best picture we have ever received." The March Networks solution is also easier to use and much more reliable.

THE RESULT

Check Into Cash has standardized on March Networks, and 687 of its 915 U.S. locations are currently equipped with 8000 Series Hybrid NVRs. The company is now transitioning to powerful Command Enterprise video management software and piloting Searchlight for Retail application software in 29 locations for more advanced investigation and loss prevention capabilities.

ABOUT SHORT CIRCUIT

Short Circuit was founded in 1988 as a CCTV equipment repair company, providing warranty service for manufacturers. Today it installs, services and repairs video surveillance equipment for 83 national retail organizations — including Check Into Cash — in more than 75,000 locations throughout the U.S., Canada and Puerto Rico. Short Circuit has access to all major equipment brands and is one of only a few March Networks Platinum Certified Solution Partners. **www.shortcircuitinc.com**

Phenomenal Partnerships and Product Reliability

Barnes & Noble College enjoys peace-of-mind with intelligent video solution

DELIVERING EDUCATIONAL RESOURCES to more than five million students and faculty across the U.S. comes with some unique security challenges, as Steve Welk, Director of Loss Prevention for Barnes & Noble College, knows well.

With almost 800 stores, the country's leading campus bookstore operator has retail locations coast to coast, and many inside the nation's top academic institutions including Harvard, Yale, and Georgia Tech. Bookstore locations range in size from small to as large as 70,000 square feet.

Managing security across such a diverse group of locations requires a reliable video solution that is easy to use, and a video manufacturer that is attentive to the needs of Barnes & Noble College.

According to Welk, the bookseller enjoys all of that with March Networks.

"The features of the actual system — the hardware, the software — are easy to use for our managers," said Welk. "But perhaps equally as important is the level of partnership we have with March Networks. This is a relationship in which I place high value."

Barnes & Noble College first deployed a March Networks video surveillance solution in 2008, following the recommendation of its security systems integrator NAVCO. The organization has worked with NAVCO for years, and as a trusted integrator, valued its advice to standardize on one enterprise system. ▶

Although it's been a decade since its first March Networks NVRs were installed, many of them are still performing well today.

"In terms of reliability, they have been phenomenal," said Welk of March Networks' previous generation video recorders. Barnes & Noble College is currently upgrading the NVRs to March Networks' newer 8000 Series Hybrid NVRs, which offer higher-performance video recording and management, as well as hybrid support for both analog and IP cameras.

In addition to the 8000 Series, the bookseller uses March Networks Command Enterprise video management software. A fully distributed solution, Command Enterprise is ideal for Barnes & Noble College because its centralized user management and customizable views let Welk and his team maintain control over who can access the system.

In addition to Welk, his four regional loss prevention managers and two support team members, Barnes & Noble College bookstore managers also frequently view video from their own regions to assess operations and customer service, or help with employee training. Command's customizable permissions ensure each store manager sees only what's relevant to his or her job.

"It's been a very good tool in terms of helping store managers oversee their day-to-day business," said Welk.

The solution has helped Barnes & Noble College reduce shrink and uncover fraudulent behavior.

"We've had situations of alleged trip and falls but, because of the video, we were able to determine that they were not in fact legitimate incidents. They were fraud."

Command's convenient health monitoring feature helps ensure that the entire system is performing optimally and that video is always there when Welk and his team need it. The health feature alerts the team to any issues that could affect video recording.

"It helps us prioritize our response," he said, noting that his team can very quickly learn if a hard drive needs replacing or if a more serious system issue has occurred.

The Command software also makes it easy to export video. In the event that a crime has taken place in a bookstore, Welk and his team will provide video to campus law enforcement. They also work collaboratively with many of their university clients to help maintain general security around their stores.

"In the higher education environment, there are often high-risk events taking place, such as ongoing medical research,

> "The features of the actual system are easy to use for our managers. Equally important is the level of partnership we have with March Networks. This is a relationship in which I place high value."
>
> — **Steve Welk**
> Director of Loss Prevention,
> Barnes & Noble College

high profile visitors to campus and gatherings related to athletic events, to name a few," said Welk, explaining that some schools will also install redundant video systems to monitor traffic in and around the bookstores.

The overall reliability of its video solution prompted Welk to once again turn to March Networks when one particular bookstore recently made a special request for people counting analytics.

Using March Networks Searchlight for Retail software, which integrates with point-of-sale transaction data and analytics provided by a highly-accurate FLIR Brickstream 3D sensor, retailers can capture the number of customers entering and exiting their stores, learn peak traffic times, and also determine conversion rates.

The Barnes & Noble College location at a major university in Atlanta, Georgia, is now using Searchlight for Retail with people counting and seeing great success.

"It's performing well," said Welk. "It was nice to know that March Networks has that feature. We hope to expand people counting to more bookstores in the future."

According to Welk, the bookseller is equally excited to deploy March Networks' new 8724 V Tribrid NVR, which can

THE **CHALLENGE**

Barnes & Noble College needed an enterprise video surveillance system powerful enough to help secure almost 800 bookstore locations. The system had to be reliable and easy to use, so both the loss prevention team and bookstore managers could easily access video. Barnes & Noble College also wanted a strong partnership with their video surveillance manufacturer and systems integrator, so they could help with ongoing training and support.

THE **SOLUTION**

Security systems integrator NAVCO recommended a March Networks enterprise video surveillance solution for Barnes & Noble College almost 10 years ago. Today, the solution includes 8000 Series Hybrid NVRs, providing support for both analog and IP cameras, and Command Enterprise video management software. The retailer is also using Searchlight for Retail with people counting analytics in one location and hopes to extend that capability to other stores in the future.

THE **RESULT**

The solution has delivered the reliability and ease of use Barnes & Noble College was looking for. Loss prevention team members and bookstore managers can easily view video, while Command Enterprise's centralized management and customizable views let system administrators maintain control over what each user can see. March Networks also provides ongoing training and support so all system users stay up to speed on the latest tools and features available to them.

Compliance Key Consideration for Cannabis Dispensary

MOST RETAILERS INVEST IN A VIDEO SURVEILLANCE SOLUTION to improve security. Many also use it as an investigation tool to help resolve customer disputes, liability claims and reduce losses from theft and fraud.

Complete Releaf relies on its intelligent video solution from March Networks® for all of those reasons, however compliance with state regulations was the primary objective when CEO and owner Eric Ryant started looking for a video system for his new, 3,000 square foot cannabis dispensary in Lafayette, Colorado.

Unlike many other types of retail environments, cannabis dispensaries must comply with strict rules governing the type of video surveillance equipment used, where cameras and equipment are placed, and how long video evidence must be retained.

Already familiar with the regulations based on his experience operating a second dispensary and a cultivation center in Lafayette, Colorado, Ryant sourced multiple bids for his new video solution.

"Having video surveillance in our dispensary definitely deters theft. Combining the video with transaction data goes a step further and really causes people to think twice before they do something they'll probably regret."

— **Eric Ryant**
CEO and owner, Complete Releaf

"Once all the bids were in, I went through the process of analyzing each one and ended up narrowing the contenders down to two," said Ryant. "In the end, I selected the March Networks proposal from Falcon Networks. The solution had everything I was looking for, including POS integration, and additional capabilities I thought might be useful down the road. It met all of the compliance criteria, and the price was comparable."

Prior to opening the boutique dispensary in January 2018, Ryant worked with Falcon Networks, an experienced system integrator and a March Networks certified partner with offices in Colorado and South Carolina, to design and install a fully-compliant video solution.

Today, March Networks ME4 Discreet IR Dome cameras mounted inside the dispensary capture clear 4MP video of all activity at entrances and exits, in storage and equipment rooms, and at each point-of-sale (POS) system. In addition, Evolution 360° cameras from Oncam, a March Networks technology partner, are installed

above the sales floor and in every corner to provide further panoramic coverage. Evolution 360° cameras are also installed on the dispensary's exterior to capture people entering and exiting, as well as any activity in the surrounding parking lot and back loading area.

The cameras were selected and placed strategically to ensure that the system meets multiple legislated requirements, such as recording all activity occurring within 20 feet of any ingress/egress point, capturing clear video in all lighting conditions, and making sure that the recorded video is sharp enough to identify customer and employee facial features at each POS.

"Essentially, we need 100 percent coverage with no 'blind spots' on our retail floor, and a clear picture of people's faces," said Ryant, adding that the quality of the video captured by the March Networks and 360° cameras is excellent.

At the center of Complete Releaf's video solution is a March Networks 8000 Series Hybrid NVR. The powerful recording platform provides IP and analog video ▶
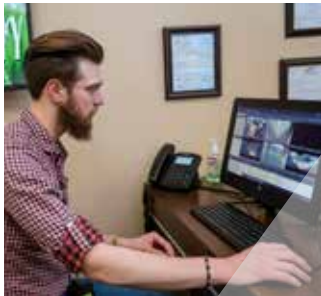
FALCON NETWORKS

Falcon Networks provides comprehensive services and the turnkey solutions required to design, build, optimize and maintain security networks. The company has a proven track record meeting and exceeding customer demands in the U.S. and abroad — from single site deployments to large-scale regional and national builds. Its security infrastructure expertise spans an array of job functions including installation/construction, network design and engineering, project/program management, construction management, and maintenance and troubleshooting. **falconnetworks.com/security**

capture and unparalleled reliability through features such as diagnostic LEDs, an internal battery backup, and a customized embedded Linux operating system. All IP channel licenses are included with the recorder, making it a convenient and cost-effective option for Complete Releaf.

Equally important, the recorder provides Complete Releaf with 32TB of internal storage so it is compliant with the state's 40-day video retention requirement.

"March Networks makes a truly reliable product, and we've had no difficulties achieving our 40 days of archived video," said Ryant.

While security and compliance were both top priorities for Ryant, finding a video solution that would also help him run Complete Releaf more efficiently – and profitably – was also important. That's why he's so pleased with the March Networks Searchlight for Retail software.

The Searchlight software enables Ryant and his team to proactively identify and review suspect transactions using integrated video and transaction data pulled from the dispensary's Green Bits POS system. It provides them with an easy-to-use loss prevention tool that reduces the time it takes to investigate incidents from hours to minutes. It also arms them with strong video and data evidence to support successful prosecutions or recoveries.

"Having video surveillance in our dispensary definitely deters theft," said Ryant. "Combining the video with transaction data goes a step further and really causes people to think twice before they do something they'll probably regret."

Ryant is also testing Searchlight for Retail in his cultivation facility, taking advantage of the software's ability to integrate with data from the Radio Frequency Identification (RFID) tags he is required to add to each plant through the cultivation process as part of Colorado's Inventory Tracking System (Metrc). The software would enable Ryant to leverage his RFID investment by making the data searchable in the Searchlight dashboard and tying it to recorded video. If there's ever an incident during the cultivation process, Ryant could use the Searchlight software to easily locate the video footage to see what actually happened and who was involved.

Aside from the many benefits his video solution delivers, Ryant likes the support he receives from March Networks and Falcon Networks.

"Falcon Networks has been extremely accommodating and provided an ideal security plan for my business," said Ryant. "And every level at March Networks, including its sales and sales engineering team, has been great. I definitely made the right decision." ▼

THE CHALLENGE

Cannabis cultivation and dispensary owner Eric Ryant needed a high-performance video surveillance solution for his new, 3,000 square foot boutique store in Lafayette Colorado. The capabilities and design of the solution had to be fully compliant with the state's strict Retail Marijuana Rules.

THE SOLUTION

Colorado-based systems integrator Falcon Networks proposed an end-to-end March Networks solution for the Complete Releaf dispensary, including megapixel cameras, powerful search and investigation software, and a highly-reliable video recorder with ample internal storage to meet the state's 40-day video retention requirement.

THE RESULT

Complete Releaf's intelligent video solution provides the dispensary with the clear, HD video and storage capacity required by law. It addition, its Searchlight for Retail application software integrates video with the dispensary's Green Bits POS for advanced loss prevention. Ryant is also testing Searchlight's RFID integration in his cultivation facility for use with seed-to-sale inventory tracking and visual verification.

New Business Intelligence Dashboards and Reporting Tools

Analyze, compare and share information faster and more conveniently with Searchlight 4.6

MARCH NETWORKS UNVEILED THE NEXT EVOLUTION OF ITS POWERFUL SEARCHLIGHT SOFTWARE at this year's ISC West Conference & Exposition.

Used by leading banks and retail organizations worldwide to extract valuable information on customer service, merchandising, operations, compliance and more, March Networks Searchlight helps businesses improve performance and profitability. Integrating clear surveillance video, business data and highly-accurate analytics, the software also enables organizations to proactively detect fraud and theft, and reduce investigation times by as much as 90 percent.

With the introduction of Searchlight 4.6, customers now benefit from new dashboards and reporting capabilities that make it even easier to analyze, compare and share critical information.

SUMMARY DASHBOARD VIEWS AND DRILL-DOWN FILTERING

Available in Searchlight's Business Analytics reporting tool, the new dashboards enable users to compare aggregated data and trends from multiple locations more effectively, based on their own key performance indicators (KPIs). Users can filter data by analytic, site or customized grouping across their organization, and quickly drill-down to a granular level when needed. A retail operations manager, for example, could view people counts from all locations, then drill down to get exact numbers for each of the four entrances at a single site. A district manager could do the same to view the information from his district only. Users can also save their own custom reports and dashboard views for convenience.

AUTOMATIC EMAIL NOTIFICATIONS WITH IMAGES

This new feature in Searchlight's Operations Audit enables organizations to share snapshots (in low or high definition) by email with select users on a set schedule. The reports can include images from all cameras at each site, or from select cameras only, such as all front entrance images. A large March Networks retail customer already using this feature to provide district managers with a daily overview of their showroom floors reported a 30 percent improvement in merchandising compliance within four months.

MULTIPLE IMAGE EXPORT TO EMAIL

Another Operations Audit addition, this practical feature makes sharing video images quick and easy. Users simply right-click and select the images they want to export, and the software will automatically add them to the user's email application as attachments.

Other new Searchlight features include the ability to automatically export Business Analytics data from all sites, cameras and zones on a set schedule, ensuring that key reports are always ready and easily accessible. As well, new embedded hyperlinks in the software's Business Rules Summary email notifications allow users — in particular loss / fraud prevention investigators – to move quickly into the software to view video evidence and the exact exceptions results.

"When customers start using Searchlight, two things usually happen fairly quickly. First, they are thrilled with the business insights the software provides, and second, they start brainstorming about new ways to apply that information and who in the organization could also benefit," said Douglas Wong, Application Software Product Manager, March Networks. "Several of the new capabilities we've introduced have been inspired by our customers and we look forward to demonstrating them to partners and prospects."

Scan this QR code to see a video demo of Searchlight's new dashboards and reporting capabilities

5 Ways a Remote Video Audit Can Help Your Restaurants

QUESTION

I own several fast food restaurants and I've been hearing a lot lately about remote video auditing services. Can you explain what these services are and how they can help my business?

ANSWER

Remote video audits are one of the quickest, most convenient ways for busy quick service restaurant (QSR) owners to evaluate their operations, compliance and security practices. Generally, an audit involves a team of trained professionals reviewing your surveillance video against set criteria, often created with your help. The auditors then report back to you on their findings.

Audits can focus on loss prevention issues — such as a case of suspected employee theft — or operations, compliance and safety issues, or a mix of all of these things. As the business owner, you can determine the types of things you want to monitor.

If you're using a March Networks Searchlight for QSR solution, we'll work with you to create 10 yes or no questions to use to conduct the audit.

Questions could include things like:
- Did all employees appear to be wearing the correct uniforms?
- Did the kitchen area appear clean and tidy?
- Were all orders processed correctly at the point-of-sale (POS)?

Our auditors answer the questions based on their observations of the video, and present you with a copy of their findings, including video images and receipts. Audits are conducted once a week at a random time. At March Networks, we call these "Snapshot" audits, because that's what they are — a quick snapshot of how your business is performing at that particular time. Over the course of several weeks, you can compare audit results to see if performance is trending up or down.

Working with restaurants that have conducted Snapshot audits, I can tell you they are extremely beneficial to business owners. Audits often uncover long-standing issues that would otherwise have gone unnoticed, and that could have possibly already impacted profits.

Here are five benefits a typical restaurant owner can expect from a remote video audit:

1. INCREASED EFFICIENCY

Video audits save you time because the work is done for you. You don't have to physically visit each site, or watch hours of surveillance video; you simply tell an auditor what your concerns are and the professionals will do the monitoring and investigation for you.

In addition, audits increase your business' efficiency by helping you ensure staffing levels are correct, and staff time is being used wisely.

2. LESS FOOD WASTE

An estimated 4 to 10 percent of food purchased by restaurants goes to waste. That's a lot of money that could be going back into your business. With a remote video audit, you can gain a better understanding of what's happening with food preparation and how you might improve these processes.

Is staff overpreparing food? Are portion sizes correct? Video can help you monitor these things, and also train staff on the best way to cut down on waste.

3. IMPROVED CUSTOMER SERVICE

Video audits can help ensure uniform customer service standards across all of your locations by letting you review interactions with customers. It can also help you understand the circumstances around a service issue. Did a particular order take longer than usual because it was a very large group? Or is more employee training required to process orders in a timely manner?

4. INCREASED COMPLIANCE

Food safety is a primary concern of any good restaurant owner. Video audits allow you to conduct random checks on how well employees are adhering to food safety standards. Are all employees wearing gloves and hair nets during food preparation? Is product being refrigerated in a timely manner? Is the kitchen area clean and tidy? Video audits can answer these questions and more.

5. REDUCED SHRINKAGE

It's estimated that employee theft accounts for as much as 75 percent of all restaurant shrink. Theft can take many forms, from sweethearting and discount abuse, to outright stealing from the POS.

Video audits can help put a stop to this behavior by alerting you to suspicious transactions. Audit software that integrates video with POS data — like March Networks Searchlight for QSR — is particularly effective because it gives you comprehensive oversight of all transactions, and lets you search and sort transactions by type, employee, product, date, time, and more.

Pair this ability with trained auditors who know all the tricks of the trade when it comes to internal theft, and you've got a surefire system for safeguarding your profits.

What appears to you to be a random transaction could in fact be theft, and a video audit can quickly show you why.

If an audit does uncover a serious problem, depending on the provider you're using, your auditing service may be able to provide some assistance.

March Networks Searchlight for QSR service, for example, you can request an Incident Report, which is a more thorough investigation than a Snapshot report. Incident Reports dive deep into the issue. Expect to receive pages of "exhibits" including video images, transactions, dates, times, and descriptions of what took place. This can be very helpful if you need to provide evidence to authorities or involve your HR department.

Now that you have a better understanding of what remote video audits can offer, you may be ready to engage a service provider. To learn more about March Networks Searchlight for QSR, visit our website at *marchnetworks.com/searchlight-for-qsr* ▼

Douglas Wong is Product Manager for March Networks' Vertical Software Applications.

> Audits often uncover long-standing issues that would otherwise have gone unnoticed, and that could have possibly already impacted profits.

Mobile Video App Critical Feature for Credit Union

WHEN TOM DIMSON, CEO OF EQUITY CREDIT UNION, in Ajax, Ontario, Canada, receives a call from his alarm monitoring company at three o'clock in the morning, he no longer has to get dressed and drive to the credit union's location 45 kilometres (30 miles) east of Toronto, or incur the expense of dispatching a security guard unnecessarily.

Instead, he can simply reach for his smartphone, launch the March Networks Command Mobile App and review live or recorded video from the credit union to make sure everything is okay.

> "The [March Networks] system is very convenient...living in Toronto, I don't have to make the 30 to 35 minute drive out to Ajax for a false alarm."
>
> **— Tom Dimson**
> CEO, Equity Credit Union

"More often than not, it's a false alarm triggered by a heavy wind, or someone trying unsuccessfully to open the door," said Dimson. The Command Mobile App allows March Networks users to view video from 8000 Series Hybrid NVRs, 9000 Series IP Recorders, and RideSafe GT Series NVRs, as well as from Command Recording and Command Enterprise servers, and is available for free from the App Store and Google Play. It's just one of multiple tools and features that helped convince Equity Credit Union that the March Networks solution was the right fit for its security needs.

The credit union began looking for a new video surveillance system in the summer of 2017 and installed its March Networks solution in September, opting for Command Client software and an 8000 Series Hybrid NVR capable of accommodating both analog and IP cameras.

"It was time to upgrade and get a better video surveillance system because our previous system was outdated," said Dimson. "Being able to access video remotely was very important to us. We also wanted a system that was reliable and would serve us for a number of years. March Networks was highly recommended by our security systems integrator, Stanley Security, so we took their advice.

"The system is very convenient," added Dimson. "It's very easy to use and, living in Toronto, I don't have to make the 30 to 35 minute drive out to Ajax for a false alarm."

Equity Credit Union, one of the oldest credit unions in Ontario, has been in business for 75 years. Formerly known as the Unilever Employees Credit Union, it changed its name and relocated from downtown Toronto to Ajax in 2010 when Unilever Canada downsized.

"The options were to die a slow death, merge with another credit union or be
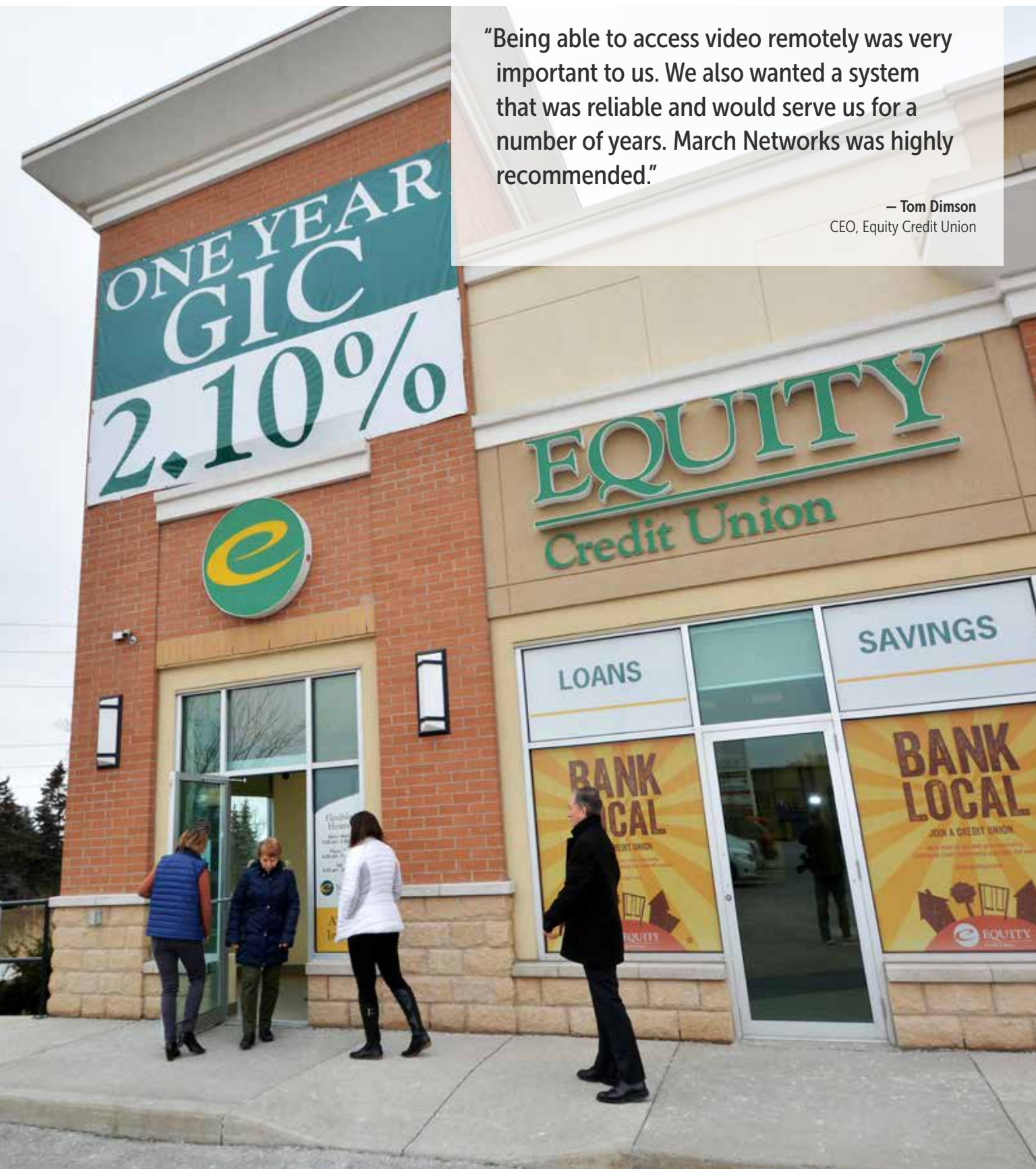
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"Being able to access video remotely was very important to us. We also wanted a system that was reliable and would serve us for a number of years. March Networks was highly recommended."

— Tom Dimson
CEO, Equity Credit Union

proactive and transition from an employee-based credit union to a community-based financial institution," said Dimson. "We looked at various locations around the Greater Toronto Area and decided Ajax would be a good fit for us."

The vast majority of members stayed with the newly rebranded organization because of the close relationship they had with the credit union's employees.

Before the rebranding and the move to Ajax, the credit union had assets of $35 million and 1,900 members. Today, assets have almost quadrupled to $115 million and membership has grown to 2,900.

With the installation of its March Networks solution, the credit union was able to continue using existing analog cameras covering teller stations, the ATM vestibule and other strategic locations. And because the hybrid NVR supports both analog and IP cameras, it will enable the credit union to transition to high-definition surveillance cameras in the future more cost-effectively.

Fortunately, there have been no serious incidents at the credit union, but in the unlikely event of a robbery or a case of suspected fraud, the financial institution is confident it will have the clear video evidence it requires for additional investigation or to share with law enforcement thanks to its March Networks solution. ▼

THE **CHALLENGE**

Equity Credit Union's video surveillance system was outdated and in need of replacement. One key requirement for a new system was the ability to remotely access video to avoid the expense of dispatching security in the event of a false alarm.

THE **SOLUTION**

The credit union's security system integrator, Stanley Security, recommended March Networks Command video management software and an 8000 Series Hybrid NVR, along with the March Networks Command Mobile App, which allows management to access video remotely on iOS and Android smartphones and tablets.

THE **RESULT**

Now, when he receives a call from his alarm monitoring company at three o'clock in the morning, CEO Tom Dimson simply reaches for his smartphone at his home 45 kilometres away and goes back to sleep if all's well.

Get 1080p Resolution, Skip the Full 'Rip and Replace'

END USERS INTERESTED IN UPGRADING TO HIGH DEFINITION (HD) VIDEO without going to the expense of ripping out their coaxial infrastructure and replacing it with CAT5 can now do so with the launch of March Networks' new 8724 V Tribrid NVR.

The 8724 V recorder features a modular design that accommodates 24-channels of standard analog, IP or HD analog video.

"We have two different modules that plug into the recorder's three backplate slots," explained Ken Maughan, March Networks' Product Manager, Recording Platforms. "There's a PoE module with eight ports for IP cameras and an eight-port HD analog module that can be used for standard definition or HD analog cameras."

Customers opting for the HD analog solution get total flexibility. Leaving the existing coax cable in place, they can connect to 24 standard definition cameras and replace them with HD analog cameras at any time. Should they decide to transition to IP cameras at some point, they can simply swap out the HD analog module and replace it with a PoE module.

"HD analog hasn't been widely adopted in North America, but we've seen pent up demand for it," said Maughan. "Some end users are looking for a way to upgrade to HD video without spending a lot of money on a complete system overhaul, and this is the most affordable way to get there

because they don't have to redo their infrastructure.

"There's a big cost associated with ripping out coax cable and replacing it with CAT5/6, as well as other costs due to new building code regulations requiring the use of conduits for installing cable."

On top of the cost savings related to not having to replace your infrastructure, HD analog cameras are considerably less expensive than IP cameras while delivering comparable 1080p video resolution.

To complement the 8724 V recorder, March Networks also offers a lineup of HD analog megapixel cameras. The CA2 IR MicroDome and the CA2 IR MiniDome Z are currently available as part of the offering, and additional cameras are in development. The recorder also supports most third-party HD analog cameras and all three of the most common HD analog technologies — AHD (analog high definition), HD-CVI (composite video interface) and HD-TVI (transport video interface).

Each of the 8724 V modules provides power for the cameras, said Maughan. "For customers using the HD analog modules and coax, we have power right on the HD module in the recorder. Alternatively, if there is power in the ceiling where the cameras are installed, you can power them that way."

The 8724 V also features a wall-mount, lock-box design perfect for space-constrained locations such as quick serve restaurants (QSRs).

In addition, the recorder comes with licensing for all cameras, and features an embedded Linux OS that eliminates unnecessary background services and frequent system updates. For enhanced reliability, it incorporates diagnostic LEDs, an internal battery backup and real-time health monitoring via March Networks Command video management software.

For quick and efficient troubleshooting, each 8724 V recorder includes a unique QR code on the front panel that can be scanned with March Networks' free GURU Smartphone App to get product and serial numbers, access tutorials and documentation, run a configuration security audit, arrange an express return material authorization (RMA) and more. Each of the recorder's modules also has its own QR code and can be returned separately – leaving the recorder in place.

"Because HD analog cameras are not addressable and don't have a presence on the network, we are also back to a more secure, closed circuit or true CCTV environment," said Maughan. "This means that these cameras are no longer vulnerable to malware attacks."

"With an HD analog camera, you have to run the cable right from your camera to the recorder, but on the plus side, provisioning is much simpler. You don't have to worry about IP addresses, you don't have to configure the camera and you don't have to worry about conflicts on your network. You just plug it in and you're up and running."

There are also no firmware updates required because there isn't any software on the camera, said Maughan. That's one reason the pricing is lower.

The 8724 V and the CA2 Series cameras are ideal for the QSR market, especially when used with March Networks' cloud-based Searchlight for QSR service. An innovative video and retail data analytics offering, Searchlight for QSR provides franchise owners and managers with powerful loss prevention investigation capabilities and real-time insights into sales and productivity performance via a convenient mobile app or a browser-based client. ▼

Ken Maughan is March Networks Recording Platforms Product Manager.

March Networks Certified as Cybersecure Business

MARCH NETWORKS IS PROUD to be one of the first companies in Canada to become Cyber Essentials certified, designating it as a cybersecure business.

Developed as part of the United Kingdom's (U.K.'s) National Cyber Security program, the certification is awarded to organizations able to demonstrate good cybersecurity practices and an ability to mitigate risks from Internet-based threats in all of the following areas:

• Smartphones and tablets
• Wireless connectivity
• Desktop PCs and laptops
• Home PCs and routers
• Boundary security devices
• Internet-connected email, web and server applications
• External service providers

Cyber Essentials was created in collaboration with industry partners in the U.K., including the Information Security Forum (ISF), and the British Standards Institution (BSI). Endorsed by the U.K. government, the program has now transitioned to Canada and is expected to be a major requirement to win business in both public and private sectors in the future.

In addition to helping organizations identify the required controls believed to shield companies from most common Internet threats, the toolset is an important asset for end user organizations to monitor and protect their supply chain.

"As the video solutions provider of choice for many of the world's largest banks and credit unions, March Networks has always taken a responsible approach to our corporate security policies and practices," said Peter Strom, President and CEO, March Networks. "Achieving this additional certification, which is already well recognized in the U.K. and Europe, provides our customers with yet another assurance of our cybersecure standards." ▼
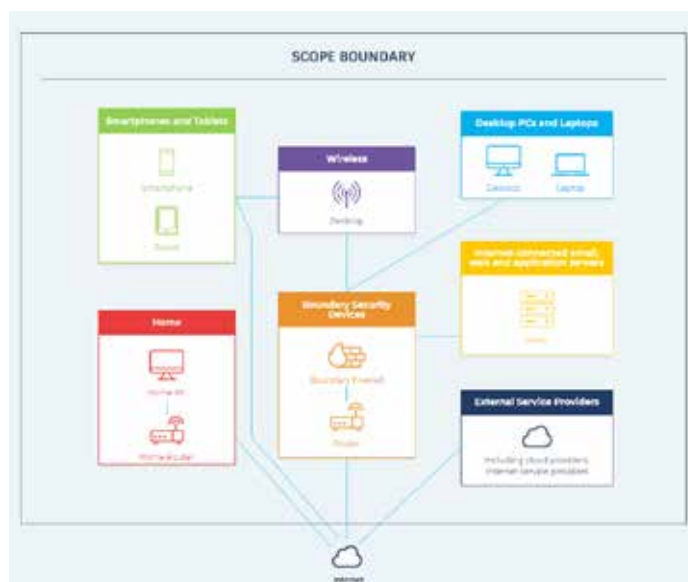
Proud Sponsors of UOttaHack

March Networks was thrilled to be involved in the University of Ottawa's first ever Major League Hacking (MLH) Hackathon.

The aptly named UOttaHack, held February 17-18 at the university's campus, drew more than 400 student participants from Canada's National Capital region, Montreal, Toronto and as far away as Vancouver, British Columbia.

During a marathon 24 hours, the teams turned their ideas into real STEM-based (Science, Technology, Engineering and Math-based) projects, including: drones for parking lot scoping; a blockchain application for public art donation; accessible doorbells for the visually impaired; and screaming productivity bracelets.

As a silver sponsor, March Networks enjoyed the opportunity to speak with participants and organizers, and share information on the career opportunities available with our company and around intelligent video research and development in general.

Our congratulations and thanks to UOttaHack organizers for a fantastic event! ▼

Kicking off the Year with 2020 Vision

March Networks employees gathered at the company's headquarters in Ottawa, Ontario, Canada for an inspiring start to 2018.

The 2020 Vision Kick-Off brought together teams from Europe, Asia Pacific, the Middle East, South America and North America to align on top priorities, engage in some fun team-building, and review the company's corporate vision leading up to 2020 and beyond.

During the three-day event, employees heard from March Networks' executive and sales leaders about the company's successes in 2017, short and longer-term objectives, and the tactics planned to achieve them working in cooperation with the company's network of certified partners and valued customers.

There was open discussion during an executive Q&A panel and various breakout sessions, and many opportunities to share ideas and opinions during breaks, meals and planned evening activities — including a rare skate on an official NHL ice hockey surface at the Canadian Tire Centre, home of the Ottawa Senators.

The kick-off provided employees with the chance to meet face-to-face with colleagues who live continents and time-zones apart. It also gave some the opportunity to see snow for the first time and experience just how cold -20° Celsius with windchill actually is (very, very cold for those who don't know!).

Employees left the event feeling motivated and ready to execute on our customer commitments by providing exceptional video solutions that deliver operational intelligence, customer insights and physical security, as well as help improve compliance and loss/fraud prevention efforts. ▼

Transit Sales Director Keith Winchester (left) with Key and Strategic Account Managers Mike Kleinhenz (center) and Bill Anderson.

Employees including Sales Engineer Jeff Hanna (in red) hit the ice at the Canadian Tire Centre.

Finding Bank Efficiencies
with Intelligent Video

Today's banks and credit unions are working hard to deliver on extremely high customer expectations. The new generation of tech-savvy consumers is demanding more diverse payment options and faster, more personalized services. You've invested in technologies to keep pace with Internet and mobile banking, but how has this impacted your brick and mortar branches?

With more than 500+ financial customers worldwide, March Networks understands the business of banking. We work closely with our customers to deliver powerful video surveillance solutions that help improve fraud detection and investigation capabilities, and also enhance branch productivity and performance.

Let March Networks help you enhance productivity, prevent fraud and improve efficiencies in your bank or credit union – visit our website to learn more about improving services using IP video surveillance.

marchnetworks.com/banking

About March Networks

March Networks is the No. 1 supplier of video surveillance systems to banks and credit unions in the Americas, with 500+ financial customers worldwide. Our Financial Solutions include enterprise-class hybrid NVRs, high-definition IP cameras, video analytics, fraud detection and investigation applications, and exceptional video management and health monitoring.

500+
banks and credit unions trust our financial solutions

No. 1
hardware NVR supplier in the Americas and top 10 globally

206,000+
video surveillance systems installed worldwide