

MARCH NETWORKS

news

APRIL 2017

Rent-A-Center Uses Video to Drive Sales

Texas-based retailer with 4,000 stores and kiosks optimizes merchandising with Searchlight for Retail

Shopping Centers in Norway select March Networks

Toronto Community Housing creates safe, secure environment for more than 110,000 residents

Video surveillance guards treasures at 13th century castle



An Infinova Company



Innovation and Strategic Partnerships

I am delighted to welcome all of you to the April 2017 edition of March Networks News. As we look back at 2016, I am pleased to report that the company performed well in many areas.

The team continued to introduce new and cutting-edge technologies throughout the year. The introduction of the MegaPX DPoC MicroDome camera, capable of transmitting IP video over 1,000 feet of coax, set a new standard in the industry and is being well received in transportation and commercial industrial markets. The release of the ME4 Series 4MP cameras and the new, purpose-built MegaPX ATM camera in 2016 re-vamped our core camera lineup and are poised to grow our market share in 2017.

The company also continued to make solid progress in applications development. New and enhanced features in our Searchlight business intelligence (BI) platform, including an integration with inventory data from Zebra Technologies' RFID solution, continues to set us apart in new and innovative ways as a leader in retail solutions. Cybersecurity also continues to be at the forefront of our company's product research and development. During the year, we released a new cybersecurity audit tool for installers to help them ensure that security best-practices have been followed during the installation process.


While much has been written about the commoditization of the security industry, our 8000 Series Hybrid NVRs continue to perform well and remain a flagship for the company. The durability and ROI of this recording platform are unmatched in the industry. The 8000 Series continues to be the product of choice for enterprise customers who put a premium on reliability, scalability and data security.

Another proud achievement for 2016 was being selected Company of the Year in the Ottawa region, which is home to more than 1,800 technology companies. The annual award (read more on page 31) is given to a company in recognition of its outstanding business and thought leadership, excellence in innovation, its work giving back to the community, and for demonstrating sound business fundamentals during the past three years. This award is a reflection of the hard work and generosity of March Networks employees, who continually raise money for charitable causes while putting in the hours and effort required to keep us ahead of the competition. I would like to take the opportunity to personally thank all the employees at March Networks for their hard work in 2016.

As we move further into 2017, it's promising to be another exciting year at March Networks. Innovation has always been the backbone of the company and we realize that in this highly competitive environment, it is more essential than ever to deliver solutions with a solid ROI and a positive user experience.

To meet this challenge, we remain committed to an aggressive investment in innovation and are fully focused on leading the transition to video-based software and business solutions. We will also continue the strategy we began in 2016 of enhancing our overall solution through strategic partnerships and collaboration. The partnership with Zebra Technologies in 2016 and the recently announced collaborations with Oncam and FLIR (read more on page 17) have already opened up new opportunities for the company. We expect to announce several additional partnerships in the upcoming months. Please stay tuned.

Finally, on behalf of all March Networks employees, I would like to thank you for making 2016 a great year. We look forward to working with you and continuing success in 2017.



Peter Strom,
President and CEO,
March Networks



4 COVER STORY: Rent-A-Center Uses Video to Cut Losses and Boost Sales Performance – Operations Audit capability drives merchandising excellence.

8 Norwegian Shopping Centers Select March Networks Solution – Reputation for quality dictates procurement decision.

12 Toronto Community Housing Takes it to the Next Level – North America's second largest social housing provider upgrades to Command Enterprise, 8000 Series Hybrid NVRs and IP cameras.

16 New Product Showcase – An overview of the latest, high-performance products in our portfolio.

18 Thirteenth Century Castle Protects Historical Treasures – One of Finland's most popular museums enhances security and combats vandalism.

21 Credit Union Sold on Advanced Functionality – Vancouver Island financial institution secures branches and plans for the future with advanced IP video.

24 Real-time Monitoring of Transit Operations – March Networks product manager for transit solutions offers advice on managing mobile bandwidth consumption.

25 Installers, Technicians Compete for Points and Badges – New Accelerator program encourages certified partners to increase their technical expertise.

26 Camera Settings for Difficult Lighting Conditions – Fine-tuning advice for optimizing image quality.

inside



Video Drives Sales and Profitability

Retailers around the world are starting to embrace the idea that their video surveillance systems can help them do a lot more than catch shoplifters and dishonest employees.

Rent-A-Center, a Plano, Texas-based retailer with over 4,000 stores and kiosks in 50 states, Mexico and Canada, is one of them.

A leader in the rent-to-own business, Rent-A-Center (RAC) offers name-brand furniture, electronics, appliances and computers to consumers through flexible rental purchase agreements that allow customers to obtain ownership of the merchandise at the conclusion of an agreed upon rental period.

The company has had video surveillance in its stores for many years, but it was a basic, security-focused system.

"In 2015, the RAC Physical Security team took a step back and began looking at how we could add value beyond using video surveillance for asset protection," said Brian Peacock, the company's Director, Asset Protection, U.S. Operations. "We started looking for business analytics, data integration and better quality video to create an enterprise solution. After nine months assessing a variety of different video platforms, the team discovered March Networks and really liked what it had to offer. After several demos and a couple of very positive references, we made the decision to move forward."

It was March Networks' Searchlight™ for Retail software with its Operations Audit, Security Audit and integrated video analytics that impressed Peacock, Physical Security Manager Jeremy Han, Physical Security Specialist Warren Anderson and senior management.

In addition to cutting losses from theft, the March Networks® business intelligence software applications alert operations management to merchandising and promotional deficiencies that impact directly on sales and profitability.

Managing thousands of stores from Maine to California is not an easy task, noted Peacock. "We have 330 district managers across the country, each responsible for a dozen stores which can be spread out over miles of geography, so we use

"We got it down to three finalists and chose March Networks because of its advanced technology and commitment to exceptional customer service."

— **Brian Peacock**, Director, Asset Protection, U.S. Operations, Rent-A-Center




the March Networks Operations Audit to capture a high resolution image from each store every morning. That report can be automatically distributed once-per-week to the district managers so they can quickly see their stores and assess how each looks at opening. Based on the report and images, managers can pick up the phone and have a discussion if there's an issue with the store image, merchandising or if promotional signage hasn't been properly executed."

The March Networks Operations Audit can also deliver images from multiple cameras to provide district managers with a more detailed view of merchandise displays.

"We're just testing it with a few stores to get it right," said Peacock. "We may ▶





narrow it down to images from four cameras and will have to decide on the frequency of the reports.”

Rent-A-Center began rolling out March Networks 8000 Series Hybrid NVRs and IP cameras in early 2016. By mid-February 2017, it had 104 stores up and running and is currently on a pace to do five new installations per week.

“It’s our intention to roll out March Networks systems across our entire chain,” said Peacock. “We’re slowly moving in that direction, but we want to make sure we’re doing it right — not just quickly.”

Working alongside Rent-A-Center’s operations management to make even more use of the Searchlight capabilities, Peacock and his team also came up with what they call a Store Appearance Virtual Validation Report.

“Every Friday, we use the March Networks video platform to take a look at the AV Wall, smartphone, tablet and computer displays from each store and score them for compliance with our merchandising standards,” explained Peacock. “We’re basically looking for stockouts — instances where an item on display has been rented and hasn’t been replaced. If a product isn’t on display, we’re less likely to rent it.

“When we started distributing these reports in November 2016, the average compliance score was 69 out of 100. As of February, we’re at 89 out of 100, which is close to a 30 percent uplift.

“We send the reports to our Regional Directors, District Managers and Store Managers with four photos of each location,” continued Peacock. “The March Networks Operations Audit brings awareness to something that impacts directly on sales and motivates the store managers to get it right. A 30 percent improvement at this point in our rollout (104 stores) equates to 610 pieces of additional products on the showroom floor. We’re really excited about that.”

Searchlight for Retail also provides a Security Audit — detailed reports of user-defined events such as safe and cash drawer openings, security cabinet activity and back door traffic, allowing Asset

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— **Brian Peacock**, Director, Asset Protection, U.S. Operations, Rent-A-Center

Protection staff to click on a link and view the corresponding video.

In addition, Rent-A-Center is using March Networks people counting and queue length monitoring analytics to report on customer traffic and wait times at cash counters. People counting helps operations management measure the impact of promotions and advertising, while queue length monitoring helps management schedule staff to match customer traffic patterns.

Point-of-sale integration with video, another capability of Searchlight for Retail that Rent-A-Center hopes to deploy, will allow Asset Protection staff to view reports of high-risk transactions such as customer-not-present refunds, and immediately link to corresponding video.

Each store is equipped with one March Networks 8000 Series Hybrid NVR and an average of seven cameras, including two March Networks MegaPX Indoor Analytic Domes. On the showroom floor, Rent-A-Center is using a combination of March Networks MiniDome Zs and ME4 IR MicDomes — the latter featuring four-megapixel resolution, high dynamic range, integrated infrared capability and a built-in microphone.

The hybrid capability of the 8000 Series recorders also accommodates analog cameras in the manager’s office and at the back door, where high-definition video isn’t required.

Rent-A-Center began equipping its 8000 Series recorders with 4 TB of internal storage, but has since upgraded to 6 TB to meet its video retention target of 90 days.

The system is powered by March Networks Command™ Enterprise video management software, which can scale to handle thousands of video recorders and

as many as 128,000 video channels — more than enough to manage Rent-A-Center’s extensive footprint.

Command’s mass management capability allows the retailer’s Physical Security team to quickly push out configurations, new firmware and device settings. It supports high and low-resolution video streams, a customizable user interface for different user requirements and LDAP integration, which pulls user account information from the organization’s corporate network directory.

Rent-A-Center relies on Security Source Inc., a security systems integrator and March Networks certified solution partner with 5,000 technicians across the country, to install and monitor the performance of the system.

“They log on every morning and go through all the system health alerts in Command’s administrative console to make sure the system is operating at peak performance,” said Peacock. “We have a good partnership with them. We’re not shy about pushing the envelope, and they’ve been very patient with us. We’re a very innovative group, and we’re always looking for the cutting edge, which Security Source has been able to help support.”

March Networks’ innovative technology and culture of customer support also figured prominently in Rent-A-Center’s vendor selection decision.

“We got it down to three finalists and chose March Networks because of its advanced technology and commitment to exceptional customer service,” said Peacock. “When you go into a relationship like this, you have to have faith that it’s going to be a long-term partnership. We were confident that would be the case with March Networks.” ▼

SECURITY SOURCE

Security Source is a security systems integrator and March Networks certified solution partner with more than 5,000 skilled technicians across the U.S., Puerto Rico and Canada. Specializing in video surveillance, access control and locks and hardware, Security Source offers 24/7 service, training, and project management for rollouts and installations serving multi-location businesses.



THE CHALLENGE

To take full advantage of the video recording systems in its stores – not only for loss prevention and security, but also as a means of driving sales and bottom line performance through improved merchandising.

THE SOLUTION

March Networks Searchlight for Retail software with its Operations Audit reports provides district managers with a daily overview of the showroom floor at multiple locations, bringing opportunities for improved product display and promotional signage to their attention.

THE RESULT

A 30 percent improvement in merchandising compliance within four months, leading to increased sales and profitability.





Quality Dictates Choice for Norwegian Shopping Centers

HAVING A QUALITY VIDEO SURVEILLANCE SOLUTION to provide a safe and secure environment in shopping centers is more important than ever given the turbulent world we live in. That's why Norway's Olav Thon Group turned to March Networks certified partner, Focus Security, to recommend an enterprise-class video surveillance solution to replace an aging system at the Gronland Basar, a shopping center in downtown Oslo.



The Olav Thon Group is one of Scandinavia's largest real estate enterprises with 104 shopping centers, close to 500 commercial properties and 65 hotels, reporting 2014 sales of 8.8 billion Norwegian Krone (US \$1,037,000) and employing 3,160 full-time equivalent employees.

The March Networks video surveillance system Olav Thon selected for the Gronland Basar shopping center includes powerful March Networks Command Professional video management software and March Networks' new MegaPX DPoC MicroDome cameras.

The MegaPX DPoC MicroDome was an ideal fit for the Gronland Basar property, as the IP camera streams clear, 3MP resolution video and audio over existing coaxial cable, rather than requiring an expensive and disruptive upgrade to Ethernet cabling. In addition, the DPoC MicroDome can be installed in daisy-chain, star or loop configurations over a single analog cable for further flexibility and savings.

Just a few hours after it was installed, Gronland Basar's high-performance March Networks solution proved its worth by providing clear video evidence that helped identify a group of troublemakers who had activated the mall's water sprinkler system, temporarily causing a minor downpour.

A March Networks video surveillance system is also deployed at Jessheim Storsenter, one of the largest shopping centers in Norway. Jointly owned by the Olav Thon Group and Harald Kvaerner Eendom, Jessheim Storsenter boasts 145 stores and restaurants in the rapidly growing community of Jessheim, 45 kilometers north of downtown Oslo and a short distance from the city's international airport.

A March Networks system was originally installed at Jessheim Storsenter in 2008 and upgraded several years later to a March Networks Command Enterprise Server video management solution.

Designed for ease-of-use, Command Enterprise simplifies day-to-day administration through time-saving centralized user management and mass configuration tools. Real-time health monitoring alerts system administrators to disconnected devices, recording issues and other potential problems and advanced search tools help users quickly zero in on video evidence.

The system at Jessheim Storsenter records video from approximately 100 March Networks MegaPX WDR MiniDome and third-party surveillance cameras located in the shopping center, parking garages and areas of high risk around the periphery of the complex. Tenants are responsible for video surveillance on their own premises.





“A car went up in flames in our parking garage some time ago. The fire department was on the scene in minutes, but we used the video after the incident to learn how we could improve our response in a similar situation.”

— Kristian Sveen
Safety Officer, Jessheim Storsenter

A security officer at Jessheim Storsenter keeps an eye on real time video displayed on nine overhead monitors, according to safety officer Kristian Sveen. In the event of an incident — a disturbance or the malfunction of an escalator, for example — security staff on patrol can be quickly dispatched to offer assistance.

Sveen likes the ease-of-use of the system, the image quality and the ability to set up or change camera views on the overhead monitors through simple drag and drop functionality.

The shopping center's safety department has a good relationship with the local police force, which regularly requests video clips to assist them in their investigations.

Video is also used as a training tool, said Sveen.

“For example, a car went up in flames in our parking garage some time ago. The fire department was on the scene in minutes and the fire was put out, but we used the video after the incident to learn how we could improve our response in a similar situation.”

Additional cameras will be required when the first of a three-phase expansion project is completed in 2017. By 2020, Jessheim Storsenter will offer shoppers more indoor parking, more stores and restaurants, and an adjacent hotel.

Command Enterprise, a solution capable of supporting up to 128,000 video channels, will easily scale to the Jessheim Storsenter's expanded footprint.

The successful installation at Olav Thon's Gronland Basar and eight years of positive experience with the March Networks system at Jessheim Storsenter serve as excellent references for Focus Security, which was responsible for the sale and installation of both systems.

Established in 2000 and a March Networks partner since 2001, the security systems integrator provides video surveillance, access control and perimeter protection solutions to a wide range of customers across Norway, including high-profile customers in the aviation, government and military sectors.

Focus Security attributes its success to offering exceptional service and high-quality products “because otherwise we would need to have a lot of people running around fixing problems,” said Managing Director Bjarte Hatlenes.

“To the average customer, all video surveillance systems are more or less the same, except if there is some special functionality that appeals to them,” said Hatlenes. “What's most important to them is to find a good partner — someone they can trust to deliver a quality solution in a timely manner.

“With March Networks as our preferred video surveillance vendor, we can confidently deliver on our promise of quality and meet the expectations of our growing customer base.” ▼





Safety a Priority for Toronto Community Housing

There aren't very many environments more challenging to secure than 400 high-rise apartment buildings and townhouse complexes spread across one of the largest cities in North America.

Toronto Community Housing is the largest social housing provider in Canada and the second largest in North America. Wholly owned by the City of Toronto and located in 106 of the city's 140 neighbourhoods, the apartment buildings and townhouse complexes are home to more than 110,000 people.

With so many properties spread so widely around the city, a reliable, effective video surveillance system is of critical importance in providing residents with clean, safe, well-maintained and affordable homes, which is Toronto Community Housing's core mission.

The organization began deploying March Networks video surveillance technology more than a decade ago and currently has in excess of 500 video recorders and approximately 8,000 cameras capturing video at strategic locations in and around its buildings.

Toronto Community Housing's surveillance model was originally decentralized, so when an incident occurred, a member of the Smart Buildings



and Energy Management (SBEM) team would have to drive out to the site to review and export video. “Not all of the buildings were networked together, so it was difficult to manage,” said Boyd Dyer, SBEM-Facilities Team Director.

But that’s changing. Beginning earlier this year, Toronto Community Housing began upgrading its network and rolling out March Networks Command Enterprise video management software. It’s also in the process of transitioning to March Networks 8000 Series Hybrid Network Video Recorders (NVRs) and third-party IP cameras.

As sites are connected, Dyer’s team members are able to configure video recording parameters, set user privileges, access health alerts, view video and export clips without having to leave their office. Staff of Toronto Community Housing’s internal security department, the Community Safety Unit, also have access to the system and can export video footage for law enforcement purposes.

“The ability to review video and manage the system on a centralized basis means we don’t have to drive all over the city, so it speeds investigations and saves time,” said Dyer.

Making sure that more than 500 video recorders and 8,000 cameras are operating at peak performance is especially important. In the past, it was the responsibility of site staff to check their system and bring any issues to the attention of Dyer and his team. Now, camera outages, network failures and hard drive issues are detected by the health monitoring functionality in Command Enterprise and brought to the attention of system administrators in the health inbox or via email alerts.

“My team is responsible for the upkeep and maintenance of the system, so we’ll triage the problem and dispatch one of our staff or our security systems integrator to rectify it,” said Dyer. ►

“The ability to review video and manage the system on a centralized basis means we don’t have to drive all over the city, so it speeds investigations and saves time.”

– **Boyd Dyer**, SBEM-Facilities Team Director, Toronto Community Housing



The lightning-fast resolution of a shooting incident last summer is a perfect example of the value of Toronto Community Housing's video surveillance system.

In a busy environment with hundreds of sites and no shortage of reported incidents, no one has the time to spend hours reviewing archived video. Using Command Enterprise, Toronto Community Housing staff can quickly zero in on evidence using the software's Visual Finder and Motion Histogram tools. The Visual Finder allows users to speed through the timeline to the date and time of an incident, while the Motion Histogram pinpoints video corresponding with increased activity in the field of view.

The transition to March Networks 8000 Series Hybrid NVRs provides Toronto Community Housing with a powerful and versatile recorder. Featuring an embedded Linux-based operating system, 32 channels of video and up to 32 TB of internal storage, the 8000 Series NVRs offer industry-leading reliability and archiving capacity for high-definition video.

The recorder's internal battery backup guarantees a systematic shutdown in the event of an unexpected power loss, while hard drive mirroring ensures storage redundancy.

Toronto Community Housing is also likely to save money on service calls thanks to the QR codes on the 8000 Series recorders, which work with the company's industry-first GURU Smartphone Application to help technicians quickly diagnose issues, confirm warranty status, run installation reports, conduct security audits, process express return merchandise authorizations and access video tutorials using their smartphones or tablets.

In Dyer's experience, however, March Networks recorders excel in reliability. "We rarely have problems with them. The failure rate is very low," he remarked.

Camera tampering is a common occurrence and needs to be addressed expeditiously. "It happens frequently," said Dyer. "That's one of the reasons we're so busy."

Using the Command Enterprise mass management functionality, Dyer can schedule recorder configuration settings, firmware updates and device settings at his preferred time to minimize the impact on network bandwidth. The software also supports multiple video streams for efficient use of bandwidth and storage, and allows for customization of the user interface.

If staff, for example, are only tasked with accessing and reviewing video, the Command Client user interface can be tailored to their specific needs. They only see the features and functions they need to perform their job without the distraction of additional capabilities they will never use.

This helps with training, said Dyer. "Not everyone needs to be trained to the same level. Site staff, for example, just need to see the cameras. Internal security staff need to both review video and extract it, whereas my staff need to know how to administer and configure the system."



The biggest beneficiaries of video surveillance at Toronto Community Housing are the residents, who appreciate the deterrent effect it has on crime and how it helps create a safe environment.

“The residents are big fans of video surveillance and regularly let our site staff know when they see that a camera has been dislodged or tampered with,” said Dyer.

The lightning-fast resolution of a shooting incident last summer is a perfect example of the value of Toronto Community Housing’s video surveillance system.

“The incident happened in the morning and by the afternoon the suspect was in custody,” recalled Dyer. “We had a high-definition camera in the location and the recording was crystal clear. We pulled the video, gave it to police and they recognized the individual right away.”

“Residents feel safer knowing that if something like this happens, it will be investigated and resolved. Like any other community, the majority of people living in Toronto Community Housing are good people, and in a lot of cases, it’s people coming onto our properties from outside who are causing trouble.” ▼



New in Our Product Portfolio

March Networks is proud to introduce these new, high-performance products to our portfolio. Designed to provide the same exceptional reliability, manageability and serviceability we've built our reputation on, these products make it easy for our customers to enhance security, reduce losses, mitigate risks and gather integrated data for true business intelligence.



All IP, High-Throughput Recorders

Our new **9000 Series IP Recorders** combine powerful video recording with rock-solid reliability. Available in 32, 48 and 64-channel models, these all-IP recorders easily support high-megapixel, high-throughput video capture, making them ideal for organizations with no analog recording requirements. All channel licenses are included, so you get a fully featured recording platform right out of the box.

Purpose-built to ensure video is always there when it's needed, the 9000 Series recorders incorporate an embedded Linux OS, diagnostic LEDs for each hard-drive, internal battery backup, and real-time system health monitoring via March Networks Command video management software.

The recorders are also easy to maintain, with features including secure front-access hard drives and unique QR codes that work with our free GURU Smartphone App to enable instant security audits, troubleshooting, warranty checks and other capabilities using a smartphone or tablet.



2.5" IP Dome Lets You See in the Dark

Aptly named, the **ME4 Discreet IR Dome** is the newest addition to our ME4 IP camera line. This inconspicuous IP camera measures just 2.5 inches (6.4 cm) in diameter and includes a separate encoder that's easily concealed inside a wall or ceiling. The camera's built-in IR LEDs ensure uniform illumination in total darkness, which means organizations can capture high-quality video from more than 49 feet (15 meters) away!

The ME4 Discreet IR Dome's 4 MP resolution delivers the exact detail needed to distinguish facial features, clothing details, merchandise, bill denominations, etc., while its high dynamic range (HDR) means that this camera blends the best parts of several separate exposures to capture the most focused, well-lit, and colorful parts of the scene. The camera can be rotated 90° to adjust for narrow, vertically-oriented scenes such as hallways and corridors. In addition, it incorporates a 3-axis gimbal so it can be positioned with one hand for easy installation and setup.



Better ATM Video Surveillance

The **MegaPX Modular ATM Camera** extends our line of purpose-built IP cameras for banks and credit unions. Measuring just 1.1 H x 1.0 W x 1.4 D inches, with a separate decoding unit and flexible 40-inch cable, the camera installs easily in compact ATMs including the NCR SelfServ™ 34 Walk-Up.

A tiny camera with powerful performance, its 3 MP resolution, HDR and low-light capabilities capture crystal-clear images of ATM customers from the waist up in bright light or near-dark conditions. The camera comes complete with Face and Presence Detection analytics, and includes a unique QR code that works with our free GURU Smartphone application to speed installation and maintenance.



16-Channel Recorder with Built-In PoE

A new addition to our industry-leading 8000 Series Hybrid NVR family, the **8716 P Hybrid NVR** supports as many as eight analog and eight IP cameras combined, or up to 16 IP cameras. Its built-in Power over Ethernet (PoE) powers all the cameras, reducing overall equipment costs by eliminating the need for an external PoE switch.

The recorder is easily managed with March Networks Command video management software and can also be combined with March Networks Searchlight for proactive loss prevention alerts and advanced tools that reduce investigation times from hours to minutes. And like all March Networks 8000 Series recorders, the 8716 P delivers unparalleled reliability thanks to features including an embedded Linux OS, internal battery backup, diagnostic LEDs and more.



Best-in-Class 360° Surveillance Cameras

We recently announced a new partnership with Oncam — the recognized leader in 360-degree surveillance technology — to add **Evolution 12 and 05 Mini cameras** into our comprehensive video portfolio. These best-in-class 360° cameras provide exceptional surveillance coverage, clear high-definition video, and are available in a wide range of models and mounts.

March Networks certified partners can now purchase the Evolution cameras directly from us as part of a complete March Networks intelligent video solution, and enjoy a single point of contact for technical support via our Customer Care team. Plus, we'll be working with Oncam to introduce additional features in the camera software to work with March Networks 8000 and 9000 Series recorders as part of a shared product roadmap.



Highly-Accurate 3D Analytics

We are also pleased to be working with FLIR Integrated Imaging Solutions, Inc. to make the company's **Brickstream 3D** analytics available to our customers as part of a complete March Networks Searchlight solution. The advanced Brickstream 3D sensor provides highly-accurate, anonymous information about how people move into, around and out of physical places such as grocery stores and banking branches, enabling organizations to better understand and improve customer service, workforce management, promotional efforts and overall profitability.

Fully integrated with our intelligent Searchlight software, 8000 Series Hybrid NVRs, and 9000 Series IP Recorders the Brickstream 3D sensor uses stereo vision analytics to capture real-time data for a wide range of traffic, queue, service and other behavioral metrics. Customer can view the analytic data in Searchlight's easy-to-use reporting dashboards, where it is correlated with high-definition video and other business system data to provide valuable insights on operations and performance.

21st Century Surveillance

RESTORED CASTLE A POPULAR TOURIST DESTINATION IN TURKU, FINLAND

Turku Castle, at the mouth of the Aura River in Turku, Finland, has endured many calamities since it was built in the late 13th century. It was consumed by fire multiple times, was under siege on at least five occasions and bombed by the Russians in June 1941 during World War II.

Restored as one of Finland's most popular museums between 1945 and 1961, it endured a final indignity when vandals used a sharp instrument to puncture seven paintings on display in the castle's exhibition rooms.

"It was this vicious attack in 2008 that convinced us to install our first full-scale video surveillance system," said Mats Sjöström, head of conservation for the City of Turku's five museums.

At the time of the incident, Turku Castle had a very limited analog video recording system with a handful of cameras that local police urged the city to install to provide security for an exhibition of weapons, but it failed to capture the identity of the vandals and they were never apprehended.

"We also had 23 employees guarding the castle, but each guard had five rooms to cover, so that didn't help," said Sjöström. "We have 150 rooms covering 8,000 square meters, including 75 exhibition rooms filled with furniture and objects showing how people lived from the 16th to the 19th centuries."

A castle-wide video surveillance system was first installed in 2011 and upgraded in June 2016 to a March Networks server-based system by certified partner Tele-Projekti Oy. At approximately the same time, another March Networks server-based system was installed by Tele-Projekti Oy at the City of Turku's nearby Waino Aaltonen Museum of Art. Both systems are powered by March Networks Command Professional video management software.

Command Professional is a single-server, high-performance video management software solution that is ideal for small to medium-sized organizations. The software supports up to 128 video channels and features





a user interface that can be customized to align with different employees' roles and responsibilities, dramatically reducing each user's learning curve.

Turku Castle is equipped with 90 third-party IP cameras that were first installed in 2011, while the smaller Waino Aaltonen Museum of Art has 25 cameras. The systems are separately monitored, but can if necessary be managed and monitored from one control center.

"Years ago, it would have taken staff several hours or a full day to investigate an incident. With the March Networks video management solution, it now takes less than a minute," said Sjöström.

In addition to video surveillance, the castle uses wireless infrared technology to detect visitors entering a roped off exhibit or touching a painting. The alert from the wireless infrared technology system, which includes the location of the incident, goes to two security guards – one monitoring multiple camera views in the castle's video surveillance control room and the other to a security guard on patrol.

The security guard in the video surveillance control room can instantly pull up video from the room in question to gauge the seriousness of the alert. If it's a child momentarily passing under a rope and into an exhibit area or a visitor accidentally brushing up against a painting, the incident is overlooked. ►



“One of our biggest problems,” said Sjöström, “is today’s selfie culture — castle visitors making themselves at home on a 17th century sofa and taking photographs of themselves.”

Fortunately, there has been nothing more serious than that since the incident in 2008.

Turku Castle was visited by 130,000 tourists in 2016, mostly from Finland, but also from Sweden, Russia, Germany and China.

Sjöström rates the March Networks technology as superior to the system that was installed five years earlier.

“We selected March Networks based on a recommendation from Kimmo Luoto of Tele-Projekti Oy, a Turku-based company known for its expertise in video surveillance. The system is easy to learn and use, it’s reliable and, most important, the quality of the video we are able to record is noticeably improved.” ▼

TELE-PROJEKTI OY

Founded in 1975, Tele-Projekti Oy is a March Networks certified security system integrator based in Turku, Finland. The company specializes in CCTV, access control, alarms, fire alarms and exit light systems. To contact a sales representative, please call +358 10 424 0300, email kimmo.luoto@teleprojekti.fi or visit www.teleprojekti.fi.

“Years ago, it would have taken staff several hours or a full day to investigate an incident. With the March Networks video management solution, it now takes less than a minute.”

— Mats Sjöström, Head of Conservation,
City of Turku Museums

Credit Union Takes the Long View



When the largest credit union based on Vancouver Island and the Gulf Islands off the coast of British Columbia decided to deploy a March Networks enterprise-wide video surveillance system in 2013, the opportunity to take advantage of advanced functionality was top of mind.

The credit union, which operates 23 branches, 16 insurance offices, four regional business centres and one centralized contact centre, was using a system that was “old and slow,” but a sole March Networks system installed at one of its locations in 2011 by security systems integrator Chubb Edwards was noticeably superior, said the credit union’s facilities management specialist.

“We were really happy with the March Networks system, so when the time came to upgrade our video surveillance system, we didn’t need to spend a lot of time looking at other options,” he recalled.

Having used both systems, he found the March Networks video surveillance system to be more intuitive and user-friendly. Equally important,

it offered the potential to benefit from advanced functionality like video analytics and integration with its access control system.

The rollout of March Networks 8000 Series Hybrid NVRs and video management software to all of the credit union’s premises, including its administration and head office buildings in Nanaimo, was completed in 2015.

The hybrid capability of the 8000 Series recorders was ideal because it allowed them to continue leveraging their investment in third-party analog cameras while slowly beginning the conversion to March Networks IP cameras for new locations and branch renovations.

In addition to supporting the gradual transition to higher resolution IP cameras, the 8000 Series NVRs provide enhanced image quality from the credit union’s analog cameras.

Most of the NVRs are 8516 models, but the ability to scale up or down to 8508s and 8532s depending on the size of the location was important to the customer.

The 8000 Series Hybrid NVRs feature an embedded Linux operating system for improved reliability, an internal battery backup capability for a systematic shutdown in the event of an unexpected power interruption, and hard drive mirroring for data redundancy. Using 8 TB hard drives in all four slots, the recorders offer a maximum storage capacity of 32 TB — more than sufficient for an all-IP camera deployment that is the credit union’s near-term goal.

The March Networks IP cameras provide much higher resolution video, and are better able to compensate for direct sunlight in the field of view, ensuring quality images regardless of lighting conditions in ATM vestibules.

The credit union’s facilities management specialist and fraud investigators have access to the video through a Chubb Edwards dedicated network. The fraud investigators use the system primarily to capture evidence of ATM and debit card fraud, while the premises department uses it

for transaction verification and to review evidence of slip and falls.

“Video evidence is very helpful when it comes to resolving customer disputes because you can actually see what transpired,” said the credit union’s facilities management specialist. “If a customer doesn’t recall conducting a transaction, for example, we’re happy to pull up video and show it to them. Once they see themselves along with the date and time of the transaction, any concerns about the security of their account are alleviated.”

Finding video evidence with the March Networks system is a breeze.

“It’s very quick and easy,” he said. “We simply select the branch, the camera, and the date and approximate time of the incident. The March Networks motion histogram speeds us to parts of the timeline that exhibit more activity in the field of view and thumbnails above the timeline allow us to quickly zero in on the video clip we’re looking for.”

In cases of ATM and debit card fraud, investigators are able to copy relevant video clips quickly and easily for law enforcement.

Branch managers also have access to the system, but only for live viewing.

The credit union began using its own internal network for video surveillance, but decided to switch to a Chubb Edwards dedicated network to avoid traffic congestion and interference with its business systems. A dedicated video surveillance network also allows Chubb Edwards technicians in Victoria to take advantage of the March Networks software’s management features to remotely administer the system, change passwords and access real-time warnings of camera disconnection, disk failure, high processor or fan temperatures, and other potential problems.

Next steps for the credit union include upgrading to March Networks Command Enterprise video management software and continuing the transition to IP video.

The decision to upgrade its video surveillance system was predicated on being able to acquire the banking-specific business intelligence functionality offered by March Networks Searchlight for Banking software.

“I saw a demonstration of Searchlight for Banking at the ISC West show a few years ago and realized it would be a huge benefit for our fraud investigators,” said the credit union’s facilities management specialist.

Searchlight for Banking integrates surveillance video with ATM/teller transaction data and optional

business analytics, enabling financial institutions to reduce losses from theft and fraud more effectively, and gather valuable information on customer service, marketing efforts and operational performance.

The powerful software provides fraud investigators with automated reports that highlight suspect transactions — which could be instances of ATM skimming or cash harvesting — based on the financial institution’s key performance metrics, and include convenient links to the recorded video for further review. With Searchlight for Banking, investigators don’t have to first find the transaction in one system and the video evidence in another, allowing them to resolve more cases faster and reduce fraud.

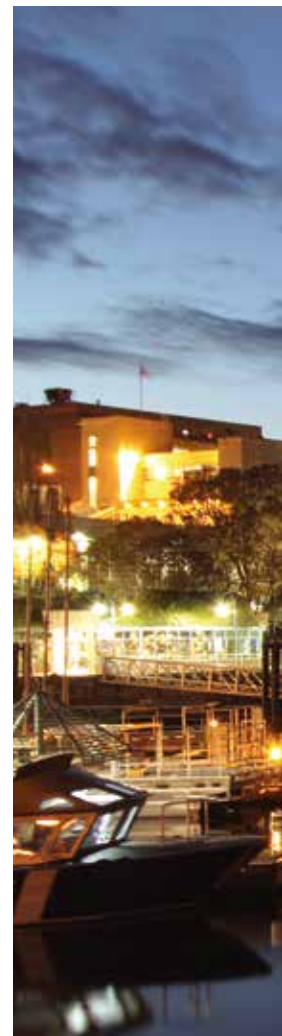
In addition, data from video analytics including people counting, queue length and dwell time monitoring can provide financial institutions with valuable insights on how their branches are performing and help identify opportunities for improvement. For example, the software can help identify times of the day when customers are waiting longer in line for teller assistance, or highlight people loitering in ATM vestibules, which might be a safety issue. Searchlight’s Security Audit tool can provide reports of safe openings and entry into secure areas with links to corresponding video, while the Operation Audit tool can be set up to capture thumbnail images of multiple branches at defined times for management oversight.

Also of interest to this credit union was the ability to integrate the March Networks video solution with the access control system in its administration and head office.

“Our thinking was that if we could integrate the video surveillance and access control systems, we could get an alert if someone tries to use a swipe card to access a secure area and is declined,” explained a premises department staff member. “That would provide a security guard with an alert and instantly pop up an image of the individual on a security guard’s monitor.

“We weren’t ready to go with all this advanced functionality when we made the transition to March Networks, but it was important to us to know that we could take advantage of it down the road. We have been very happy with how the system has performed.

“The March Networks video solution provides us with powerful technology, but is also very easy to use, and the support has been excellent. It meets all of our needs today and opens doors to leverage the technology in the future.” ▼





CHUBB EDWARDS

Chubb Edwards provides an unparalleled portfolio of security and life safety solutions to Canadian institutions, businesses and residences, and is a long-time March Networks certified solution partner. The company specializes in the installation, maintenance and monitoring of access control, video surveillance and intrusion detection systems, and serves a broad range of customers from 27 sales and service offices across Canada.

THE CHALLENGE

The credit union required a high-performance video surveillance system able to support advanced functionality including video analytics and integrations with its ATM/teller transaction and access control systems.

THE SOLUTION

Impressed with the superior performance of a March Networks system installed in one of its branches, the credit union decided to deploy an enterprise-wide March Networks solution with 8000 Series Hybrid NVRs and begin the process of transitioning to March Networks IP cameras for new locations and branch renovations.

THE RESULT

A powerful, user-friendly video surveillance system, significantly enhanced image quality from both its analog and IP cameras, and, most importantly, the ability to take advantage of powerful new functionality to reduce losses, increase the efficiency of fraud investigators and optimize its investment.

Bandwidth Challenged? No problem.

By Réal Barrière

Chart 1

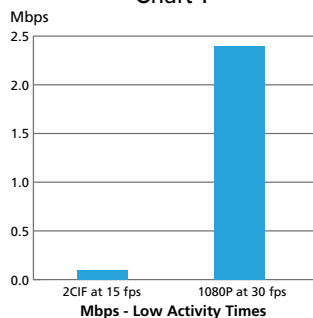


Chart 2

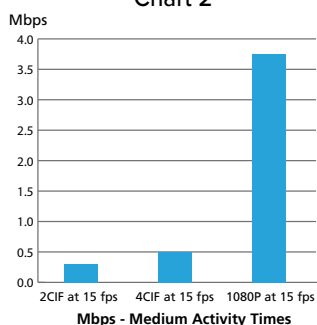
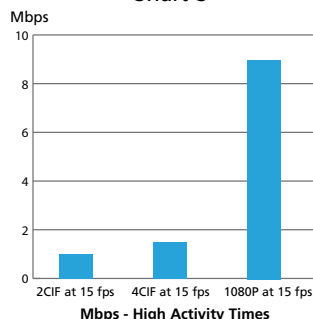


Chart 3



Managing security along public transit routes comes with many challenges, particularly as more people rely on buses and trains for daily transportation. With so many commuters and multiple vehicles moving around the clock, the risk factor for accidents, altercations and other issues remains high.

Advanced, real-time video surveillance monitoring is critical for protecting the public. When an incident occurs on a vehicle, you can immediately see what's happening, and also share that video with police or other emergency personnel.

But like most transportation agencies, you probably don't have an unlimited budget to live stream high-resolution megapixel images to your command center. Streaming 1080p video over a 4G LTE network can be costly, especially when multiplied over hundreds of buses or trains, each with multiple surveillance cameras.

So how do you maintain regular live access to your mobile cameras without incurring a massive expense? Here is some advice on managing your mobile bandwidth consumption.

Pre-program your IP cameras

One of the best ways to reduce your bandwidth is to pre-program your IP cameras based on activity level. This takes a bit of time, but it's well worth the effort. There's no sense capturing 1080p images inside an empty bus, so do a thorough review of your surveillance needs. Remember that what you're capturing affects your bit rate, so consider the complexity of your scenes. You can maximize your bandwidth by programming your IP cameras to record at the right bit rates for your vehicles' activity levels. Let's take a closer look at how to do this.

During low activity times (when few riders are on board a vehicle or the vehicle is at the depot) you're capturing mainly static scenes. In this scenario, capturing a 2CIF resolution image at 15 frames per second (fps) would result in a camera bit rate of 0.11 Megabits per second (Mbps). (Chart 1)

Capturing this same scene in 1080p, at 30fps, would result in a camera bit rate of approximately 2.4 Mbps, more than 20 times the bandwidth of the 2CIF image.

You can see how a little adjustment at the right time goes a long way toward reducing your overall bandwidth consumption.

Here are a few more scenarios to consider.

During medium activity level times (in between peak hours, when your vehicles are making frequent stops and passengers are getting on and off the vehicle) your cameras are consuming more bandwidth.

A 2CIF image captured at 15 fps would result in a camera bit rate of 0.33 Mbps. A 4CIF image, also captured at 15 fps, would result in bit rate of 0.55 Mbps. A 1080p image, also captured at 15 fps, would result in 3.78 Mbps. (Chart 2)

During your highest activity times (defined as having a lot of passengers onboard and a lot of motion) you're going to consume the most bandwidth because you're capturing complex scenes.

A 2CIF image captured at 15 fps results in a camera bit of 0.72 Mbps. A 4CIF image captured at 15 fps results in a camera bit rate of 1.22 Mbps while a 1080p image, also captured at 15 fps, results in 8.25 Mbps. (Chart 3)

Strike the right balance

The key here is to find the best balance between image quality and bandwidth consumed. You don't want to incur bandwidth costs for viewing high-res images of empty buses, but you also don't want grainy, pixelated images when you're trying to decipher important details.

I suggest testing a few different resolutions and frame rates at different times throughout the day to find the right balance.

Remember, the numbers cited above are examples, and factors like the position of your cameras, the lighting inside your vehicles and the type of scenes being captured all play a part in bandwidth consumption.

Take advantage of alternate stream recording

Once you know the right bit rates to use throughout the day, you may also ask yourself: "What if an incident occurs on a vehicle at a time when I've programmed my cameras to capture only 2CIF images?"

The answer, of course, is to use alternate stream recording. Use the low-resolution stream for live viewing, and then record a higher resolution stream to your NVR. This gives your command center the ability to see into buses or trains as needed (using much less bandwidth) and still ensures you're capturing high quality, evidentiary video that you can pull later for forensic analysis should an incident occur. ▼



Réal Barrière is March Networks Product Manager, Transit Solutions

Accelerator – Engage and Earn Rewards

Program Encourages CSPs to Increase Their Technical Expertise with March Networks Products

Sports fans know that six-time all-star Russell Westbrook, a point guard with the Oklahoma City Thunder, sits atop the National Basketball Association leaderboard averaging an amazing 31.2 points per game. Hockey fans know that 20-year-old Edmonton Oiler center Connor McDavid in only his second year as a pro is the leading scorer in the National Hockey League with 21 goals and 51 assists.¹

Pretty soon, March Networks installers and technicians will know where they rank as well.

Thousands of technicians working with March Networks certified solution partner (CSP) companies will automatically earn points and badges for completing certifications, watching training videos, reading documents and installing 8000 Series Hybrid NVRs using March Networks' free GURU Smartphone App. Points are also awarded for completing exams. The higher the score, the more points are awarded.

When technicians sign into their training account in the March Networks Training Center, they can check one leaderboard to see how they rank within their own company and another to view the top ten leaders globally. Each person is identified by ID number, not name, to respect their privacy.

"We came up with the idea to better engage, retain and train CSP technicians," said Francois Langevin, March Networks' Training Manager. "It's important for us to keep our dealers and their technicians coming back for more training because we are always releasing new products and features. This is a fun way to engage and reward them for being up-to-date on the full spectrum of our products."

Badges are awarded in bronze, silver and gold categories for completing a wide range of certifications and achieving milestones in 8000 Series recorder installations. The Priority Caller badge, earned automatically following the completion of five certifications, will be especially coveted as it entitles technicians to call into March Networks' premium queue support line.

Trainees are notified by email when they earn a new badge and can share their accomplishment with friends and colleagues via Facebook, LinkedIn or Twitter if they wish.

The Accelerator tab in the March Networks Learning Management System displays the leaderboards, as well as the certifications a technician has earned. They can also see all the badges that are available and click on them to learn how to qualify.

Top performers on the leaderboards will also be eligible for more material rewards through special promotions planned through the year.

"The Accelerator program encourages a bit of friendly competition, which many people enjoy," said Langevin. "What's more important though is that it encourages CSPs to increase their technical expertise with March Networks products. Everybody benefits. Technicians who are eager to advance their careers stand out among their peers, CSPs win more business by being able to demonstrate their training credentials, and end users get the expert support they need and expect for their March Networks technology."

The Accelerator program launches April 3. ▼

"It's important for us to keep our dealers and their technicians coming back for more training because we are always releasing new products and features."

— Francois Langevin
Training Manager, March Networks



¹ The NBA and NHL scoring leaderboard stats quotes were accurate as of March 1, 2017

Camera Settings for Difficult Lighting Conditions

QUESTION

I'm a technician with a March Networks certified solution partner in the south-eastern U.S. and would like to have some advice on optimizing March Networks IP camera settings for difficult lighting conditions in ATM vestibules.



ANSWER

If you're installing cameras for a bank or credit union in the sunny south, you're more than likely faced with a variety of lighting conditions – from controlled indoor lighting to bright sunlight pouring in through floor-to-ceiling windows in ATM vestibules. Other businesses, including quick service restaurants (QSRs), face similar challenges.

For starters, it's important to note that surveillance cameras are shipped with default settings that are not always optimized to give you the best image quality for the scene you are trying to capture.

In some circumstances, you can simply plug in your camera and walk away, but to get the best quality video in complex lighting conditions, a little fine-tuning is highly recommended.

Let's first tackle an environment with controlled indoor lighting and assume you're using our ME4 IR MicDome camera with high dynamic range (HDR). If the lighting is sufficient and consistent across the field of view (FOV) and there are no shadows in the image, I recommend turning off HDR altogether. If the lighting is insufficient and there are shadows in the image, you'll want to leave it on. This will help brighten the low light areas and reduce noise appearing as pixilation. Not only does the noise detract from the image quality, it also increases your data rates and takes up more storage.

You can also adjust the Gain setting on your camera, which boosts the light intensity being captured. If your environment's lighting is bright and relatively even, you can try turning the Gain setting off altogether, which can reduce the amount of visible noise in the image. Conversely, if there isn't enough consistency, you can turn the Gain up to 1, 2 or 3. Remember



that at night, when the lights are off, you should check how Gain impacts night mode. The ME4 IR MicDome automatically goes into night mode with its smart IR technology providing its own light source.

Now, let's have a look at the adjustments you would make when you have bright sunlight as well as shaded areas in the same scene, which is typical in an ATM vestibule or a QSR dining area. If there is a small to medium amount of sunlight, the HDR Normal setting will suffice to illuminate the scene without overexposing the brightly lit parts of the FOV or underexposing the shaded areas. If, on the other hand, you have a full-size, two-story window bathing the scene in direct sunlight, you will most likely need to select the HDR Strong setting. The image won't be as sharp, but you'll be able to clearly identify an ATM user or fraudster who might otherwise be underexposed and difficult to recognize.

You can also schedule a combination of settings, including HDR, by time of day. For example, you may want to set HDR to Strong during the day, but turn it off completely at night.

To further optimize image quality at night, you can adjust the camera's exposure and slow down the shutter speed, allowing in more light. Fast moving objects in the FOV — cars, for example — will appear blurry, but if you're interested in capturing clear bright images in the dark, slowing the shutter is likely your best option.

Scan the above QR code for a training video that will give you a more detailed explanation of how you can use exposure adjustments to optimize image quality at night.

You can make all of these changes using your March Networks client software, where you can see real-time camera views and get instant feedback on the modifications you make.

Once you've optimized the camera for your specific environment, you can now make a decision on what level of compression to apply. The March Networks ME4 cameras are, by default, set to a variable bit rate capped at 4 Mbps. You can instantly improve the overall image quality by setting the maximum bit rate to 6 or 8 Mbps. It's important to note that the bit rate is variable and the camera will only use the allocated bandwidth as needed. As seen in the image included here, the compression level is set to 8 Mbps (or 8096 kbps) but the camera's video bitrate (seen to the right) is only 4.7 Mbps, so don't be afraid to increase the compression value as it will have a great benefit on the overall quality of the image.

I hope this technical tip helps you set your IP cameras for optimum performance in difficult lighting conditions. If you're a March Networks customer or certified partner dealing with a similarly challenging environment and need additional help, please email us at newsletter@marchnetworks.com. ▼

HDR Defined

High dynamic range, or HDR, extends the dynamic range of a camera by taking two separate frames — one with a short exposure and one with a long exposure — and combining them in real-time into one image with the best balance of lighting possible. Essentially, HDR merges the highest-quality parts of two exposures into one image.

Thanks to Nathan Dinning, March Networks Product Manager for Edge Devices, for his expert advice on this Tech Tip.

Who's New

CHRIS JENSEN

Chris Jensen is March Networks new Channel Account Manager for the U.S. Rockies Region. Chris has more than 16 years of experience in technical sales, account management and business development for companies in the telecommunications, software and security industries. He has served as an account manager for Envysion and worked for several integrators selling video surveillance, access control and intrusion detection solutions. Chris has a degree in Business Administration from Adams State College in Colorado and enjoys coaching Little League and volunteering as a Cub Scout den leader in his spare time.



LEE DUNCAN

March Networks welcomes Lee Duncan, our new Channel Account Manager for the U.S. Gulf Region. Lee has worked in the physical security industry for more than 20 years in senior sales and business development roles with Hitachi Insight Group, STS360 and OnSSI. He also brings a first-hand perspective on how to successfully support March Networks certified partners, having operated his own systems integration business – Duncan Fire & Security. Lee is an active member of the ASIS International North Texas chapter and an SDM magazine contributor on topics related to IP video networking. He is based in North Texas and is a huge music fan.



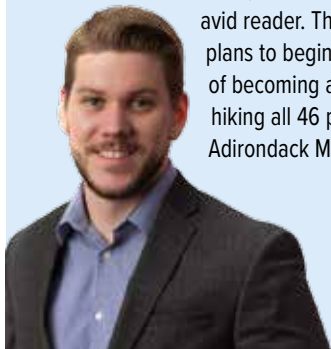
SANDY RIMBAO

March Networks welcomes Sandy Rimbao as Channel Account Manager for Eastern Canada. A sales professional with 15 years of experience in distribution and direct channel sales, Sandy has considerable expertise in IT networking, cabling infrastructure and security from previous roles with Cisco, Ingram Micro, Anixter and ADI. In her spare time, she enjoys gardening, decorating and kicking up her heels on the dance floor. Sandy studies sales and marketing at Sheridan College in Oakville, Ontario, and is a member of the Canadian Professional Sales Association.



RON MCINTYRE

Ron McIntyre joins March Networks' sales team as Regional Account Manager for the U.S. North-Atlantic Region encompassing Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. Prior to joining March Networks, Ron worked as an inside account manager for Bosch Security Systems. Based in Rochester, New York, Ron is a father, husband, musician, and an avid reader. This year, he plans to begin his journey of becoming a '46er' by hiking all 46 peaks of the Adirondack Mountains.



BILL CATAKOGLU

March Networks welcomes Bill Catakoglu as a Sales Engineer in our Sydney, Australia office. Bill has 12 years of experience as a network engineer, network architect, consultant and sales engineer. Previous employers include Turk Telecom, Huawei, Mrezne Tehnologije Verso and Net Communications. Bill holds a BSc degree in Electrical Electronics Engineering from the Middle East Technical University in Ankara, Turkey. He is married with one child, lives in Sydney and enjoys travelling and scuba diving in his spare time.



KEN KURZ

Ken Kurz joins March Networks as part of the North American Sales Engineering team. Ken's industry experience stems from more than 15 years working with the Toronto Police Service and the Canada Border Service Agency on large-scale and high-profile deployments, including the 2010 G20 Summit in Toronto. He has a Bachelor of Applied Science degree in Mechanical Engineering from the University of Toronto and Project Management Professional and Agile Certified Practitioner designations. Ken is based in the Greater Toronto Area and is a fitness enthusiast currently in training for the 2017 Tough Mudder competition.





DANIEL CAGGIULA

March Networks welcomes Daniel Caggiula as the company's Market Product Solutions Manager - Banking. Daniel brings more than 13 years of banking experience amassed across different lines of business. Former employers include two large North American banks: BMO Financial Group and CIBC. His experience spans fraud strategy and innovation, commercial banking, performance management and customer experience strategy. He

has also served as a branch manager. Daniel is based in Toronto and is an avid hockey, basketball and baseball player.



ART CUNNINGTON

Art Cunnington is March Networks' new Channel Account Manager for the U.S. Southwest Region. Art has spent more than 30 years working in the physical security marketplace in diverse roles including global account sales, market and channel development, alliance partnering and strategic business development. Art earned a business degree from Ohio University, and lives in Northern California with his wife Gillian and daughter Kaity, the youngest

of his five children. He is an avid skier and golfer, and enjoys being outdoors on hiking trails and the lakes in the Tahoe region.



LINDSAY BRADY

March Networks is pleased to welcome Lindsay Brady as Regional Account Manager for the U.S. Rockies Region. Lindsay has 15 years of sales experience, with a background ranging from industrial supplies to cloud technology. Prior to joining March Networks, she sold integration solutions to Fortune 1000 companies in the North Central and Southeast U.S. for SnapLogic. Based in Colorado, Lindsay is an avid runner, a mother of three and enjoys weightlifting and yoga.



JASON ADERMAN

Jason Aderman has joined March Networks as a North American Sales Engineer. Based in Allegany, New York, Jason has 13 years of experience with physical security systems, including more than nine years supporting March Networks products. He served as a physical security systems specialist for Wachovia Corp. and Wells Fargo, a technology solutions architect for Diebold Inc. and, most recently, as a systems engineer for Databranch

Inc. Jason has a diploma in Information Technology from ECPI University in Greensboro, North Carolina, and enjoys traveling and volunteering for fire and rescue services.



FALCO BENFIELD

March Networks is pleased to welcome Falco Benfield as Regional Account Manager for the U.S. Mid-Atlantic Region. Falco has extensive experience as an entrepreneur, sales professional and business development manager. Prior to joining March Networks, he served in a business development role with Security 101, a Washington, D.C.-based security systems integrator specializing in video surveillance, access control and intrusion detection systems. Falco lives in

Odenton, Maryland, is a certified personal trainer and enjoys boating, golf, football and reading.



SAL MASTROPOLE

Sal Mastropole joins March Networks as Regional Channel Account Manager for the U.S. North East Region. In this new role, Sal is focused on supporting March Networks certified solution partners in the region through a variety of strategic and sales-based initiatives. Prior to joining March Networks, he served in a number of sales management roles for companies in the security and software industries, including Avigilon. Sal has

an Associates degree in Business, Management and Marketing from Bloomfield College, is based in New Jersey, and enjoys volunteering in the community in his leisure time.



Recognizing Top North American Partners

March Networks was pleased to recognize the winners of its annual North American Partner Awards earlier this year. The awards acknowledge companies for their excellence in delivering on customers' video surveillance and video-based data analytics requirements, and for driving exceptional business results.

In total, March Networks honored 13 certified solution partners (CSPs) for their achievements in 2016 across various partner categories. Together, these experienced systems integrators generated close to 20 percent of the company's North American sales revenue in 2016, and continue to win new business leading with March Networks' complete IP video solutions.

"March Networks is privileged to work with a global network of experienced providers who share our commitment to service excellence and customer satisfaction," said Net Payne, Chief Sales Officer, March Networks. "We are pleased to recognize these outstanding organizations for their exceptional performance and look forward to supporting their future growth."

March Networks works with select providers to help ensure greater product differentiation and profitability. The company supports its partners with world-class global logistics; free online certification training; an on-demand virtual lab; exceptional technical support; pre-sales IT networking and video engineering expertise; deal registration; growth incentives; and an extensive number of sales and marketing tools available via the March Networks partner portal.

In addition, its free GURU Smartphone Application is recognized industry-wide as a leading-edge mobile application proven to help technicians reduce time and costs in the field.

March Networks certified partners enjoy access to the physical security industry's most reliable video surveillance products and fully integrated business intelligence applications. The company's end-to-end solutions are proven in some of the world's most demanding customer environments, including more than 500 financial institutions, 300 retail chains and restaurants, and leading transit operations. ▼

The winners of this year's North American Partner Awards are:

Top Platinum: NAVCO
Top Authorized: Taylor's Communications Inc.
Rising Star: Interface Security Systems
Rookie Partner: FEDCorp

Top CSP by U.S. Sales Territory:

South East	Consolidated Banking Services, Inc. (CBSi)
Mid-Atlantic	Security Technology Services, Inc.
North East	Cayer Security
Great Lakes	QSI, Inc.
Mid-West	Midwest Security Systems
South West	Access Technologies
Rockies	Security & Safe of Colorado

Top CSP by Canadian Sales Territory:

West	Chubb Edwards
East	Gunnebo Canada



The proud team at Access Technologies in Albuquerque, New Mexico



Security Technology Services' Neal Beard, President and Owner (left); Stephen Collinson, Sales Team Leader; and March Networks' Channel Account Manager Dale Austin (right)



Chubb Edwards' Jeff Boessenkool, B.C. Security Sales Manager (center) with March Networks' Sales Engineer Dave Bryant (left) and Key Account Manager Steve Roberts

An Award-Winning Year



March Networks was proud to be named 2016 Company of the Year, winning the Best Ottawa Business award for Kanata North #SeriousTechLivesHere.

Our company won the award based on a combination of factors including outstanding business and thought leadership, excellence in innovation, giving back to the community, and demonstrating sound business fundamentals during the past three years.

“These awards seek to recognize the most successful and innovative Ottawa-based companies and business leaders driving economic growth and prosperity,” said Ian Faris, President and CEO, Ottawa Chamber of Commerce. “One of our region’s most established high-tech organizations, March Networks is a great success story and one we are very pleased to celebrate.”

March Networks’ early focus on software that video-enables critical business information — including ATM, teller and point-of-sale transaction data, RFID data and business analytics — has helped make the company the choice of more than 500 financial institutions and 300 retail organizations worldwide. Approximately 33,000 buses, trains and subways are also equipped with its ruggedized video surveillance solutions for transit environments.

In addition, the company increased its profitability year-over-year by approximately 50 percent CAGR since fiscal 2013, and grew its global workforce by 10 percent. March Networks also made it a priority to give back to its communities — both internationally and locally — through a variety of employee-driven fundraising activities and corporate donations to outstanding organizations including the Dunkin’ Donuts & Baskin Robbins Community Foundation, the Walton Lea Partnership, the Kanata Food Cupboard, the Rudd-Shenkman Hospice and WaterAid Canada.

“Winning the Company of the Year award is a real honor for us, and one that recognizes the contribution of all of our employees,” said Peter Strom, President and CEO, March Networks. “We have a smart and innovative team here at March Networks, focused on delivering best-in-class software solutions to some of the world’s largest organizations. This award is a great way to celebrate our successes.” ▼

“Winning Company of the Year is a real honor for us, and one that recognizes the contribution of all of our employees.”

– Peter Strom, President and CEO, March Networks.

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Surveillance is critical. But video can do so much more.

The need for high quality, highly reliable surveillance is a given. Get more for your investment with March Networks' intelligent IP video-driven analytics and insight.

With March Networks **Searchlight™ for Banking** you can:

- Reduce losses from fraud
- Improve branch performance
- Detect ATM skimming and cash harvesting
- Reduce investigation time and costs
- Increase customer satisfaction



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