

MARCH NETWORKS

SEPTEMBER 2019

# news

A photograph of Jay Leno sitting in a director's chair in his garage. He is wearing a blue denim shirt and jeans, with his hands gesturing as if in conversation. Behind him are several classic cars, including a dark red one with a license plate that reads 'E6508'.

## Protecting Jay Leno's Garage

Danske Bank uses video  
to combat fraud and  
money laundering

March Networks Cyber  
Essentials certified for  
second year

Shoe Palace hits the  
ground running with  
new video solution

 **MARCH**  
networks

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# Protecting Jay Leno's Garage

Find out why Jay Leno chose a March Networks video solution to secure his car collection

Everywhere you turn in Jay Leno's garage, you'll see a vehicle that would make any car enthusiast weak in the knees.

Gleaming and impeccably restored, the cars in Leno's 200+ personal collection include a stunning volcano yellow 2015 McLaren P1, valued at close to \$2 million; a unique 1963 Chrysler Turbine designed to run on vegetable oil or any combustible fuel; and an iconic 1963 Jaguar XK-E, considered to be one of the top sports cars of that decade and one of the most beautiful cars of all time.

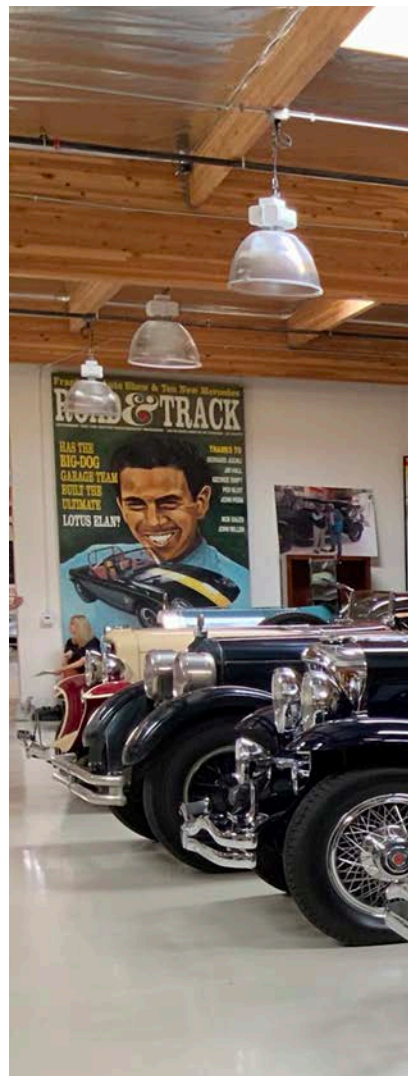
Other cars in the collection hold sentimental value for Leno, like the '55 Buick he bought for \$350 when he first arrived in California. He lived in the car for a couple of weeks, dated his wife in the car, and drove it to the set of *The Tonight Show with Jay Leno* the first time he hosted in 1992, and again on his last night more than two decades later.

Housed in a large warehouse covering almost two full city blocks in Burbank, California, all the vehicles in Leno's garage are gassed up, charged and ready to drive. The sprawling facility also includes a busy restoration workshop, and serves as the set for Leno's popular CNBC show *Jay Leno's Garage*.

To protect the garage and his vehicle collection — currently valued at more than

\$50 million — Leno and his team rely on a combination of 24/7 onsite security patrols, perimeter security, access control and constant video surveillance and monitoring.

"These are my most valuable objects, so obviously I want to protect them. And the best way to do that is with sophisticated video surveillance and recording," said Leno. "Our monitoring company uses our video system to keep a watch on the building 24 hours a day, plus we have gated entrances and all of the other security precautions, so that makes you feel secure." ➤







“The idea that someone can come through the front door and the March Networks camera will automatically follow them no matter where they go is fantastic and very convenient.”

— Jay Leno

American icon, comedian and host of *Jay Leno's Garage*



In early 2019, Leno chose a March Networks® video solution to replace an older system fast approaching its end of life. He was amazed by the vastly improved video quality the March Networks system provided.

"I've had cameras here for a long time, and like a lot of things, you just get used to them. I thought everybody moved like this," explained Leno, laughing and moving his arms like a robot to emphasize the point. "I thought that's just the way surveillance cameras were. Then I called March Networks and said 'Show me the latest equipment.' All of a sudden, people on video were walking at regular speed, and I could actually see what was in someone's hand, or if a guy's got a moustache. The difference was night and day."

The March Networks solution deployed at Jay Leno's Garage includes 9000 Series IP Recorders supporting existing cameras, new March Networks dome and PTZ IP cameras, and models with 360° and 180° field of views. Authorized staff are able to view live or recorded video with easy-to-use March Networks Command™ Client software, while Leno's monitoring company connects to the system remotely using Command Enterprise Software. Local law enforcement can also access the system remotely if needed.

Most recently, Leno decided to take advantage of the March Networks Insight service so his team won't need to spend time on daily system maintenance and optimization. With Insight, experienced March Networks staff take care of all system and device asset management, software updates, diagnostics and other tasks working from the company's secure

Network Operations Center. If a potential issue is detected with a camera or video network the March Networks team will solve it remotely or issue a service ticket to Leno's certified provider for immediate onsite service. Insight also delivers optional field of view obstruction reporting and can even provide third-party device health monitoring via SNMP scanning tools.

One of the system features Leno appreciates the most is his March Networks Command Mobile app, which enables him to check in on the garage from any remote location.

"Being a comedian, I'm on the road a good deal, so it's great to be able to pick up my iPad and see what's going on when I'm away. Even though we have onsite security, I like to be able to check in," said Leno. "We have about 45 cameras installed in the garage, and I can view video from any of them using the March Networks app. It's really terrific, especially for peace of mind. If there's an earthquake, for example, I can just check in and see if anything fell or broke. It's definitely the feature I use the most."

He also likes the PTZ auto tracking offered by the March Networks ME3 Pendant IR PTZ 40X camera.

"The auto tracking is a unique feature I wasn't aware of until I put these new cameras in. The idea that someone can come through the front door and the March Networks camera will automatically follow them no matter where they go is fantastic and very convenient."

After years spent acquiring and carefully restoring vehicles, Leno's collection is today among the most impressive — and envied — in the world. Keeping the collection well protected demands a reliable video system most of all, and on that front Leno is well satisfied with his March Networks solution.

"I'm not a high tech person. Old technology is sort of my thing. So the fact that my March Networks system works reliably is all I ask in the end. I haven't had it go down or black out. I never have to say 'Oh, the cameras are down today. Call those people! Call those people and see why the cameras are down!' I haven't had any of that. In fact, it's actually been quite good." ♦



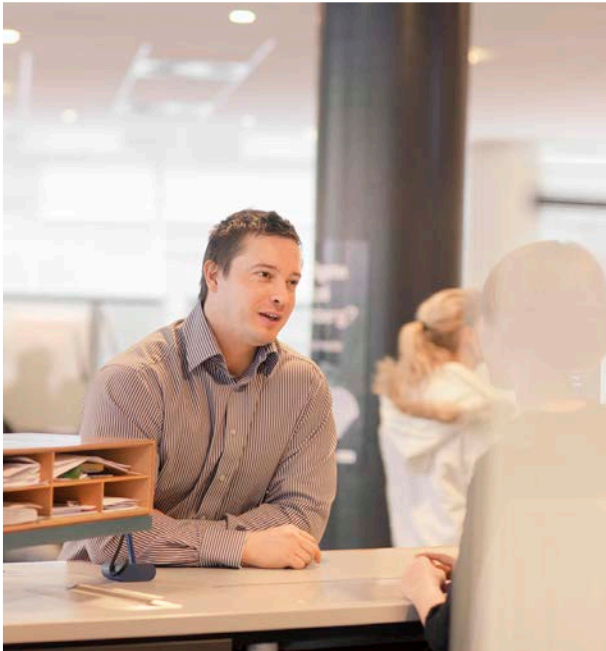


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Danske Ban





# Danske Bank Invests in Video Software for Fraud Detection and Anti-Money Laundering

Since Copenhagen-based Danske Bank began using March Networks video surveillance systems in 2007, the risks facing the banking industry have changed dramatically.

**I**N 2012, according to Thomas Johansen, director of the bank's Physical Security and Risk Group, Danske Bank had 36 robberies in Denmark alone. In 2018, as consumers performed more of their banking online and the number of branches decreased, there were only three bank robberies recorded. However, during the same time span, ATM crime increased dramatically — so much so that according to sources, the gross losses on Danish-issued credit cards amounted to more than \$60 million US in 2018.

Today, the bank uses its video surveillance system as much to help combat fraud and money laundering as it does for physical security, said Johansen. The March Networks Searchlight™ for Banking software, in particular, has become an essential tool for protecting the bank's assets.

The Searchlight software, which integrates surveillance video with transaction data from Danske Bank's ATMs, alerts fraud investigators to transactions involving withdrawals just short of the daily threshold limit, and high-value withdrawals from newly activated accounts. Its daily reports include bank card numbers, which fraud investigators can use to identify cards that have been reported lost or stolen.

The reports also enable investigators to easily link to the recorded video to see the individual conducting the transaction. If the card owner is listed as a woman, for example, but a man is seen using the card in the video footage, it's a further indication that the transaction could be fraudulent. Investigators might then freeze the account, contact the bank card owner, and use the recorded video evidence to help build their case. ➤

System administrators use  
March Networks Command  
Enterprise Software to restrict  
access to cameras based on  
each employee's job description  
or department.



In total, more than 50 Danske Bank operators use the software daily to detect and deter fraudulent activity. Danske Bank also plans to eventually use Searchlight to detect instances of money laundering, by configuring the software to report on a range of transactions indicative of suspicious behavior, such as high-value multiple deposits and transfers.

In the Nordic region, Danske Bank operates 102 retail banking branches in Denmark, 32 in Norway, and 35 in Sweden. In Denmark alone, it operates approximately 500 ATMs. Overall, the bank records video from approximately 4,000 cameras and has more than 500 March Networks video recorders, including 8732 Hybrid NVRs in its retail branches and head offices, and either 8704 or 8508 Hybrid NVRs in its ATMs.

In addition, Danske Bank has a presence in Kuala Lumpur, Germany, Poland, Latvia, Lithuania, India and the United Kingdom, where it provides banking services to Nordic companies or has technology centers and back office operations — all of which are also equipped with March Networks video surveillance systems.

Johansen estimates that approximately 500 Danske Bank employees have access to live and recorded March Networks video. They include branch employees, fraud and anti-money laundering departments, ATM operations staff, security guards, health and safety personnel, and receptionists. Even kitchen staff and waiters use the system to monitor meeting rooms in the bank's head office in Copenhagen, so they know when to serve the next course and clear up following meetings.

To accommodate this broad access to video, system administrators use March Networks Command Enterprise Software to restrict access to cameras based on each employee's job description or department. This ensures that each user sees only the video they need to do their job, and meets key security and General Data Protection Regulation (GDPR) requirements for the bank.

As video surveillance proliferates across cities, law enforcement authorities make more and more use of the vast array of archived video captured by banks, retailers, schools and other organizations. No exception, Danske Bank is regularly asked to hand over video for police investigations involving robberies and other crimes, said Johansen.

During a terror attack close to one Danske Bank branch in 2015, for example, Johansen was personally involved in supplying police with video footage.

"Fortunately, in most cases, I can find the video needed in a few minutes and deliver it to police in a folder with the Command Client reviewer. That has really helped us out because three or four years ago, we would have to deliver the video on CDs or USB sticks, which was a lot more time consuming."





March Networks' Smart Search functionality enables users to quickly search for motion in a specific area of archived video by generating a list of all recorded events detected within that area. Additional March Networks search features — such as motion histograms, video indicators and visual finders — also help users zero in on the precise video evidence required.

Johansen is happy to help law enforcement with investigations, but hopes to come up with a solution that reduces the burden on Danske Bank personnel by giving police secure, limited access to video from select cameras during specific timeframes.

Currently, Danske Bank's alarm monitoring company has 24/7 access to the March Networks system and is able to pull up video from all branches remotely to verify the cause of an alarm activation. This makes it possible to dispatch police immediately if necessary, while avoiding false alarms.

The banking industry has changed dramatically since 2007 when Danske Bank first selected March Networks as its video surveillance partner. March Networks technology has also evolved, delivering ever-better performance as well as the video-based business intelligence capabilities customers like Danske Bank need to keep their assets secure. ♦

## the challenge

Danske Bank, a Copenhagen-based financial institution with more than 200 branches in 10 countries, has seen a major change in the risks it faces as losses from ATM fraud have soared. It was clear that software able to detect suspicious transactions and capture clear video evidence could play an important role in helping the bank protect its assets.

## the solution

Danske Bank expanded the capabilities of its March Networks video solution with Searchlight for Banking software. The intelligent software combines ATM transaction data with surveillance video in customizable reporting dashboards that highlight suspect transactions indicative of bank card theft or money laundering.

## the result

Fraud investigators are now alerted to transactions involving suspicious deposits, withdrawals just below daily threshold limits, and high-value withdrawals from newly activated accounts. They can then use the data and Searchlight for Banking software to investigate further and provide evidence to law enforcement. The bank plans to expand its Searchlight capabilities by introducing video analytics, which will help detect instances of cash harvesting and money laundering.



# Boost Your Bank's Anti-Money Laundering Efforts

by Dan Cremins

When it comes to financial services crimes, money laundering is among the most difficult to tackle because of the complex trail of evidence involved.

Criminals who want to hide dirty money — often the proceeds of drug trafficking or other illegal activities — will go to great lengths to conceal their crimes by moving money around, changing currency, and then investing in legitimate business ventures.

The scale of the problem is enormous. In its 2018 National Money Laundering Risk Assessment, the U.S. Treasury Department estimated that approximately \$300 billion may be laundered in the U.S. alone.

In Canada, meanwhile, the federal government recently pledged to do more to combat the problem with a new anti-money laundering (AML) task force and more funding for investigating organizations.

For banks, being involved in a money-laundering scheme carries significant risk, both reputational and financial. Some banks have faced fines in the range of \$300 to \$900 million for failing to safeguard against these crimes.

While large banks often have AML teams that work with their fraud departments to help facilitate compliance with regulations, many financial institutions are still falling short.

This is where tools like video-based business intelligence software can help. When surveillance video is combined with a bank's ATM/teller transaction data and analytics, it can be a powerful AML tool for finding unusual, high dollar transactions and patterns in transactions that could indicate money laundering.

The value of these solutions is twofold: they scour all bank transaction data for irregularities and highlight trends and anomalies, but they also tie every ATM and in-branch transaction to video so you can investigate the time, place and people involved. Evidence can be easily packaged for authorities and archived for your institution's records.

With the March Networks Searchlight for Banking software application, for example, clear video evidence can be captured together with transaction information when the software identifies the following "red flag" transactions or patterns. ➤







**Someone who is continually depositing, withdrawing or transferring large amounts of money could be involved in money laundering.**



While large banks often have AML teams to help facilitate compliance with regulations, many financial institutions are still falling short. Video-based business intelligence software can help.

*Dan Cremins is March Networks' global product management leader. He speaks regularly with leading banks and credit unions worldwide to understand their business challenges and identify how video-based business intelligence can help.*

#### **Repeated, high dollar transactions**

Someone who is continually depositing, withdrawing or transferring large amounts of money could be involved in money laundering. Searchlight can raise an alert if the same person makes repeated transactions above a certain dollar amount, and within a short timespan (for example, the same day or week). You can sort transactions by amount, card number or account number so you can easily review all movements of large sums of money and pinpoint patterns involving the same account.

#### **Withdrawals below a certain threshold**

Sophisticated criminals are aware that banks set a daily maximum on withdrawals specifically for AML controls. Sometimes, criminals involved in money laundering will withdraw a dollar amount just below the maximum, so as not to raise alarm bells. But with video-based business intelligence software, you can outsmart the criminals by searching for transactions just below the maximum. I know of one banking customer that is doing just that with Searchlight. Because they can easily search and sort transactions by amount, they can review all transactions just below the daily maximum.

#### **Suspicious new account activations**

Criminals involved in money laundering often set up bogus businesses or shell companies and bank accounts to help facilitate their crimes. Video-based business intelligence solutions like Searchlight can log information on all new account activations, so you can quickly review this data on a weekly or monthly basis. Because all transactions are tied to video, you can actually see who is conducting the transaction and investigate the circumstances around what has occurred. Did the bank employee follow Know Your Customer (KYC) procedures for new accounts, including asking for photo ID? You can review the video to find out.

While video surveillance is traditionally seen as a tool for enhancing physical security, when video is combined with transaction data and analytics to create video-based business intelligence it can have amazing fraud-fighting benefits.

**Detecting money laundering is one advantage, but applications like Searchlight can also help detect debit and credit card fraud, ATM skimming and cash harvesting, as well as internal theft and compliance issues and more. ♦**



# March Networks Earns Cyber Essentials Certification for Second Consecutive Year



Earlier this year, we were proud to announce that March Networks was recognized as a cybersecure business by Cyber Essentials Canada for a second consecutive year. Our company was the first in Canada to achieve the certification in 2018, and we were the first to re-certify through the program again this year.

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

- boundary firewalls and Internet gateways;
- network configuration;
- software management;
- access control; and
- malware protection.

The toolset is also a valuable asset for end user organizations seeking to verify the security of their supply chain.

"We work with many Fortune 500 customers, including some of the world's largest banks, so strong corporate security practices have always been a priority," said March Networks President and CEO Peter Strom. "Our participation in the Cyber Essentials program enables us to confirm that we are adhering to the most current security best practices. It also provides our customers with yet another assurance of our high cybersecurity standards."

March Networks' holistic approach to security involves a 360° view of all areas of our business — from product development and source code management, to operational processes and customer data privacy. Our Network Operations Center, for example, operates with extensive physical access and networking controls and restrictions to ensure the security of customer data. We also

participate in comprehensive security audits initiated by large enterprise customers seeking to confirm the security of their video solution provider.

In addition, March Networks takes a proactive approach to identifying potential vulnerabilities in our products. Our Security Updates and Advisories program involves regularly tracking US-CERT reports on identified vulnerabilities, conducting in-depth investigations when required, and alerting customers and partners to any necessary software updates via email alerts and information posted directly on the March Networks website.

Endorsed by the U.K. government, Cyber Essentials was originally created in collaboration with industry partners such as the Information Security Forum (ISF) and the British Standards Institution (BSI). CyberNB, a special operating agency of Opportunities New Brunswick, administers the program in Canada, where it is gaining momentum as a requirement to win business in both public and private sectors.

"The team at CyberNB is proud of the commitment to security and continuous improvement that we've seen from March Networks," said Josh Waite, Head of Cyber Essentials Canada. "Proactive resilience strategies help strengthen organizations' ability to avoid disruption and demonstrate responsible practice. We congratulate March Networks for having made Cyber Essentials Canada certification part of their strategy." ♦





# When the Shoe Fits

## Shoe Palace finds the video capabilities it needs with March Networks

To find that perfect pair of sneakers, you often have to do some research, compare features and cost, and try a few pairs on to ensure just the right fit. Shoe Palace, one of the fastest growing retailers of high-end athletic footwear in the United States, underwent a similar experience when it decided to upgrade its video surveillance system.

A couple of years ago, the technology team at the California-based company started looking for a replacement for an outdated analog video system. They tested two different digital video offerings that ultimately didn't measure up to expectations.

"We had high hopes for one of the systems, but unfortunately the more locations we installed, the worse they performed," said Andy Hooks, Shoe Palace's Vice President of Technology. "The video quality was poor, access was slow, and we couldn't see video remotely from some of our stores. The vendor said we needed more bandwidth. We had engineers working on the system left and right trying to address the issues we were having, and finally we decided to move on."

Another of Shoe Palace's key requirements was the ability to access video remotely on smartphones and tablets so that district and regional managers could keep an eye on their stores while on the road, said Hooks.

"Mobile access is an important feature for us. It proved cumbersome with the initial system and, in

turn, I was receiving a lot of complaints. That's when I decided to contact March Networks again."

Hooks had considered the March Networks system in Shoe Palace's original vendor evaluation, but the company's new mobile application wasn't ready at the time. A year later, March Networks Command Mobile was available and receiving positive reviews, so Hooks brought the company back in.

"We piloted March Networks in two stores with different environments. One location in California had our older analog cameras, and the Colorado location was already equipped with digital IP cameras," said Hooks. "The March Networks system worked perfectly in both locations. The video quality was excellent, the systems were easy to set up, and there were absolutely no bandwidth issues. Those factors, combined with its new mobile app, meant that the March Networks system had everything we were looking for."

Last year, Shoe Palace opened 30 stores and rolled out the video systems in most of them. Today, there are 84 Shoe Palace stores equipped with March Networks 8000 Series Hybrid NVRs, IP cameras and Command Client software, all managed centrally with Command Enterprise Software. The retailer is now in the process of converting a number of legacy systems to the March Networks solution.

Within a few years, Shoe Palace expects to install the March Networks solution chain-wide, as well as in its newly constructed headquarters and warehouse in Morgan Hill, California, 10 miles south of San Jose. ➤



“We’re getting ready to break ground on a 504,000-square-foot warehouse next to our current 230,000-square-foot facility, and we expect to have March Networks installed throughout,” said Hooks.

Like many retailers, Shoe Palace relies on video surveillance primarily for loss prevention. Carrying limited release, high-end specialty footwear coveted by avid ‘sneakerheads’, the retailer’s stores are unfortunately tempting targets for break-ins and shoplifting.

“We have a clearance center in Southern California, for example, that was broken into several times,” said Hooks. “We had another video surveillance system installed there, but were never able to get the quality evidence we needed. Once we installed the March Networks system, there was no problem. It worked flawlessly, the picture quality was excellent, and it was much easier to use.

“We had another incident recently when someone broke into one of our stores in San Francisco,” Hooks continued. “With the March Networks SE2 cameras at this location, the clarity of the picture we captured was amazing. We got a clear shot of the person’s face even though it was dark.”

The loss prevention capabilities of Shoe Palace’s video surveillance system will be further enhanced by March Networks Searchlight for Retail software, which Shoe Palace has decided to integrate with a new point-of-sale system it plans to introduce across the chain.





Used by more than 300 retail brands worldwide to extract critical information on losses, operations and compliance, March Networks Searchlight helps retailers improve performance and profitability. The software can alert retailers to suspect transactions across multiple locations simultaneously, enabling them to detect fraud and theft in a fraction of the time it would normally take.

“Using Searchlight, for example, we’ll be able to ask for all the returns over \$100, link to the video and instantly see if there’s a customer standing there or not,” said Hooks.

Shoe Palace has between 16 to 32 surveillance cameras per store typically, and uses March Networks’ two megapixel SE2 dome cameras and integrated Oncam 360° cameras. The dome cameras are widely dispersed to provide coverage of all sensitive areas, while one or two Oncam cameras are located in the center of the stores to provide an overview of each sales floor and eliminate blind spots.

Aside from Shoe Palace’s loss prevention staff, who have access to video captured in all of the stores, district and regional managers can use video to monitor operations in the stores they oversee. Shoe Palace marketing staff in Los Angeles are also able to call up video to check that store signage and promotions are on display correctly in various locations.

A reliable, high-quality video surveillance system is critical for Shoe Palace. Its flagship stores in Los Angeles, Miami and elsewhere regularly host events that attract star athletes for autograph signings and inspirational talks, while the release of sought-after footwear sometimes draws long lineups requiring security of the highest order. ➤

“We had another incident recently when someone broke into one of our stores in San Francisco. With the March Networks SE2 cameras at this location, the clarity of the picture we captured was amazing. We got a clear shot of the person’s face even though it was dark.”

— **Andy Hooks**, VP of Technology, Shoe Palace



From an IT perspective, Hooks credits March Networks for making his job much easier.

“One of the things I love about March Networks is that it integrates seamlessly with Microsoft’s Active Directory. Authorized staff, for example, don’t have to input an IP address to access each location’s security video, as is the case with many other systems.

“Once an end user is set up with their account and access permissions in the Command Enterprise Software, they can easily view video from their phone using the Command Mobile app or from their computer with Command Client,” explained Hooks. “They just sign in with their corporate username and password to access the locations they are authorized to see. Having the ability to manage everything centrally, and have it actually work with no problems, is a great advantage for us.”

Audrey Pierson, Vice President of Sales at First Alarm, a full-service alarm company serving Northern and Central California, provides system integration services for the Shoe Palace deployment.

“The support that First Alarm and Shoe Palace received from our March Networks sales representative and engineers has been stellar,” noted Pierson. “It has also been a privilege working with Shoe Palace. They’re a rapidly growing and very progressive company receptive to taking advantage of the cutting-edge loss prevention technology that March Networks offers.”

First Alarm stages most of the equipment for Shoe Palace. Hooks then looks after the installations himself or contracts out to installers across the country.

### FIRST ALARM

First Alarm is a March Networks certified partner serving commercial and residential customers in Northern and Central California. Established in 1966, the company designs, installs and monitors intrusion and fire alarms, as well as access control and video surveillance systems. Its corporate office is located in Aptos, California, with additional branches in Rohnert Park, San Jose, Monterey and Richmond.  
[firstalarm.com](http://firstalarm.com)

He cited an installation at Shoe Palace stores in Hawaii as an example of how easy it is to work with the March Networks solution. Instead of flying out to Hawaii himself, he configured everything at his office in California, and sent out the equipment with mounting hardware and detailed step-by-step instructions for a couple of the store managers to install in those stores.

“Once everything was mounted and hooked up, I logged in to the March Networks software, registered the devices for the Hawaii locations, and that was it.”

Shoe Palace had to “try on” a few video surveillance systems, but like its own customers, it found the perfect fit with March Networks and First Alarm.

“Part of my job is to provide people with tools that help them work as efficiently as possible,” said Hooks. “If they can save time by having everything at their fingertips, by pulling up video on their phones or tablets to see what’s going on or what happened, and it all works as designed, then I’m happy and so are my end users.” ♦

### the challenge

**Shoe Palace, a high-end athletic footwear retailer with 160 locations across the United States, required a reliable, high-quality video surveillance system that was easy to use and enabled district and regional managers to pull up video on their smartphones and tablets while on the road.**

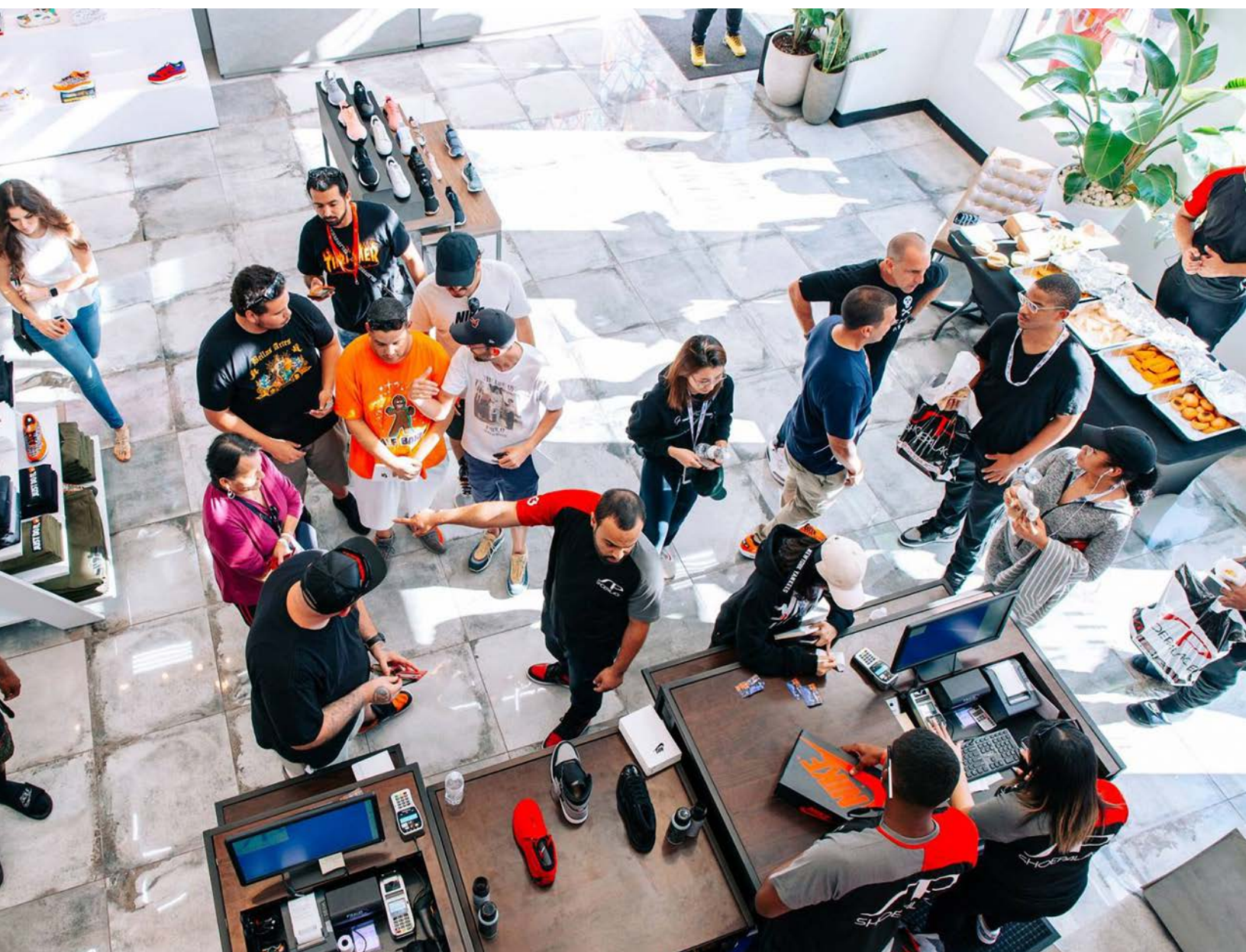
### the solution

**Shoe Palace selected an intelligent March Networks video solution and is well on its way to standardizing on 8000 Series Hybrid NVRs, IP cameras and software, including March Networks Searchlight for Retail.**

### the result

**District and regional managers are able to conveniently access live and archived video on their mobile devices with the March Networks Command Mobile app. High-quality video evidence is also helping Shoe Palace loss prevention staff resolve shoplifting and fraud incidents, while its marketing team is using the video solution to monitor promotional campaigns.**





Shoe Palace marketing staff in Los Angeles are also able to call up video to check that store signage and promotions are on display correctly in various locations.



# Zero Downtime

## City of Whitehall prioritizes redundancy and ease of use with new March Networks video solution

**W**HEN the City of Whitehall, a central Ohio community of approximately 20,000 people, went looking for a new video surveillance system in March 2018, IT Director Bret Henninger had three primary requirements: reliability, redundancy and ease of use.

The March Networks solution proposed by Keytel Systems, one of three system integrators responding to the city's RFQ, met all three of those requirements.

"Our previous system was outdated and not easy to use, and there were constant failures," said Henninger. "It got to a point where it was costing us more to keep it going than to simply replace it."

Keytel Systems, a March Networks certified partner based in nearby Reynoldsburg, designed the new video solution to ensure that it met the city's reliability and redundancy criteria.

"They were key requirements, no doubt about it," said Keytel Systems CEO Kristopher Haley. "We did everything we could to avoid downtime."

To ensure continuous, failsafe video recording in the City of Whitehall's police department, Keytel installed March Networks Command Recording Software on dual servers. If one goes down, the backup server automatically kicks in, eliminating any loss of video.

For added redundancy, each of the city's March Networks cameras — including SE2 Series domes, ME4 Series bullet cameras and Oncam 360° cameras — is also equipped with internal MicroSD cards, so video will record to the cameras themselves in the case of a network interruption. Once the issue is resolved, an innovative March Networks Shadow Archive feature ensures that any video on the camera cards is transferred back to the main recording server in exactly the right place, for seamless searching and archiving.

Finally, as a further guaranty of uninterrupted recording, Keytel divided the cameras in the police department between two separate switches. If one switch malfunctions, the cameras connected to the second switch will continue to record.

The March Networks solution provides the City of Whitehall with more than enough capacity to archive video evidence captured in the police department's lobby, lobby port, jail cells and around the building exterior for a mandatory 90 days. It also supports the city's required two years of archiving for video and audio recorded in the police department's interview rooms.

With as many as 55 City of Whitehall law enforcement personnel and staff using the video solution, ease of use was also essential.

"We didn't want to spend a ton of time going through video to find what we needed, so I was particularly impressed with March Networks' search capability," said Henninger. "It allows us to drill down and zero in on a particular timeframe, whereas our previous system took us three times longer to find a 30 second clip." ➤

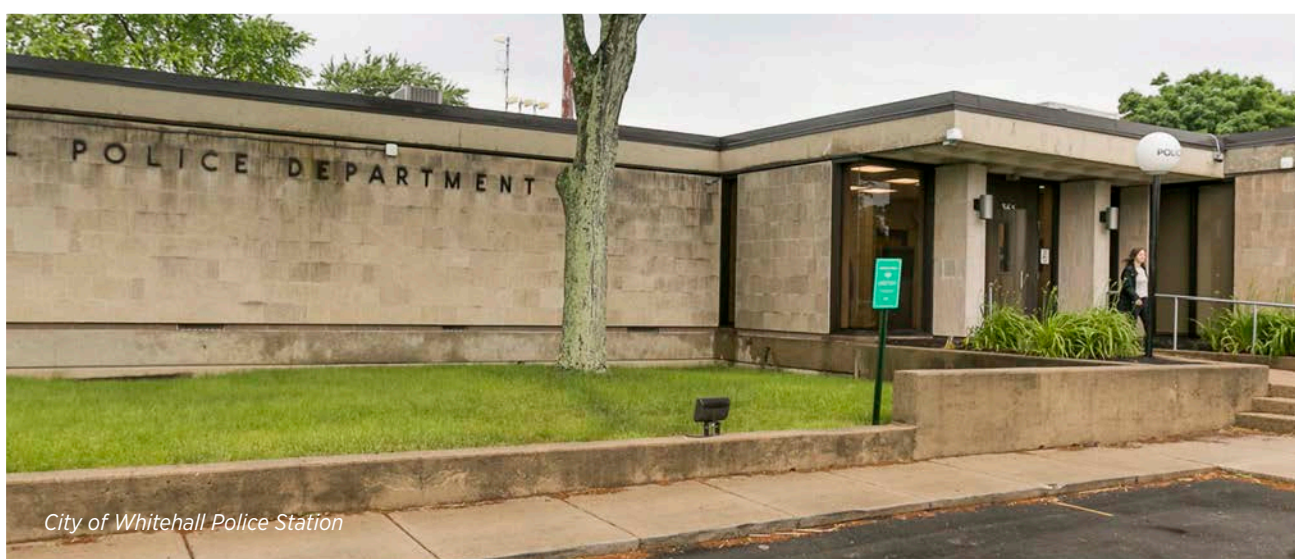


“It allows us to drill down and zero in on a particular timeframe, whereas our previous system took us three times longer to find a 30 second clip.”

— Bret Henninger, IT Director



*City of Whitehall Fire Station*



*City of Whitehall Police Station*





*Bret Henninger, IT Director*

### the challenge

The City of Whitehall, located in central Ohio, required a video surveillance solution for its police department and other municipal facilities to replace an older system that was difficult to use and prone to failure. The key requirements for a new system were reliability, redundancy and ease of use.

### the solution

Keytel Systems supplied the City of Whitehall with a March Networks solution consisting of Command Recording Software running on dual servers, a selection of March Networks IP cameras and Command Center software for the city's 911 dispatch center.

### the result

The dual servers, March Networks IP cameras equipped with MicroSD cards, and a twinned switch configuration ensure continuous recording and video capture in the event of a server or network malfunction. March Networks' user-friendly Command Client software also ensures city staff can find the video clips they're looking for in a fraction of the time it took using the city's previous system.



A combination of features available in the March Networks Command Client software ensures that authorized City of Whitehall users waste no time finding the video evidence they need. A timeline search enables users to move from months to minutes quickly, while video thumbnails make it easy to spot particular incidents in the recorded video. A smart search tool also allows users to easily search for any motion within a designated area, such as a specific location in the parking lot or lobby.

Once the police department's video system was up and running, the City of Whitehall turned its attention to extending the March Networks solution to its service garage and fuel depot, where fleet maintenance and repairs are performed on the city's snowplows, trucks and public safety vehicles.

Live and archived video from existing third-party cameras at the city's fire department, parks, splash pads, ball diamonds, seniors' center and municipal courtroom are now also integrated with the solution via March Networks Command Enterprise Software and the city's impressive fiber network.

"Our previous video system wasn't able to work with third-party surveillance cameras, so that was another differentiator for March Networks," said Henninger.

Finally, the City of Whitehall is using a March Networks Command Center solution in its 911 dispatch department. Command Center enables dispatch staff to display video from multiple cameras on large, smart TVs for immediate, citywide visibility. The solution supports up to 32 cameras per monitor and provides advanced alarm monitoring, management and escalation. If an emergency occurs, the video display helps 911 staff see exactly what's happening so they can make informed decisions about how to best respond.

The City of Whitehall intends to continue rolling out March Networks technology. It plans to upgrade the system at its City Hall building within the next 12 months, and to continue replacing existing third-party cameras with new March Networks IP cameras as required.

Henninger couldn't be happier with the city's choice of Keytel and March Networks.

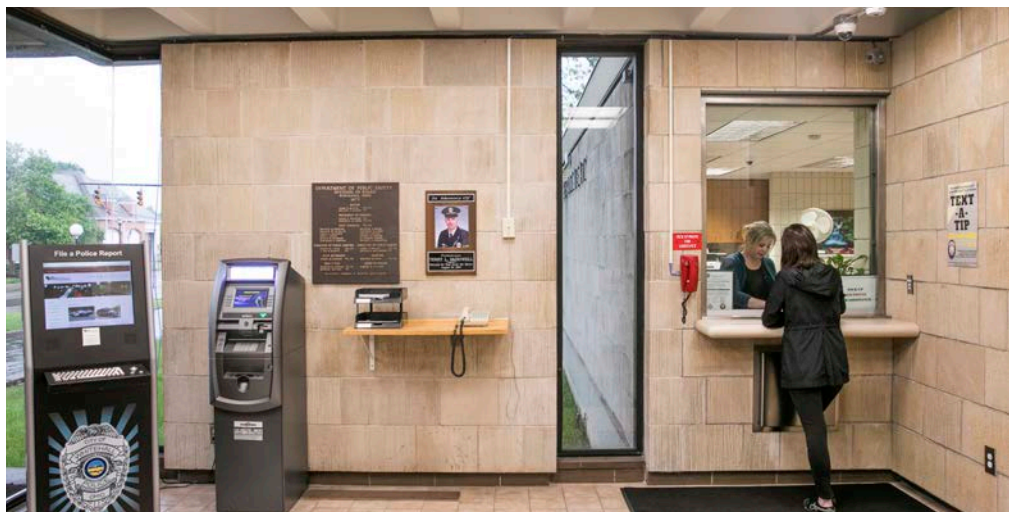
"One thing we try to do at the city is to build long-lasting public-private partnerships with suppliers to help us meet our needs today, and also well into the future," he said. "Keytel has provided us with high-quality customer service throughout this entire project and is a supplier we know we can count on in the future."

"As our city continues to expand our video system infrastructure to improve security and operations, and to connect multiple departments to shared video resources, we plan on moving forward with March Networks." ♦

## KEYTEL SYSTEMS

**Keytel Systems has been providing professional IT support for businesses in and around Ohio since 1984, and is a March Networks certified partner. The company strives to give its clients enterprise-level services and solutions at prices that work for small businesses. Time and experience have helped Keytel develop best practices and workflow procedures around a proactive philosophy designed to keep clients focused on their business, not their technology. [keytelsystems.com](http://keytelsystems.com)**

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# Growth Opportunity

Credit Union taps new partners to implement best-in-class video solution



Providing economic opportunities for all has been the mission of Self-Help Credit Union (Self-Help) since it started nearly 40 years ago in Durham, North Carolina.

The member-owned organization began in 1980 with a plan to help textile millworkers gain ownership of small factories that were facing closure. The credit union was established in 1984, and its first capital was just \$77, raised through a bake sale. Since then, Self-Help has grown into a family of credit unions, a non-profit loan fund and a policy advocacy organization with more than 150,000 members and branches across seven U.S. states.



This growth, fueled in part by mergers and acquisitions, is what prompted Self-Help to consider a larger investment in its security in 2018.

"We are growing so fast that we needed a national security provider," explained Dan Hittinger, the credit union's ATM & Facilities Manager. According to Hittinger, Self-Help was using several different security providers and had a patchwork of equipment from various manufacturers. He knew they needed to standardize on one system, so he turned to Convergent Technologies for help.

Tony Craig, Convergent Account Executive, said several Self-Help locations had successfully used March Networks' previous generation recorders. Convergent recommended upgrading these units and moving to March Networks in other Self-Help retail branches.

"I've always been a fan of March Networks because its products are very easy to use," said Craig.

With Convergent's help, Hittinger undertook an ambitious plan to upgrade 28 Self-Help branches in North Carolina, South Carolina, Virginia and Florida in just one year.

The majority of these branches are now equipped with March Networks 16 and 32-channel 8000 Series Hybrid NVRs — powerful, Linux-based recorders supporting both analog and IP video channels. This hybrid capability was ideal, noted Craig, because the credit union also wanted to transition from analog to IP cameras.

"From day one, we said, 'If you're using March Networks NVRs, we want to get you using March Networks IP cameras to show you what you can get out of the full solution,'" Craig said.

One particular cash-counting error that could not be resolved due to poor analog image quality convinced Hittinger it was time to make the switch.

"I could not provide a conclusive answer in that case, but I had an idea moving forward."

Hittinger knew that casinos used high-resolution IP cameras over game tables to keep a close eye on bill denominations, so working with Convergent, he began experimenting with March Networks SE2 Series IP cameras at the credit union's teller stations. The IR dome camera gave Hittinger the ability to zoom in and out and remotely adjust the field of view. The camera's two megapixel resolution and High Dynamic Range (HDR) technology also ensured very sharp, well-lit images.

It took some testing with different frame rates to get the right balance between recording and storage, but overall the results have been amazing, Hittinger said.

"Right away, we found a \$100 counting error. And we've found other errors too." ➤

**"Right away, we found a \$100 counting error. And we've found other errors too."**

**— Dan Hittinger, ATM & Facilities Manager, Self-Help Credit Union**



## The Command software's motion histograms help Hittinger manage his NVR retention rates.

Self-Help is also using Oncam Evolution 05 360° cameras, which are fully integrated with the video solution, for more complete coverage inside and outside select branches.

"The 360 cameras are so cool," Hittinger said. "I can provide my branch managers with a clear, enhanced view of what's going on throughout their branches."

The credit union has set up public view monitors in its safe rooms — where cash is counted — and in break rooms, so managers can be aware of branch activity at all times.

Self-Help uses March Networks Command Enterprise Software — advanced system management software that's ideal for distributed video surveillance applications — to manage the entire system. The Command server is located at Self-Help's corporate headquarters in Durham, where Hittinger and his IT network administrator log in daily to keep an eye on branch security.

The credit union's four regional managers also have access to the Command software to view the branches in their territories.

"Some of their territories are really spread out, so Command saves them a lot of time and effort," said Hittinger. "They can limit the amount they travel by using Command to see what's happening inside their branches."

Hittinger, too, has found some unique time-saving benefits with Command. When the credit union was designing a new branch, he used the software to share surveillance images of the new layout with managers.

"We were on a conference call, and the regional manager was trying to understand what we were pitching for the new branch design," explained Hittinger. "I brought up the cameras, took a quick snapshot and emailed it over to him. I said 'It looks like this.' It really helped paint the picture."

As a self-professed "super user" of the system, Hittinger appreciates Command's health monitoring feature, which alerts him to potential issues like a failing hard-drive. The software's motion histograms also help him manage his NVR retention rates.

"With Command, I can see if a camera is picking up unnecessary motion. From there, I can go in and refocus or maybe I need to get with Convergent to figure out another solution."

The motion histograms are also great for helping branch managers locate video, he said.

Moving forward, Self-Help is exploring March Networks Searchlight for Banking software for even faster video retrieval and insights into its branch operations. Searchlight integrates surveillance video with ATM/teller transaction data and analytics, giving users powerful search and investigation tools that can help fight fraud. The software's business analytics also deliver valuable insights into employee and customer behaviors.



Dan Hittinger, ATM & Facilities Manager





"What I really like about Searchlight is that the video is tied to a transaction," Hittinger said. "It promises to save us a lot of time. My desire is to keep offering the best security system and technologies I can, and I feel Searchlight will get us there."

Self-Help's partnership with Convergent Technologies will continue to be instrumental moving forward, he added.

"Convergent is a great partner," said Hittinger. "Their technicians are professional, polite and eager to serve our branch staff, which makes my job easier."

Hittinger also praised March Networks' customer service, which allows him to get the most out of his surveillance system.

"March Networks is awesome to work with. Its sales engineers are one of the reasons I know as much as I do about the system," he laughed. "They always make time for me, even for the simplest of questions. They have best-in-class products, and best-in-class service, absolutely." ♦

## the challenge

Self-Help Credit Union was using multiple security providers and a patchwork of video surveillance equipment from different manufacturers. It wanted to standardize on one solution so all of its devices would work together seamlessly. It also needed a video solution that could scale to accommodate the credit union's rapid growth.

## the solution

Working with Convergent Technologies, Self-Help deployed March Networks 8000 Series Hybrid NVRs in 28 of its locations in just one year. The hybrid recorders provide reliable recording and allow the credit union to transition from analog to IP video at its own pace. Since deploying the 8000 Series recorders, the credit union has installed March Networks IP cameras above teller stations to capture high-resolution video of teller transactions. It is also using Oncam 360° cameras for comprehensive video coverage at its branches. The entire system is managed with March Networks Command Enterprise Software.

## the result

Self-Help enjoys reliable IP video surveillance recording and enterprise management features that make the system easy to use and maintain, and provides just the right balance between frame rate and storage. Clear, high-definition video helps the credit union investigate cash counting errors efficiently, improve security and remotely monitor operations across multiple branches.



## CONVERGINT TECHNOLOGIES

Convergent Technologies is a global, service-based systems integrator whose top priority is service in every way — service to customers, colleagues, and community. Delivering value through unparalleled customer service and operational excellence has been foundational at Convergent. The company's promise, and its number one objective, is to be its customers' best service provider. [www.convergent.com](http://www.convergent.com)

## Three common video surveillance issues you can avoid with managed services

### Question:

**We like March Networks' health monitoring feature, as it helps us stay on top of potential system issues. But it still requires dedicated resources we could be using elsewhere. What are our options for outsourcing this?**

### Answer:

You've highlighted one of the most challenging aspects of enterprise video surveillance — the day-to-day management of a large, distributed surveillance system that can include hundreds or even thousands of security cameras, NVRs and encoders spread out over many locations.

Video management software can certainly help you maintain these devices with health-monitoring alerts, but if you don't have time or people dedicated to managing them, your system could still be vulnerable to connection problems, hard drive failures or other issues that could impact recording.

***Sometimes it's only after an issue occurs that you realize you need help.***

This is where managed video services come into play. In most managed video service arrangements, you can continue to record and store video locally, but the day-to-day maintenance of all of your devices is handled offsite by a third-party provider. So instead of worrying about camera and NVR connections, software upgrades and other issues, you leave the daily monitoring of your video surveillance

infrastructure in the hands of trained professionals. Issues can often be resolved remotely, or your provider can dispatch a technician if required.

Businesses large and small turn to managed services for many reasons, but time savings and peace of mind are some of the key motivators. Managed services can help you avoid many of the problems a typical security manager might face in an enterprise video deployment, including these three common dilemmas:

#### 1 Lost video

The consequences of lost video can be enormous. Take, for example, a customer slip and fall incident. The customer claims your floor was wet and no warning sign was posted, making you liable for their injury. But your employees claim otherwise. Without surveillance video, you can't prove what actually took place and you could be on the hook for damages.

Lost video can happen for a variety of reasons, including a camera connection issue, a failed hard drive, or incorrect NVR retention settings, which can cause the recorder to overwrite video.

A managed service can help you avoid losing video by overseeing the configuration settings on your cameras and recorders to ensure they are correct. Your service provider will also monitor your NVR peripherals (fans, batteries, and hard drives) as well as all recorder and camera connections to make sure equipment is functioning properly.

In the case of March Networks' managed services, our team can also monitor the field of view (FOV) from

your cameras to ensure views have not been changed or obstructed. Additionally, with March Networks, you can actually see the issues our team is correcting because they are working on a cloud-based platform that's accessible to you via a secure web browser. You can see all of your cameras and NVRs on a layered map, easily pinpoint issues, and create support tickets. Workflows are also trackable, so you and your systems integrator (if desired) can see when tickets open and close.

#### 2 Out-of-date software and firmware

As you know, with heightened concerns about security vulnerabilities, it's essential to keep IP camera and recorder software up to date.

In enterprise deployments, however, it can take a lot of time to apply so many updates, and you may also struggle to keep track of which units need patches or upgrades and which ones don't.

A good managed service provider can handle this entire process for you with remote software upgrades scheduled during off-peak hours. They'll let you know when new software/firmware versions become available and apply these upgrades for you, helping to protect your network against vulnerabilities and also ensuring that you're taking advantage of the latest feature enhancements.

Your provider should also have detailed reports on your product inventory, including device model numbers, age of equipment and warranty status, to help with lifecycle management.





### ③ Costly truck rolls

Sometimes a simple problem is just that: simple. But without the right expertise, you could waste time and money trying to figure out what's wrong.

An NVR might go offline, for example, and a simple restart can correct the issue. But because the customer doesn't know what's wrong, they'll call a technician and pay a fee to figure it out.

Managed services can help avoid unnecessary truck rolls through remote issue resolution. In the case of March Networks, we can re-start our recorders remotely, and troubleshoot other issues to locate the problem. If a technician is required onsite, we'll dispatch them for you, and also validate that the problem has been solved before closing the case. This closed-loop workflow can be invaluable for service level agreement (SLA) reporting if you're working with a systems integrator and have specific standards for how long it should take to resolve an issue. Again, by working on the same cloud-based platform that our customers have access to, we can allow your integrator to investigate any

ticket themselves or look at service level trends over time.

As you can see, a managed service is a great option to alleviate the burden of video surveillance device management and help keep your video network in optimal health. It can also offer you greater visibility into your network and help with asset and SLA performance management.

Like most service arrangements, managed services come with a monthly fee, so it's important to evaluate what you're spending now to monitor and maintain your surveillance network and how effective that is for your organization.

For some, it makes sense to keep the work in the hands of dedicated system administrators. For others like you, it might be more cost-effective to outsource this function so you can reallocate staff and still be confident that qualified experts are monitoring your video network. ♦

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# Find Bank Efficiencies with **Intelligent Video**

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

With more than 600+ financial customers worldwide, March Networks understands the business of banking. We work closely with our customers to deliver powerful video surveillance solutions that help improve fraud detection and investigation capabilities, and also enhance branch productivity and performance.

Let March Networks help you enhance productivity, prevent fraud and improve efficiencies in your bank. Visit us online to learn more.

[marchnetworks.com/banking](http://marchnetworks.com/banking)

## About March Networks

March Networks is the No. 1 supplier of video surveillance systems to banks and credit unions in the Americas, with 600+ financial customers worldwide. Our Financial Solutions include enterprise-class hybrid NVRs, high-definition IP cameras, video analytics, fraud detection and investigation applications, and exceptional video management and health monitoring.

### 600+

banks and credit unions trust our financial solutions

### No. 1

hardware NVR supplier in the Americas and top 10 globally

### 206,000+

video surveillance systems installed worldwide