NEWS MARCH NETWORKS

March networks®
An Infinova Company

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Steadfast in Our Commitment to Quality

Regardless of the industry, today's technology companies operate in a rapidly changing and highly competitive environment. The need for better and faster performance and solutions that drive a customer's top line, improve efficiencies and/or lower costs continue to fuel demand for new technologies. In mature industries such as telecommunications, IT and enterprise software, large players dominate and leverage their market positions and deep pockets to either acquire or keep new entrants out of the market. As a result, companies such as Cisco, Oracle, IBM, Alcatel and SAP dominate their respective sectors and have been effective at avoiding the pitfalls of commoditization.

While many industry observers have been predicting the same wave of rationalization and consolidation in the video industry, the industry has remained highly fragmented with hundreds of companies competing for a slice of the $18 billion pie. As a result, many companies are operating in survival mode and are attempting to drive down prices to win the business by sacrificing quality and services. In many of these cases, customers suffer the consequences, as they have nowhere to turn when they begin to have problems and there is no upgrade path to future-proof the product.

While the industry continues to grapple with commoditization, we remain steadfast that the key to success is providing our customers with the highest quality products and services while operating with the highest level of integrity and transparency to our customers. As many of our existing customers already know, this includes going to great lengths to ensure that a customer's investment in March Networks technology is not rendered obsolete when we launch new technology and that all of our new products are backwards compatible. While this does slow our pace of new product introduction, we believe it's in the best interests of our customers.

Another core component of our philosophy is to only add features and functions that are a net benefit to our customers. While many of our competitors continue to add bells and whistles to their products with little to no added value to the customer, we remain focused on adding capabilities that clearly demonstrate a benefit to the customer. We accomplish this by spending time with our channel partners and end user customers to understand their business and develop functionality that addresses their needs. Before developing new features or functionalities, we always ask ourselves, "How does this improve our customer's business?"

In this edition of March Networks News, you will read about March Networks customers who are leveraging the combination of our IP video solution and Searchlight application software to expedite investigations and reduce losses. Using Searchlight's Financial Transaction Investigation (FTI) software, banks and credit unions are able to perform searches using ATM or teller transaction data and immediately click through to video of suspicious transactions, dramatically decreasing the time it takes to conduct investigations. Searchlight also alerts investigators to potential incidents of ATM skimming and cash harvesting activities, enables searches based on license plate data at drive-through ATMs and generates reports associating a facial image with each ATM transaction. As observed by Jim Peeples, General Manager of Smith Hamilton, a security systems supplier in Texas, "FTI sets March Networks apart because financial institutions recognize the value of being able to retrieve information quickly. Now, when we have a chance to talk to people about their video surveillance, we're going in with the strongest product we can bring to the table."

March Networks' Searchlight for Retail product provides an equally powerful suite of applications for the retail sector that allows investigators to highlight and review suspicious transactions by linking point-of-sale data with corresponding video. Using Searchlight for Retail, managers or owners are also able to remotely monitor opening and closing times, merchandising and store cleanliness through emailed reports containing thumbnail images from selected cameras.

Not surprisingly, it was our Searchlight for Retail suite of applications and our Retail Transaction Investigation software that convinced one of the largest gas stations and convenience stores in the world to choose a March Networks video surveillance solution.

The 36,000-square foot Cenex gas station and C-store in the heart of North Dakota's booming Bakken oil fields wasn't prepared to settle for just any video surveillance system. As C-store manager Mike Becker told us, "We wanted to be able to check on voids and other suspicious transactions because point-of-sale fraud is common in our industry and March Networks' Retail Transaction Investigation software was a way for us to monitor that."

I hope you enjoy reading this edition as much as we enjoyed putting it together.

Peter Strom
President
and CEO,
March Networks

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COVER STORY

Video Surveillance Drives Operational Excellence

March Networks technology keeps Hideaway Pizza focused on customer service and food quality.

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Pizza Chain Leverages Video for Operational Excellence

Some restaurateurs think of video surveillance strictly as a tool to investigate incidents of theft and other risks such as slip and falls, but Hideaway Pizza, a 12-restaurant chain based in Tulsa, Oklahoma, thinks of video surveillance more as a critical enabler of operational excellence.

Deterring and minimizing losses due to theft impacts the bottom line, but the true success of a restaurant has a lot more to do with the performance of the kitchen and wait staff, their interaction with customers and the quality of the food.

With that in mind, Hideaway Pizza equips a typical restaurant with up to 25 cameras covering the front of the house, the kitchen, cash drawers, bar area, entrances, exits and parking lot — "pretty well every nook and cranny," notes Tyson Smith the chain's IT director. ▶

HIDEAWAY PIZZA

Hideaway Pizza is a growing and vibrant company founded in 1957 in Stillwater, Oklahoma. Founder Richard Dermer's simple but effective philosophy was that making employees happy at their work and providing great food would make for happy workers AND customers. In the early 90s, the Dermers gave their blessing to a small group of former managers to open the first Hideaway Pizza outside of Stillwater. Today, there are 12 Hideaway Pizza restaurants in and around Tulsa and Oklahoma City.

www.hideawaypizza.com

Photos by John Amatucci

> "We've had great support along the way and have had no real issues. The systems are performing exceptionally well."
>
> — **Tyson Smith**
> IT Director, Hideaway Pizza

Using video surveillance as a management and training tool can definitely contribute to a restaurant's success, but only to the extent that the video surveillance system itself is reliable and easy to use.

According to Smith, Hideaway Pizza had the right idea, but was hampered by the deficiencies of its Windows-based technology.

Video wasn't recorded during updates of the Windows operating system, there was a limit to the number of users who could log on to view video at one time, and it was impossible to manage the recorders from a central location. Even more troublesome, "the systems would be down and we wouldn't know why," said Smith. "There wouldn't even be an alert. Managers would have to call and say 'My cameras aren't working,' and we'd have to deploy someone to the site to try to figure out what was going on."

Smith experienced the same deficiencies while serving as an IT director overseeing his previous employer's video surveillance system.

"We deployed March Networks video surveillance systems there," he noted. "It really helped to overcome the issues we had with Windows machines. When I joined Hideaway Pizza, they had the same issues, so I felt strongly that March Networks was the way to go once again."

The company's 8000 Series hybrid recorders had just been unveiled and were deemed to be a perfect fit, given Hideaway Pizza's mix of analog and IP cameras.

"We're deploying March Networks MegaPX WDR MiniDome cameras in our newest restaurants and we're replacing the recorders that are getting old and breaking down," said Smith. "We have analog cameras in our older locations, so the hybrid recorder gives us a really good platform for both instances."

The March Networks 8532 Hybrid NVRs accommodate up to 32 IP cameras, 32 analog cameras or any combination of the two. It features onboard video storage of up to 12 TB and offers end users the option of hard disk mirroring for redundant storage.

"One of the things I like best about March Networks' video surveillance systems is that they're Linux-based," said Smith. "Linux is a very trusted operating system that doesn't fail."

Hideaway Pizza uses March Networks' Visual Intelligence software suite and the powerful Enterprise Service Manager for remote management and resource optimization.

Store managers have access to video from their restaurant, regional managers have access to the locations for which they're responsible and head office executives have access to all of the restaurants.

The system gets a lot of use.

"It's like instant replay in sports," said Smith. "If we can help our team members improve how they serve guests, it's better for everyone.

"We can see the food being prepared and going up to the window and we can see how long it sits there before it gets delivered to the table. If a customer complains that their food was cold, we can tell if the customer is correct.

"We have cameras throughout the front of the house covering all the tables so we can see the servers deliver their orders. We can also investigate customer incidents such as slip and falls."
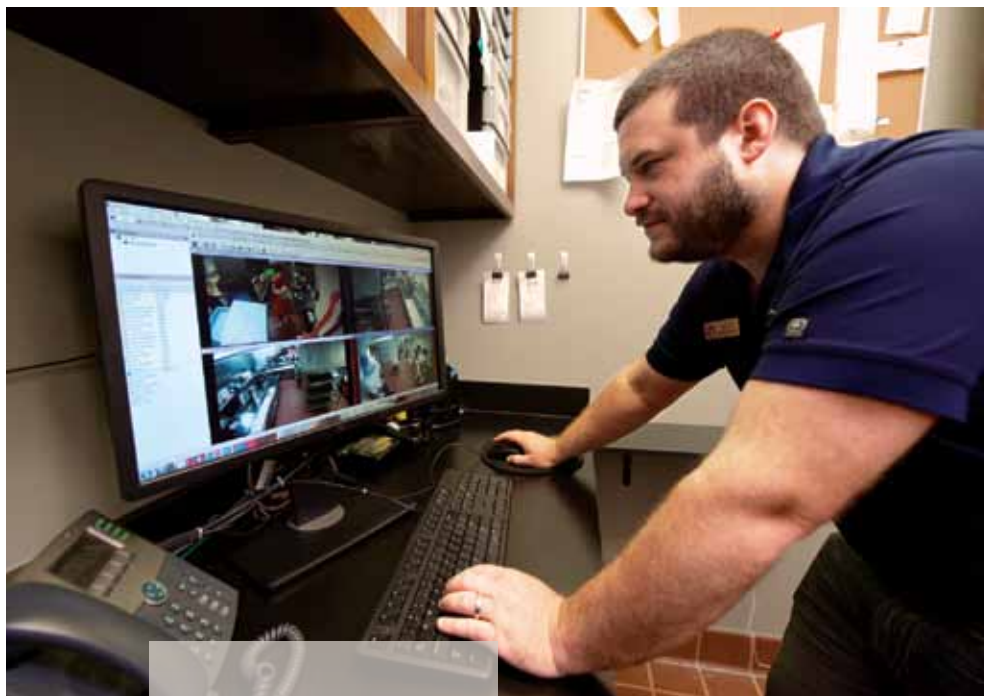
Cameras cover back doors and parking lots, the manager's office and the bar area where they can be used to investigate any incidents involving alcohol.

As for archiving, "we try to shoot for 30 days storage, but most of our March Networks sites are getting 60 days, while some go up to 100 days. Newer sites are being equipped with four 3 TB drives for total onboard storage of 12 TB."

The extra storage is required to accommodate the very large files, but it's worth it considering the exceptional quality of the IP video, said Smith. "The difference is like day and night."

Smith credits March Networks Certified Solution Provider SageNet LLC of Tulsa for helping Hideaway Pizza with the transition to a more reliable video surveillance platform.

"We've had great support along the way and have had no real issues. The systems are performing exceptionally well." ▼

Up to 25 cameras cover the dining area, kitchen, cash drawers, bar area, exits, entrances and parking lot in a typical Hideaway Pizza restaurant.

SAGENET

SageNet, based in Tulsa, Oklahoma, with offices in Oklahoma City, St. Louis, Missouri, and Atlanta, Georgia, specializes in the design, deployment and management of mission-critical network infrastructure. Established in 1998, the company focuses on providing customers with a full range of network-centric consulting, systems integration, and network management services. SageNet's expertise spans a wide spectrum of skill sets and technical competencies, including network design and installation, network management, multi-site network rollouts, PCI compliance support, nationwide break-fix maintenance services, structured cabling, storage and backup systems, VoIP systems, and more. **www.sagenet.com**

4 and 8-Channel NVRs Join
8000 Series Family

NEW RECORDERS DESIGNED FOR STANDALONE ATMS AND SMALL FOOTPRINT RETAIL LOCATIONS

March Networks has unveiled two new members of its 8000 Series Hybrid NVR family — a four-channel recorder designed for standalone ATMs that fits in the palm of your hand and an eight-channel unit for C-stores and other small retailers.

Like their 16- and 32-channel siblings, the four- and eight-channel recorders accommodate any combination of analog or IP cameras and offer the choice of March Networks' web-based Command thin client, or March Networks' Visual Intelligence software.

Both recorders are purpose-built devices with an embedded Linux operating system, freeing users from the maintenance issues that can plague a PC-based recorder.

The four-channel unit is ideal for installation in a standalone ATM or in any space-constrained location. It features an internal backup battery enabling a systematic shutdown in the event of a power loss, storage capacity of up to 2 TB with hard drive mirroring capacity, firewall protection and watchdog circuitry for monitoring system performance.

The eight-channel recorder comes in two different configurations: the 8708 S-series which offers 30 frames per second (fps)

concurrent at full 4CIF across eight channels for a total of 240 fps, and the 8508 S-series offering 15 fps across eight channels for a total of 120 fps.

The eight-channel recorders are compatible with the March Networks Searchlight for Retail suite of intelligent video applications that seamlessly integrate surveillance video with point-of-sale transaction data to provide customized, automated reports and bandwidth-friendly video images.

Using March Networks' Searchlight for Retail application, retailers can scan the daily reports to see if their stores opened on time, check on merchandise displays and confirm adherence to other operational standards. They can also zero in on no-sales, voids and other suspect transactions by reviewing exception reports linking receipt data with corresponding images. If further investigation is required, the retailer simply clicks through to the archived video.

"An optional tamper-proof enclosure for the four- and eight-channel recorders is a direct result of a request from one of our customers," said Todd Robinson, March Networks' Product Manager for Video Recorders.

"The customer in question had cameras mounted over the checkout counter and employees were going back and disconnecting them from the recorder. The tamper-proof

enclosure prevents access to the cabling."

The eight-channel recorders offer local display of both analog and IP cameras, allowing staff to monitor live video from the checkout counter or office. A camera and monitor can also be mounted at the store entrance to inform shoppers that they are under surveillance.

Using the eight-channel recorder's local control capability, retailers are able to plug in a keyboard and mouse, review video, export a clip to a memory stick and supply it to law enforcement authorities.

The 8508 and 8708 S-series recorders can accommodate two 3 TB hard drives for a total of 6 TB of onboard storage.

All three models also feature a front panel QR code that allows technicians to use the March Networks GURU app on their smartphones to diagnose a problem, link to video tutorials and execute an express RMA.

"These new recorders offer the power and flexibility of our 16- and 32-channel NVRs to smaller footprint retailers and standalone ATMs and round out our 8000 Series family," said Robinson. "They reinforce our reputation for manufacturing the most robust, reliable and feature-rich recorders on the market and allow our customers to migrate from 100 per cent analog to 100 per cent IP video at their own pace."

DOCK IT AND LOCK IT
The only recorders in the industry to feature the innovative "dock and lock" station. Similar to the one designed for your PC, this docking station keeps all connections clean and securely connected to the back of the unit and allows for quick, easy installation of the recorder, as well as removal for service and maintenance. In addition, a lock switch turns the recorder on/off and locks it to the docking station, preventing removal, tampering or unauthorized shutdown of the recorder.

> "These new recorders offer the power and flexibility of our 16- and 32-channel NVRs to smaller footprint retailers and standalone ATMs and round out our 8000 Series family."

— Todd Robinson
Product Manager for Video Recorders,
March Networks

NEW QR CODE FOR GURU APP

Available as a free download from the App Store, the industry's first smartphone app provides CSPs and Installers with a faster and easier way to access diagnostics and service information in the field, including troubleshooting tips, video tutorials, product warranty status, RMA shipment details and more.

Super-Sized C-store Opts for POS Integration

Video Surveillance System Zeros in on Suspicious Transactions

The CENEX gas station and C-store in Tioga, North Dakota, isn't your typical, neighborhood gas station and convenience store. Located in the heart of the mid-West state's Bakken oil boom, this gas station and C-store is a super-sized 36,000-square foot (3,345-square meter) behemoth with 11 fuel islands and 22 pumps dispensing gasoline and diesel.

In addition to filling up on chips, chewing gum and chocolate bars, customers can chow down in a restaurant, buy groceries, get a haircut and shop for clothes and hardware supplies. There's even a business center with a conference room for a quiet place to meet and strategize.

Since 2011, the population of once-sleepy Tioga has gone from 1,100 to over 5,000, said C-store manager Mike Becker.

With new fracking technology boosting oil production to well over 700,000 barrels per day and workers and oil field companies pouring into Tioga, Farmer's Union Oil in Stanley, 30 miles to the east, seized the opportunity to serve the needs of the area's growing population.

A groundbreaking ceremony was held in September 2012 and, by April 2013, the gas station and C-store were open for business.

Recognizing the risks as well as the rewards of doing business in a boomtown, Farmer's Union Oil turned to March Networks Certified Solution Provider Dakota Security for a video surveillance solution capable of minimizing shrinkage.

"We wanted to be able to check on voids and other suspicious transactions because point-of-sale fraud is common in our industry and March Networks' Retail Transaction Investigation software was a way for us to monitor that."

— Mike Becker
C-store Manager

"Dakota Security is pretty prominent here in the mid-West," said Becker. "They provide security for a wide range of businesses – from banks to grocery stores – so I knew I could count on them for a video surveillance system that would meet our needs."

The two major requirements specified by the customer were high-definition IP video and an integration with its Passport point-of-sale technology, recalled Dakota Security account manager Steve Byrd. March Networks' hybrid recorders and Retail Transaction Investigation

(RTI) software were a perfect fit, allowing store management to zero in on suspicious transactions and immediately click through to the corresponding high-definition video.

"Three different integrators competed for the business, but we built a good relationship with them and won the business," said Byrd. "We started off by specifying March Networks' 4000 Series units, but bumped them up to the new 32-channel 8000 Series NVRs which were introduced just as we were getting ready for the install."

Photos by Resa Haukedahl

CENEX gas station and C-store is a super-sized 36,000-square foot (3,345-square meter) behemoth with 11 fuel islands and 22 pumps dispensing gasoline and diesel.

Farmers Union Oil of Stanley

Farmers Union Oil of Stanley is a cooperative based in Stanley, North Dakota, 30 miles east of Tioga. It operates a variety of businesses serving the agricultural community in addition to its gas stations and convenience stores.

With five checkout counters, 75 employees and untold potential for point-of-sale fraud, a video surveillance system with integrated retail transaction investigation software was critical.

"We wanted to be able to check on voids and other suspicious transactions because point-of-sale fraud is common in our industry and March Networks' Retail Transaction Investigation software was a way for us to monitor that," said Becker. "It also allows us to investigate customer complaints. I get a report listing all the void transactions and I can click through to view the actual receipt, along with the corresponding video. It's a real time-saver. I can go through 30 or 40 void transactions in a matter of minutes."

The gas station and C-store are equipped with a total of 45 Axis IP cameras covering the five checkout counters and sensitive areas within the store, including exits and entrances, as well as the perimeter of the property and all 22 gas and diesel pumps. March Networks has its own complete line of IP cameras, but its recorders are compatible with a wide range of third-party devices, offering end users like Farmers Union Oil more choice.

Drive-offs at the pumps aren't a concern because customers are required to pre-pay for fuel, but "we wanted video surveillance at the pumps to provide us with evidence of any damage that might be caused by customers driving off without removing the hose from their tank," said Becker. "We can track down a customer and get him to pay for the damage by retrieving the license plate number from the archived video."

The March Networks' 8000 Series Hybrid NVRs acquired by the customer offer industry-leading reliability thanks to their embedded Linux operating system that allows them to operate in a virtually virus-free environment and without the need for annoying operating system updates. Each recorder accommodates up to 32 IP cameras and boasts onboard storage of up to 12 TB with optional hard drive mirroring capability for redundant storage.

An internal battery backup guarantees systematic shutdowns in the event of power losses, a built-in firewall keeps intruders out and real-time health monitoring makes sure the entire video surveillance system is always running optimally.

In addition to RTI, the March Networks' Visual Intelligence software suite selected by the customer includes a Live Monitoring Console which allows for the display of up to 36 live video feeds per monitor, Evidence Manager software for case management and an Administrator Console for centralized system management.

Dakota Security recommended a March Networks solution because of its experience deploying the company's video surveillance systems to banks and credit unions throughout the mid-West, said Byrd.

"We were familiar with March Networks' transaction investigation capability and were confident that the 8000 Series recorders and the Visual Intelligence suite would be a great fit for Farmers Union Oil."

Within the first month or month and a half following the installation, the system had already supplied evidence that led to the successful investigation of several incidents, said Byrd. ▼

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Assistant Store Manager TJ Cornett, left, and Marketing Coordinator Sam Fredin reviewing video from March Networks surveillance system.

DAKOTA SECURITY

Dakota Security helps companies to protect their people and property. Its goal is to create a safer and more secure environment for customers and employees. Dakota Security solutions help to limit theft, vandalism, assault, unauthorized entry and fraudulent legal claims. **www.dakotasecurity.com**

Passenger Safety a Key Priority

Aside from buses coming and going and passengers getting on with their day, nothing much happens at the Central Arkansas Transit Authority's Travel Center in downtown Little Rock, Arkansas. That's a good thing, and probably one reason for the transit authority's 20 percent increase in ridership since 2009.

PASSENGER safety in the busy travel center is attributable to a 24/7 security presence and a state-of-the-art March Networks video surveillance system. Video from a March Networks system consisting of fixed and pan-tilt-zoom cameras and an 8000 Series Hybrid recorder is monitored day and night by transit personnel inside the Travel Center.

"Customer safety is our main priority," said Larry Lawson, Travel Center and Special Operations Manager. "We try to be proactive. If we see something developing, we can alert the municipal police, and if they respond to an incident, we can go back and review the video to see how it happened."

Signage informing the public that the area is under video surveillance is generally sufficient to deter any inappropriate or unlawful activity.

The system also helps transit authority staff investigate liability claims.

"There's nothing like having the ability to go back and look at video of an alleged incident to see if it actually happened or what caused it," said Lawson.

The transit authority began using March Networks video surveillance systems eight years ago, according to Lawson, and recently upgraded from a 4000 Series NVR to a new 32-channel 8000 Series unit in anticipation of acquiring additional March Networks IP cameras.

The 8000 Series recorder accommodates a total of 32 analog or IP cameras, allowing Central Arkansas Transit to upgrade to an all-IP platform over time as analog cameras fail or funds are available. The unit offers total storage capacity of up to 12 TB and features built-in PTZ controls and alarm inputs.

Mirroring capability ensures against loss of video in the event of a hard drive failure.

Remaining with one video surveillance system vendor for so long attests to Central Arkansas Transit's high regard for March Networks technology and March Networks Certified Solution Provider, Fleming Network and Security Services in nearby Bryant, Arkansas.

Lawson cites the clarity of the images, the ease of finding video, the user friendly interface and the reliability of the Linux operating system as the things he likes best about March Networks technology.

In addition to providing a safe and secure environment for passengers at the Travel Center, March Networks video surveillance systems also provide security at the transit authority's headquarters and a separate facility housing its River Rail streetcars in North Little Rock.

Central Arkansas Transit's headquarters serves as an administrative center and shops facility for its fleet of 59 buses, 24 paratransit vehicles and five streetcars. It houses a bus wash, refueling depot and a garage for maintenance and repair.

A 32-channel 8000 Series recorder and March Networks IP cameras help transit staff guard against unauthorized access and vandalism, noted

Central Arkansas Transit uses a variety of March Networks cameras, including the MegaPX WDR MiniDome, NanoDome and MicroDomes, as well as the Infinova Megapixel IP PTZ Dome.

▶

Central Arkansas Transit Authority

Central Arkansas Transit Authority (**www.cat.org**) provides public transit and paratransit services in Little Rock and North Little Rock, Arkansas. In 2012, the authority's fleet of 63 buses recorded 2,823,695 passenger trips, an increase of 20 per cent since 2009. The authority also operates the scenic River Rail streetcar, linking hotels and tourist attractions on both sides of the Arkansas River.

Sharon Williams, the transit authority's director of administration.

This system also monitors the length of the Main Street Bridge over which the transit authority's River Rail streetcar crosses the Arkansas River.

The scenic River Rail streetcar line consists of three replica streetcars operating on a 3.4-mile track linking Little Rock, the state's capital, with sister city North Little Rock on the other side of the river.

Years ago, the transit authority experienced several incidents of copper theft from the tracks on the bridge.

"The copper theft was annoying," said Williams, "but what we were really concerned about was the potential danger to the public because these are electric streetcars."
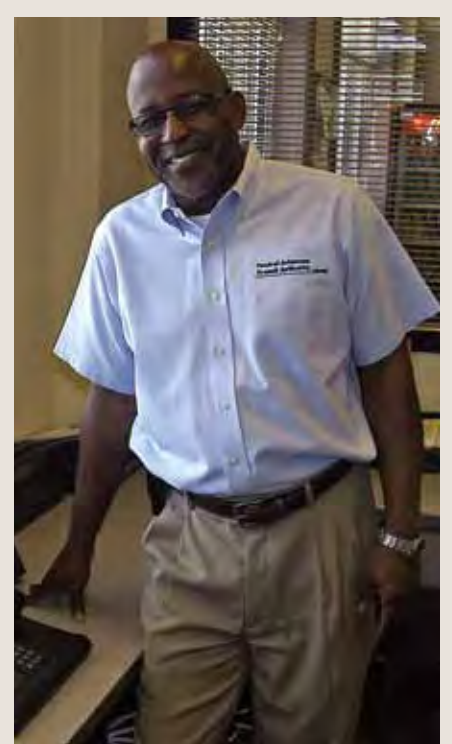
Four wireless pan-tilt-zoom cameras were mounted on the bridge along with signage advising the public that the area is under video surveillance. The system is also equipped with audio to admonish suspected thieves and warn members of the public who wander onto the tracks.

Audio was necessary, explained Williams, because the bridge is approximately a mile away from the transit authority's headquarters and it would take too long to dispatch transit staff to issue a warning in person.

Transit staff in a dispatch office keep an eye on two large monitors displaying live video from a selection of cameras in and around the headquarters and on the bridge.

Additional cameras provide security at the transit authority's Trolley Barn, a quarter mile away, where the streetcars are maintained and parked when not in service.

"We're very happy with our March Networks video surveillance system," said Williams. "It has worked really well for us, and since we added cameras on the bridge, we haven't had any incidents of copper theft." ▼

"There's nothing like having the ability to go back and look at video of an alleged incident to see if it actually happened or what caused it."

— Larry Lawson
Travel Center and
Special Operations Manager,
Central Arkansas Transit Authority

Photos by Joe Stocks

Fleming Network & Security Services, Inc.

Fleming Network & Security Services, Inc. (**www.fleminc.com**) provides network design and consulting, wireless and security solutions as well as complete installation, termination, testing and repair of fiber optic and structured cabling. Based in Bryant, Arkansas, 20 miles west of Little Rock, the Fleming group is the largest IT infrastructure and security consulting firm in the state with 250 employees.

Transit authority staff monitor cameras at the River Cities Travel Center in downtown Little Rock to ensure passenger safety.

Command Release Supports New Functionality

COMMAND 1.6 LAUNCHES AT ASIS INTERNATIONAL

The most recent release of March Networks' web-based video management software is opening doors to powerful new functionality for the security market. Literally.

March Networks Command 1.6, officially launching at ASIS International Seminar and Exhibits, September 24-27 in Chicago, adds support for switches and relays, allowing security personnel to control outputs connected to a recorder or camera directly from the Command interface.

The functionality is especially useful in a gated environment where a security guard uses a March Networks video surveillance system to identify individuals at the entrance to a facility and then has to open a door or gate to let them in.

Using Command 1.6, there's no need for a parallel system to remotely control outputs.

Switches can be connected directly to a camera or recorder. Alternatively, an IP extension board can be connected to the network at any point. "Then, through the Command client, you can receive alarms from the inputs on the boards and you can control the switches," explained Ely Maspero, Product Line Manager, VMS Solutions.

"We've also included support for two-way audio through the recorder or IP cameras. This will allow a security guard to talk to someone from the client application through a speaker connected to an IP camera, so if there's someone at a gate, he can talk to the person and either open the gate, or not."

Command 1.6 also includes integrations with Sentry360, ACTi and VideoIQ cameras, allowing end users to choose from a much broader selection of specialty edge devices.

Sentry360 IP cameras, for example, offer standard megapixel resolution cameras as well as 10- and 14-megapixel resolution cameras, while ACTi Corporation is a large Chinese IP camera manufacturer.

VideoIQ devices feature onboard storage as well as as tripwire, wrong direction, motion detection and left object video analytics.

"We integrated to their IP cameras and we also included support for the alarms generated by their analytics," said Maspero. "If something happens in the camera field of view, the camera triggers an alarm that's received by our recording platform and propagated to the client application. We did the same thing with Bosch IP cameras and their Intelligent Video Analytics engine."

Command 1.6 is also integrated with ImmerVision lenses and dewarping technology.

"The difference between ImmerVision and other 360-degree IP camera manufacturers is that the latter provide the camera — usually in a dome form factor — with the lens pre-installed. ImmerVision provides the lens and the technology to dewarp the image, allowing you to attach the lens to any compatible third-party camera."

Command's compliance with the global ONVIF protocol gives end users a choice of more than 600 IP cameras, including a full line of March Networks IP cameras.

Planning is already underway for the next release of Command, which will support multiple streaming from third-party IP cameras.

"Typically," said Maspero, "an end user will want a high-resolution stream with a high frame rate for local recording and a low-resolution, low-bandwidth stream to a remote monitoring centre."

Multiple streaming capability allows customers to store all video recorded at a low frame, but stream video associated with an alarm at a higher frame rate. Customers can also stream video using H.264 compression for storage and stream the same video using MJPG compression for live viewing.

"We can support multiple streams from March Networks cameras today," said Maspero. "The next release will support multiple streams from third-party cameras."

Multiple streaming capability is ideal for video surveillance installations in remote locations with low bandwidth and for retail chains with centralized security operations, allowing them to switch to high resolution on alarm events, and save money on bandwidth and storage. With high-resolution video, investigators are able to zoom in on subjects and export quality images for follow-up by law enforcement and court evidence. ▼

10 Reasons

Why So Many Banks and Credit Unions Rely on March Networks Video Surveillance

March Networks is the number one supplier of video surveillance systems to banks and credit unions in the Americas. We are also a leading supplier of video surveillance solutions to the global banking industry with some 450 banks and 26,000 branches around the world protected by March Networks recorders, cameras and video management software.

Following are some of the reasons so many financial institutions rely on March Networks for their video surveillance requirements:

1 POWERFUL, RELIABLE NVRS

March Networks NVRs are purpose-built devices with embedded Linux operating systems, allowing customers to spend more time performing investigations and less time dealing with maintenance issues that can plague a PC-based recorder running Windows. March Networks recorders incorporate several security features to ensure data protection and hardware performance. An internal battery backup guarantees a systematic shutdown in the event of an unexpected power loss, hard drive mirroring ensures data redundancy and a built-in firewall guards against unauthorized access.

2 SMALL FOOTPRINT FOR INSTALLATION IN ATMS

The 8000 Series Hybrid NVRs are available in 32, 16, 8, and 4-channel configurations. The 4-channel model incorporates the smallest form factor chassis in the industry with such a robust feature set. It can be easily installed inside an ATM, and seamlessly integrates ATM transaction data with the video.

3 REAL-TIME ENTERPRISE HEALTH MONITORING

March Networks real-time health monitoring functionality alerts system administrators immediately if there is a problem with a camera, a hard drive or network connectivity. Competing video surveillance systems rely on scheduled polling to monitor system performance or daily manual confirmation of camera functioning by branch personnel.

4 CENTRALIZED MANAGEMENT

March Networks centralized management software allows banks to manage thousands of recorders from a single desktop. System administrators can provide access to individuals based on their territory by grouping recorders according to state or region. They can also set user privileges based on an individual's position in the organization. A branch manager, for example, can be given live viewing privileges, an investigator can search, review and export archived video, while an administrator can add users, set privileges and perform system upgrades.

Network-friendly mass upgrade capability allows system administrators to dictate when and how an upgrade is performed to minimize impact on bandwidth. For example, users can restrict upgrades to between 2 a.m. and 4 a.m. and set a maximum amount of bandwidth consumed. They can also specify the number of recorders to be upgraded at one time.

5 BACKWARD COMPATIBILITY

March Networks never leaves a customer behind. All March Networks products are backward compatible and support a cost-effective migration strategy. Financial institutions with older 4000 Series NVRs don't have to replace them when adding newer, 8000 Series Hybrid NVRs to their system or upgrading their Visual Intelligence software.

6 SEARCH AND RETRIEVAL CAPABILITIES

The combination of March Networks advanced motion histograms and thumbnails lets investigators identify and find incidents without even having to watch video. Some manufacturers actually require you to download the video from every camera on the network just to review a clip from a single camera. That can take hours, and only when that clip physically gets onto the PC can you actually watch it. With a March Networks recorder, there's no need to download video to your PC first in order to watch it. Neither is there a need to guess when an incident happened. The motion histogram in the March Networks user interface clearly identifies when there was activity in a camera's field of view, eliminating the need to examine long stretches of video to find a crucial clip. Instead, investigators can quickly scan the thumbnails until they see what they're looking for.

7 FINANCIAL TRANSACTION INTEGRATION

March Networks' Financial Transaction Integration software integrates video surveillance with a financial institution's ATM and teller transaction data, allowing investigators to call up a transaction and immediately link to the corresponding video. The traditional data capture and retrieval methods used by our competitors require local text capture at each branch, along with the storage of that transaction data on the recorders at each branch. The March Networks solution is unique because it imports this data directly from bank transaction servers to the March Networks Enterprise Service Manager (ESM) server, which resides behind secure firewalls in the bank's corporate data center. This eliminates the need for in-branch text capture hardware and the costs associated with purchasing and maintaining this hardware at each branch.

8 SEARCHLIGHT

March Networks' Searchlight for Banking suite of applications offers financial institutions a powerful weapon for combating ATM skimming and cash harvesting activities. Searchlight correlates video from March Networks recording systems with a financial institution's transaction data to identify anomalies and patterns indicative of ATM fraud. Loitering and perimeter protection analytics are used to flag sessions during which an individual lingers at an ATM beyond a bank-determined period of time without conducting a transaction. It also flags sessions during which one individual performs multiple cash withdrawals in rapid succession.

Image Tracker, another Searchlight application, consolidates facial images of ATM or teller customers with transaction details, allowing investigators to quickly scan through a report with images and details of every transaction at an ATM or teller station during a specified period of time.

9 LICENSE PLATE TRACKER

Searchlight License Plate Tracker (LPT) can use new or existing surveillance cameras to add vehicle license plate information to the searchable evidence database. The LPT software provides banks with added intelligence to combat crime and fraud at drive-thrus.

10 MANAGED SERVICES

March Networks' Managed Services team can manage your entire network for you, and deliver daily, weekly and monthly reports detailing camera issues, network issues, how many days of video storage you're getting and what version of software is running on each system. March Networks can even upgrade all your systems for you. With a lot of competing vendors, these day-to-day network management chores are the responsibility of the end user.

All of the above competitive advantages go a long way toward explaining March Networks' track record and status as a preferred supplier of video surveillance systems to banks and credit unions around the world.

For further information about our video surveillance solutions for financial institutions, please visit our website at www.marchnetworks.com ▼

Search thousands of ATMs simultaneously

Credit Union Sold on Linux OS and Real-time Health Monitoring

Marine Federal Selects 8000 Series Hybrid NVRs

"When we went with March Networks, we knew there were a lot of possibilities for future enhancements. We may not be able to take advantage of all of them today, but knowing we can make the move to IP cameras and acquire FTI as funds become available was very important to us."

When senior management at Marine Federal Credit Union decided it was time to upgrade their video surveillance system, they looked to their trusted security systems supplier, Guardian Financial Systems for some recommendations.

Based in Jacksonville, North Carolina, Marine Federal operates 20 branches and 110 ATMs serving active duty and retired military, civil servants, and business affiliates on and around military bases in North Carolina, South Carolina and Virginia.

Richard Hardison, Assistant Vice-President of Information Systems, and Devin Costa, Information Systems Security Administrator, did some research on their own, but relied on Guardian Financial to steer them in the right direction.

After a thorough evaluation of the alternatives, "they recommended March Networks as being the best solution for us," recalled Hardison.

Like any financial institution, Marine Federal relies on video surveillance to protect the assets of its customers — or members in this case — and provide a safe, secure environment for all concerned. However, a security system itself needs to be secure, and the Windows-based system Marine Federal was relying on was anything but.

The vulnerability of their older video surveillance system to security breaches was a major concern for an organization whose members are primarily armed forces personnel and security experts themselves.

March Networks' far more secure Linux-based operating system figured prominently in Marine Federal's decision, but there were several other March Networks capabilities that appealed to the credit union's Information Systems team.

Among them were March Networks' Financial Transaction Integration capability, its health monitoring functionality and the company's new 8000 Series hybrid NVRs, which allow customers like Marine Federal to migrate from all analog to all IP cameras when they're ready.

The transition to March Networks technology began earlier this year with the acquisition of 8732 Hybrid NVRs for its headquarters in Jacksonville and several branches. At the same time, a half dozen ATMs were equipped with March Networks 3204 NVRs.

The powerful 8732 boasts recording capability of 30 frames per second (FPS) across 32 channels and offers onboard storage capacity of up to 12 TB. Going forward, said Erick Willis, of Guardian Financial, Marine Federal's ATMs will be equipped with the recently unveiled 8704 NVR, which was specially designed to fit in space constrained locations.

Marine Federal hopes to take advantage of all the capabilities of March Networks technology by adding IP cameras and March Networks' Financial Transaction Integration (FTI) software down the road.

"We see FTI as a big benefit because we're spread out over three states and we have a lot of standalone ATMs," said Hardison. "If we have someone who is scamming us, we can take the transaction information and go right to the video of the person. Our security and risk department will be able to do a much better job of investigating incidents of ATM fraud."

And with IP cameras, Marine Federal's investigator will have much sharper images to work with.

March Networks health monitoring functionality is another big plus.

"With our older technology, we have to rely on branch personnel to make sure the cameras are working and properly focused," said Hardison. "But our branch personnel aren't security people or IT people. They have their branch responsibilities to worry about.

▶

With March Networks health monitoring capability, we'll know about a defective hard drive or a camera issue without having to rely on our branch personnel. The system will automatically send us an email alert, allowing us to resolve an issue before it becomes a problem."
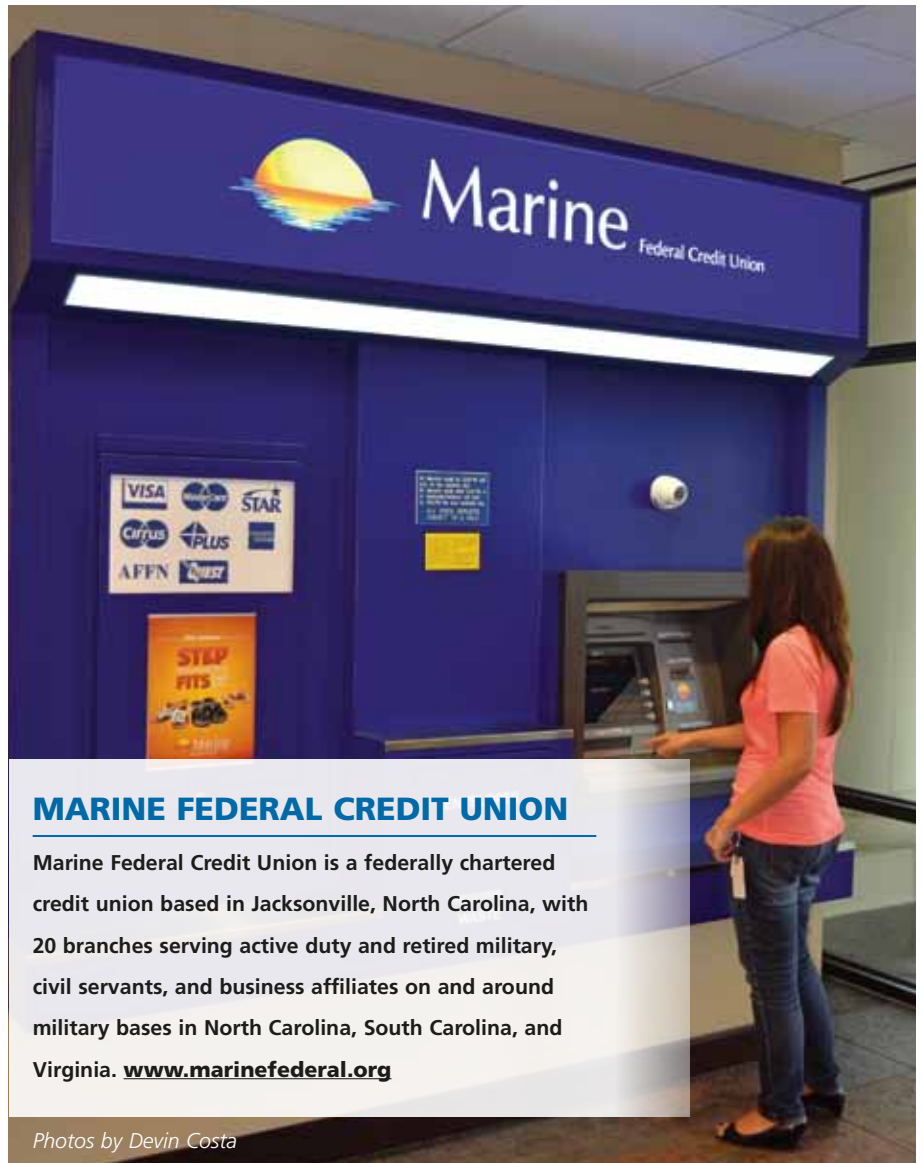
Reliability and ease of maintenance are two additional advantages of March Networks technology.

"We have no redundancy with our older video surveillance system," said Costa. "If a hard drive goes, that's it. There's no backup. But with the March Networks system, our drives are mirrored, so we don't lose anything if one hard drive is defective."

Currently, Marine Federal's 8732s are equipped with two 2 TB drives for a total of four TB of storage. However, the full 12 TB capacity of the recorder can be taken advantage of as IP cameras are deployed.

Ease of installation and maintenance is made possible by March Networks' unique docking station architecture, which allows a technician to swap out a recorder or replace a hard drive without having to disconnect all the camera cabling.
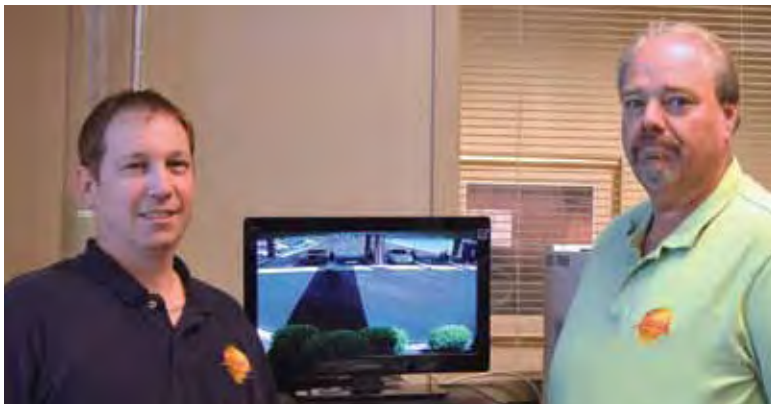
It's a lot easier to budget for a new and much more advanced system using a phased approach, noted Hardison. "Upgrading all at once would be very challenging. When we went with March Networks, we knew there were a lot of possibilities for future enhancements. We may not be able to take advantage of all of them today, but knowing we can make the move to IP cameras and acquire FTI as funds become available was very important to us."

▼

MARINE FEDERAL CREDIT UNION

Marine Federal Credit Union is a federally chartered credit union based in Jacksonville, North Carolina, with 20 branches serving active duty and retired military, civil servants, and business affiliates on and around military bases in North Carolina, South Carolina, and Virginia. www.marinefederal.org

Photos by Devin Costa

Devin Costa, Marine Federal's Information Systems Security Administrator, left, and Richard Hardison, Assistant Vice-President of Information Systems.

Guardian Financial Systems

Guardian Financial Systems provides a full range of security products and services to banks and credit unions in North Carolina, South Carolina and Virginia. In addition to serving as a March Networks Certified Solution Provider, the company supplies ATMs, drive-up systems, vaults, and access control systems. **guardianfinancialsystems.com**

Texas Integrator Leads with March Networks

Financial Transaction Investigation Software Seen as Competitive Advantage

When Marlin Smith's San Antonio, Texas-based Smith Hamilton LLC and Jeff Braselton's Houston-based Smith Southern Equipment joined forces in 2012 to provide a comprehensive suite of security solutions to the state's banks and credit unions, sales representatives were selling five or six DVR brands, recalled Smith Hamilton Sales Manager Jim Peebles.

▶

Tranquility Park Houston

Marlin Smith, left, and Jeff Braselton of Smith Hamilton joined forces in 2012 to provide a comprehensive suite of security solutions to banks and credit unions in Texas and neighboring states.

Photo by Lane Anderson

"We had everything from very low end video surveillance recorders to several commercial grade systems, but we weren't distinguishing ourselves by leading with one particular product."

"Now, when we have an opportunity to talk to people about their video surveillance, we're going in with the strongest product you can bring to the table."

Today, when the company's sales representatives walk in the door to talk to a bank or credit union about upgrading their video surveillance system, they lead with March Networks.

"It's not easy getting all your guys trained up on selling, installing and servicing a new system, but we felt we had to make a commitment to having a high-quality lead-in product," said Peebles. Smith Hamilton serves banks and credit unions with a full range of security products, including ATMs, vaults, drive-ups, depositories, alarm systems and video surveillance. It operates out of eight locations in Texas and also has branches in Oklahoma City and Lafayette, Louisiana.

The two companies — then named Southern Bank Service and Smith Bank Equipment — flirted with merging 20 or more years ago, which is how Houston-based Southern Bank Service became Smith Southern. In the end, however, a looser affiliation was agreed to.

Smith sold his company in 2003, thinking it was time to retire, but by 2006 he was back at it and, last year, an opportunity presented itself to revisit the aborted merger of 20 plus years earlier.

A youthful 82, Smith remembers "demoing" a little four-position Panasonic VCR in the early days of video surveillance.

"We'd walk into the banks in Texas with this VCR and two tripods — a color camera on one and a black and white on the other," he recalled. "That's how we demonstrated CCTV. At the time, the FBI was still recommending 35 mm cameras."

These days, Smith is still calling on banks in Texas, but demonstrating March Networks' state-of-the-art digital technology and high-definition IP cameras.

Jeff Braselton's Smith Southern component of the merged company had been selling March Networks video surveillance systems to Houston-based Woodforest National Bank, which has 750 branches in 17 states.

Marlin Smith was also aware of March Networks through Hamilton Safe "but we thought it was a little out of our price range," he said. "It was a good surprise to find out that all the value actually came at an attractive price."

Leading with a premium product has its advantages.

"We've had some very good luck with it," noted Smith. "Just recently, we were able to sell a March Networks system to Rio Bank in McAllen, Texas."

Smith Hamilton is also selling March Networks video surveillance systems to IBC Bank, the second largest independent bank in Texas with 217 branches.

Smith is particularly fond of March Networks' Financial Transaction Investigation capability, which links transaction events with corresponding video.

"We like how you can search a transaction number and pull up video from all the cameras where the transaction occurred. We also like the diagnostic functionality that tells you when something goes wrong, and the docking station design that lets you service the unit without having to disconnect all the cabling."

Great technology is important, but the human element counts for a lot, too, which is why Smith makes a special point of giving credit to Glenn Good, March Networks' regional sales manager, and sales engineer Edwin Trainer.

"Glenn is very enthusiastic. He knows his product inside out and he makes an excellent presentation. He's one of the main reasons we're with March Networks."

Matt West, Smith Hamilton's Director of IT is also a big fan.

"The March Networks product is of a much higher standard than the products we've sold in the past. I like them for their reliability, functionality and serviceability. It was the right direction for us to go in as a company."

Jim Peebles, who oversees a sales team of 10, reports excellent feedback from customers.

"It's a bank specific video surveillance system with features that appeal to forward-thinking financial institutions. The Financial Transaction Investigation software, the investigation tools and the video search and retrieval capability make for a very impressive demonstration.

"FTI sets March Networks apart because financial institutions recognize the value of being able to retrieve information quickly. The less time it takes to resolve an issue, the lower the point at which they will conduct an investigation.

"Now, when we have an opportunity to talk to people about their video surveillance, we're going in with the strongest product you can bring to the table," said Peebles. ▼

Searchlight Skimming Detection (SD) software, part of the Searchlight Financial Transaction Investigation (FTI) core application, leverages March Networks' video analytics and FTI database to add a level of intelligence that video or data alone cannot provide.

"FTI sets March Networks apart because financial institutions recognize the value of being able to retrieve information quickly. The less time it takes to resolve an issue, the lower the point at which they will conduct an investigation."

IT Outsourcing and March Networks' Managed Services

MARCH NETWORKS MANAGED SERVICES MONITORS THE HEALTH OF VIDEO SURVEILLANCE SYSTEMS TO ENSURE OPTIMUM PERFORMANCE.

By Ru Wadasinghe

Being the CIO for March Networks as well as the VP for Professional Services provides me with a unique vantage point when looking at IT outsourcing. As the CIO, I constantly weigh the advantages of resourcing functions internally versus outsourcing to a trusted partner. I ask myself the following questions:

- Do I have or can I reasonably build the expertise in-house? Are there costs advantages to either approach?
- What do I want my team to focus on? Which functions are core to the business of the company and which are not?
- Would I benefit in terms of scale from both a resourcing and toolsets perspective if I outsource as opposed to trying to build this in-house?
- And, how do I reduce risk for the function from a technology and service reliability perspective?

When I look at March Networks' Managed Services offering, I keep the above factors in mind to ensure that we maximize value for our customers. March Networks Managed Services remotely monitors the health of fixed and mobile video surveillance systems on behalf of our customers and Certified Solution Providers to ensure optimum performance. The Managed Services team performs necessary software upgrades, installs required patches, and monitors the health of disk drives, recorders, batteries and power supplies. If a customer is required by law or company policy to retain video for a specified period of time, we will monitor that as well and alert the customer to take action by either upgrading their disk drives, changing their frame rates or reducing the number of cameras on the recorder. We will also notify the customer if a camera view is obstructed or altered, whether by accident or design.

If we see evidence of a disk drive on the verge of failure, we'll check its warranty status and proactively initiate a Return Material Authorization (RMA) before the customer even notices a problem.

The Managed Services team sends the customer a daily report identifying any new issues that have come to light in the previous 24 hours as well as all unresolved issues that were previously reported. Using tools available to us, we can also scan a customer's video surveillance system and provide an inventory of equipment and software, identifying warranty status, serial numbers and other pertinent information.

"No one knows more about March Networks video surveillance systems than March Networks."

March Networks Managed Services is performed using three different methodologies, depending on each customer's needs. We offer a hosted service on our premises whereby customer NVRs are remotely accessed through a management platform resident within March Networks' infrastructure. This appeals to retailers because it removes the need for any computer infrastructure within individual stores. We can also VPN into a customer's network and access a customer-hosted management platform. This methodology appeals to financial institutions and other customers who want to ensure that sensitive data does not leave their domain. Finally, when required, we can supply a fully certified March Networks employee on customer premises to maintain and monitor their video surveillance system.

Among our customers taking advantage of March Networks Managed Services are several large financial institutions using multiple integrators. Their branches are dispersed over a wide geographical area, so instead of outsourcing the health monitoring of their systems to multiple providers, they rely on March Networks to provide an enterprise-wide solution.

Another customer in the quick serve restaurant business relies on us to manage the logistics of performing software upgrades on over 4,000 devices after business hours, a task they're not equipped to execute on their own. We monitor the upgrades and if anything goes wrong, we're on top of it.

For mobile customers such as transit authorities, we keep onboard surveillance operating at peak efficiency, dispatching on-site maintenance staff to ensure vehicles are ready for the next day's schedule.

March Networks Managed Services offering makes sense for our customers because without it responsibility for monitoring the performance of a video surveillance system at a customer site would end up being one of several tasks assigned to an individual. We've all been there and done that, and learned our lesson. It's risky. An individual in an IT department who is responsible for multiple tasks invariably lacks the level of expertise necessary to perform each one to a high standard.
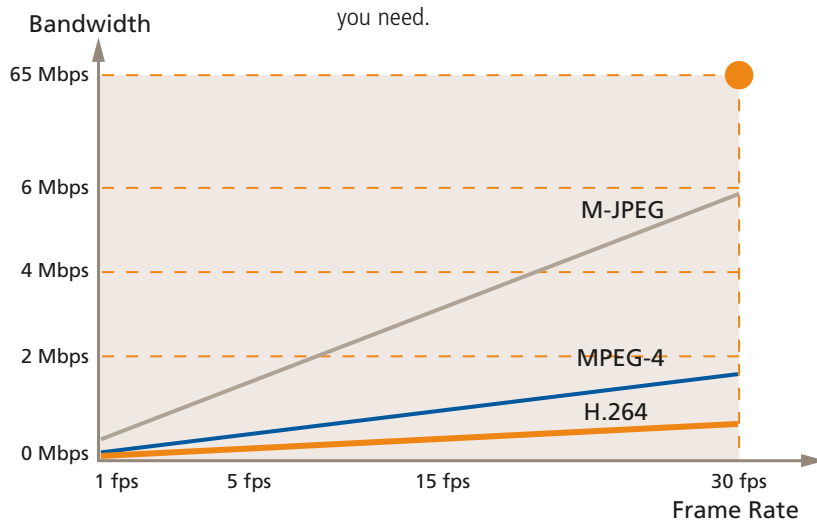
In a worst case scenario, things fall between the cracks. The health monitoring of the video surveillance system isn't performed, or the individual tasked with monitoring it goes on vacation or quits. A hard drive or a camera fails and, three weeks later, when a security incident occurs, the video evidence you were counting on is nowhere to be found.

Avoiding these types of issues is why I outsource some of March Networks' IT functions. And it's why so many of our customers take advantage of our Managed Services offering. They don't have to worry about the health of their video surveillance system. With March Networks' Managed Services team monitoring their video surveillance system, they know they're covered and, if there is a problem, that it's dealt with promptly by the experts.

Let's face it, no one knows more about March Networks video surveillance systems than March Networks. Our Managed Services team monitors the health and performance of some 40,000 devices every day. No end user can attain the expertise that results from that kind of focus.

So, does outsourcing make sense? You bet it does. Video surveillance by its very nature is a 24/7 function. No one can predict when video evidence will be required, so it's critical that the system and all of its components are performing optimally. ▼

"An individual in an IT department who is responsible for multiple tasks invariably lacks the level of expertise necessary to perform each one to a high standard."

Ru Wadasinghe is March Networks CIO and Vice-President, Professional Services.

TechTip

Getting Ready for **IP** Cameras

QUESTION: My employer is planning to upgrade to IP cameras in the next few months and would like to have a better understanding of the factors that affect bandwidth consumption and storage.

ANSWER: There are many benefits to moving to IP cameras. Using an IP camera for video surveillance can provide much better quality video than analog cameras, but it will help if you have a better understanding of how things like bit rate, frames per second (fps), compression and image complexity affect bandwidth and storage.

The settings you choose determine the amount of information captured by the IP camera. This, in turn, determines the amount of bandwidth that you'll need to transfer the information to your backend system and how much storage space you will require. The challenge with IP cameras is to find the best balance between information captured and bandwidth consumed. You want to capture only as much information as is needed to provide excellent surveillance. You don't want to incur bandwidth costs for detail that isn't really going to help you resolve a security issue, but neither do you want to select the lowest settings in every instance to save bandwidth and end up with less detail than you need.

To get you started, here's a brief primer on some of the key variables you may encounter.

- **Compression:** You may have three choices for video compression: H.264, M-PEG4 and M-JPEG. H.264 is more efficient in compressing video, which reduces the storage required. I recommend selecting this option whenever you have a choice. On the opposite end of the spectrum, M-JPEG does not compress the image at all and requires the most storage.

- **Complexity:** What's going on in the camera's field-of-view (FOV) will affect bandwidth. A complex picture from a busy cafeteria, for example, will demand the highest amounts of bandwidth. A largely static scene with fewer elements, such as an empty hallway, will demand much less.

- **Bit rate:** There are two types of bit rate: variable bit rate (VBR) and constant bit rate (CBR). With VBR, the number of bits captured will change according to the complexity of the scene. This means that you will always get a predefined level of image quality. But bandwidth can vary widely depending on scene complexity. CBR will set the camera to always deliver a constant bit rate and change quality based on image complexity. By choosing a bit rate that still allows for a good picture during peak times, you will have the image quality you prefer and a very predictable storage requirement. Cameras that have VBR with a cap rate are the best option. They accommodate storage savings when the scene is less complex, but cap the rate when the scene gets very complex (like in complete darkness). By capping your rate, you are guaranteed not to exceed storage capacities.

The bandwith requirement for M-JPEG climbs significantly as the frame rate increases. H.264 requires far less bandwidth at 30 fps.

License plates zoomed to 200%

16:9 aspect ratio allows wider field of view

4:3 aspect ratio

A standard D1 resolution image overlaid
on a MegaPX 720p MiniDome image (1280x720)

- **Video resolution:** If a company invests in a 3MP or 5MP camera and sets it to 1080p, they are just wasting their money. Go ahead and set the camera to its full potential, resolution-wise. And make sure you get the most out of every single pixel by streaming to a suitable recorder capable of accommodating IP cameras and the higher resolution images you'll need to archive. March Networks' 8000 Series Hybrid recorders can accommodate up to 32 analog or IP cameras and boast onboard storage of up to 12 TB.

- **Frame rate:** Use the required frame rate for the application. Many cameras come defaulted at full frame rate, like 30 fps. Other than for casinos, this frame rate is typically not required. For places where you are trying to identify people, such as at a bank teller line, 2 to 4 fps should be sufficient because the subject is in the scene for long periods of time. In places like retail checkout lanes, where you need to see things moving at faster speeds, 8 to 10 fps is more common.

- **Daily storage:** As you can see, camera settings and scene complexity can affect the bandwidth needed. This has a direct impact on storage and the amount of storage required to meet individual retention policies.

The total impact IP cameras have on your network will depend on the settings you choose multiplied by the number of cameras. If you allocate resources wisely, your network should be able to handle the bandwidth load from dozens of cameras easily. However, if you select the highest settings for each variable on each camera, you could bog down your network unnecessarily.

Your best choice, now that you understand what's at stake, is to rely on the expertise of a certified systems integrator. Integrators are trained professionals who understand the tradeoffs between quality and bandwidth and can tailor your system to best meet your unique security needs. Now that you have a handle on some of the IP terminology, you'll be better equipped to evaluate the options a systems integrator provides.

You can also take advantage of our System Design Tool or other similar tools available online to estimate the impact IP cameras will have on your system. By varying settings in the tool, you can clearly see how different choices will affect your network and storage. While system design tools can aid in some estimates of storage and bandwidth required, it is best to test different settings to see the trade-off in image quality versus storage costs. ▼

Who's New?

Kevin Lawrence has joined March Networks as Key Account Manager and Director, North American Sales. Kevin brings to March Networks 20 plus years of experience managing sales teams, having previously served in senior sales management roles with MegaPath, a provider of data, voice, security and cloud services, and with Envysion, a video surveillance vendor. Kevin oversees a team of four key account sales representatives and is based in Cardiff by the Sea, California.

Mark Richards has been appointed Senior Support Engineer for March Networks' Asia-Pacific Region. Prior to joining March Networks, Mark served as a member of the Network Security team with IAG New Zealand, that country's largest general insurer. He was subsequently employed to assist with the deployment of Cieffe video surveillance systems in Dubai for Emirates Airlines, luxury hotel Burj Al Arab and several other high profile customer sites.

Stefano Torri has joined March Networks as European Sales Director. In this role, Stefano is responsible for developing and managing relationships with distributors, system integrators, resellers and end users throughout Europe. He also leads a European sales and pre-sales team of eight sales managers. Prior to joining March Networks, he served as European Sales Director with VideoIQ and Business Development Director for South and East Europe with Mobotix. Stefano has a degree in Statistics and Economics from the University of Bologna.

James Van Voorst has been appointed Sales Engineer for March Networks' Asia-Pacific region based in Sydney, Australia. James graduated from Wollongong University with a Bachelor's degree in Electrical and Electronics Engineering in 2010. Prior to joining March Networks, he performed technical support for Computer Imaging Services and L&J Computers. He also completed a three-month placement with the Australian Nuclear Science and Technology Organisation.

Jon Paul Bergman has been appointed Key Account Manager for March Networks' U.S. South East Region, which includes Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, Florida and South Carolina. Jon Paul has 15 plus years of experience in IT, most recently as Regional Account Manager for MegaPath Inc. His professional approach and solution-based sales skills qualified him as a multi-year President's Club winner and will be an asset in his new role.

Todd Robinson has joined March Networks as Product Manager, Video Recorders. Todd has worked in software development since 1993 in a variety of fields, and made the switch to technology marketing in 2011. Todd is relatively new to video surveillance, but has extensive experience with video technology. He is a graduate of the University of Western Ontario, and has a post graduate diploma from Algonquin College in Ottawa.

March Networks Wins Best Stand Award at Australian Security Show

March Networks won a Best Stand Award for its newly-designed booth at the Security 2013 Exhibition and Conference in Sydney, Australia, July 24 to 26.

The largest security show in Australia, Security 2013 attracted more than 4,500 security professionals and 150 vendors. The annual exhibition is organized by the Australian Security Industry Association Ltd. (ASIAL).

The March Networks booth attracted existing customers as well as a number of large end user prospects and CSPs.

"The team was busy, literally non-stop for two days straight collecting leads and demonstrating all our new products," said March Networks' Dan Pulskamp, Executive Vice-President, Sales. "The professional look and feel of our stand went a long way towards the success of the show. It was by far the best ASIAL I have attended and the interest in our products was at an all-time high.

"The Command platform is getting traction Down Under and the new 8704 Hybrid NVR that we developed for ATMs and other confined space locations was a huge draw."

March Networks will also be in attendance at next year's ASIAL show, Security 2014, which will take place June 4 to 6 at the Melbourne Convention and Exhibitors Centre.

March Networks Supports Australia's Flying Docs

March Networks was pleased to sponsor a five-person Westpac Banking Corporation team participating in the 2013 Flying Doctor Outback Car Trek in Australia June 2 to 8.

The annual trek departed this year from Bathurst, New South Wales, and concluded in Coolum Beach, Queensland. The Westpac team completed the 3,500-kilometer (2,190 mile) trek in a 1967 Holden HR Wagon and raised AUS $46,000 in support of Australia's Royal Flying Doctor Service (RFDS).

This year's trek attracted 123 vintage vehicles and 290 participants, raising an estimated AUS $1.5 million for the Flying Docs.

The Westpac team completed the journey with no major mishaps aside from "minor illnesses and one tire puncture," said Stephen Naylor, a senior manager with Westpac's Group Protective Services.

"The nights were very cold, wet during the first part of the trek, and camping out in tents for the duration really made us appreciate the comforts of home, but all the effort was worthwhile as the donation at the end goes to a very good cause which benefits thousands of people.

"To see the smiles on the faces of the children we met along the way as we arrived in our outfits was priceless. And the money that 300 trekkers bring into the local communities as we are passing through is also significant."

The Royal Flying Doctor Service is one of the largest and most comprehensive aeromedical organizations in the world. Using the latest in aviation, medical and communications technology, it delivers extensive primary health care and 24-hour emergency service to those who live, work and travel throughout Australia.

The RFDS relies heavily on fundraising and donations from the community to purchase and medically equip its aircraft, and to finance other major capital initiatives. The RFDS has a fleet of 60 aircraft operating from 21 bases located across the country and provides medical assistance to over 270,000 people every year. ▼