

# Viseum Customers' Business Case

## Disruptive Technology - Intelligent CCTV

### Viseum Customers

Our customers are very high end, needing to provide the highest levels of security and surveillance. This is where the potential impact of criminal or terrorist activity upon public safety, commercial profit or national infrastructure, is judged as being unacceptably high.

Viseum is always the best investment for CCTV security and Surveillance. Financially, this is because the costs of an inferior solution will be significantly higher over the longer term.

If budget is the main deciding factor for a security project requirement, Viseum will not pursue the sale. However, when a customer seeks to judge upon technical performance and reliability - Viseum will confidently compete and win the sale. Once this is explained at the start of any business relationship, we also present a compelling [Business Case](#) with substantial operational savings, whereby Viseum solutions pay for themselves within the first year of procurement.

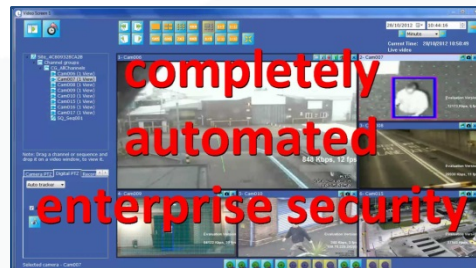
### Strongest Security and Best Value

If some of the CCTV equipment is taken out of the Viseum security system e.g. if the customer does not have the budget, or if the equipment is attacked, then the Viseum security system will still deliver the strongest security.

### Return on Investment (ROI)

This document shows how a Viseum CCTV solution always delivers the highest ROI, over any other CCTV security and surveillance camera. End-user endorsements state that a Viseum CCTV security system:

- Provides over 10 times more value, and,
- At least halves the cost of ownership, and,
- More than doubles the return on investment.





### Regional Safe City Savings from Cost of Crime

Viseum cameras clear up at least 70% of crime in complex and challenging environments. The following formula can be used to estimate the savings gained in relation to the cost of crime to support the business case for a Viseum solution:

**Possible savings using Viseum = Region's costs of crime in complex and challenging environments x 0.7**

### Resulting Safe City Regional Economic Benefits





The long-term deterrent value created using Viseum intelligent CCTV results in a drop in local crime rates and reduced insurance premiums, thus attracting new businesses, visitors and new residents to what has now become a low-crime area.

### Ease of Procurement

As this solution is [internationally patented](#), and therefore only one source of supply, Viseum customers do not need to tender their security projects, therefore also benefiting by saving significant time, resources and funds during procurement tendering.

### Direct Operational Safe City Savings

Viseum UK's end-user working group has researched the direct and ongoing operational cost savings available. Results of this research show:

-  Communications - the Viseum IMC camera was designed to deliver the highest quality images using lowest bandwidth broadband services. It is the only camera that automatically and proactively sustains the long-term deterrent and continues to monitor and capture evidence of incidents, A) if the surveillance operator is unavailable and B) if the remote communications ever become temporarily unstable.
-  Police savings example - around \$1 million per year per district.  
[> Download Police Savings Calculator Examples <](#)
-  Remote monitoring savings example - around \$1/2 million per year per district.  
[> Download Remote Monitoring Savings Calculator Example <](#)
-  Manned guarding security - this is one of the most expensive options for site security and is notoriously unreliable, with operatives failing to turn up for work and lacking concentration. Wages are an ongoing and increasing cost, whereas the typical payback for Viseum Intelligent CCTV solutions is between 12 and 18 months. Even if a suspect is apprehended by a guard, high-quality CCTV evidence will be needed to convict.

# Disruptive Technology - Security Industry Disruption

Disruptive Technology - creates **new markets** and displaces established technologies to change how people spend, save and make money in particular markets.

Security Project Tendering - Low pricing commonly plays a major deciding factor for security project tendering. Security product manufacturers design and price their equipment to make profits from frequent downtimes, maintenance visits and equipment replacements. Bidders quote their lowest price to be awarded the security project and make their profits from these continually growing operational costs. This and the resulting increased security problems make customers eventually regret their purchase, and usually results in an opportunity for Viseum in the longer term.

In today's security climate Viseum represents the new standard for security system procurement. This is the complete reverse of an out-dated buying culture, being a higher capital spend delivering immediate enhanced security and reduced operational overheads.

## Viseum Safe City Customer Business Case

Viseum will deliver at least 10 times more value than its closest competition and this is for the superior technical performance, the highest quality and exceptional reliability. Viseum will typically quote **triple** of any other bidder, who will then have to quote at least **triple** this again to match Viseum camera coverage, AND for what will still remain an inferior solution for effective coverage, technical performance and reliability. This also excludes the extreme costs for installation, and 24/7/365 monitoring, of any other camera needed to deliver similar security coverage.

Viseum will design the strongest security with the best automated surveillance, and with more coverage than any competition. Viseum Product Solutions use far less operational overheads and our security designs are the most practical for technical performance and reliability. This protects more people and more assets of a remote site, and with the highest quality video than any other solution.

For any type of threat or disaster, video of before, during and after an incident is **critical** for the fastest and most appropriate security response. Enough high-quality evidence in which to investigate and convict is also **essential**. During these occasions each and every pixel of video information and evidence is **priceless** and the value of a customer's security infrastructure is openly seen. Together with Viseum's unparalleled value as a deterrent, this is one of the technology strengths that only Viseum delivers as standard.



[> Download Viseum's Value Philosophy <](#)

[> Viseum Group Profile <](#)





# The Intelligent Moving Camera (Viseum IMC)

LEVEL 1  
TECHNOLOGY  
INTRODUCTION  
PROGRAMME

The Viseum [Panoramic Security Camera](#) is the only CCTV camera to automatically detect multiple incidents from close to long range and in all directions at the same time. It is the only CCTV camera to automatically detect and [recognise faces](#) and vehicle number plates at variable distances.

[> See Viseum CCTV Performance Statistics <](#)



The visual appearance of the our Panoramic Security Camera automatically protecting all surroundings, displays to would-be criminals that the entire site is constantly watched by many surveillance experts.

## High-End Security Projects + Practical Wide-Area Coverage

Viseum UK's intelligent surveillance solutions not only attract high-end security projects, where anything else other than the best available security and surveillance equipment may compromise the customer's security, but customers also purchase Viseum equipment as the most practical solution to protect all their areas of concern.

The security surveillance systems we design can be installed plug-and-play, without the need for the otherwise lengthy procurement and installation processes of standard technologies, requiring considerable camera and cabling infrastructures.

## Other Key Financial Selling Points

- Self-monitored, self-operated and self-managed, as opposed to key operational dependencies on 24/7 operators, central control equipment, and high-bandwidth communications.
- Fewer plug-and-play installations for immediate vast coverage, as opposed to procuring, cabling and maintaining many multiples of separate camera installations.
- Installations are monitored locally with no operator fatigue or physical risk to their wellbeing e.g. areas prone to disorder.



### Safe City Endorsements

It is independently endorsed that Viseum cameras automatically monitors and uniquely follows over 100 times more people and vehicles, produces at least 25 times more usable video evidence, and clears up at least 15 times more incidents than any other camera. It would take at least 5 – 6 times more installations of any 'constantly manned' advanced PTZ camera solution, or at least 10 of the industry's latest panoramic megapixel cameras, or a minimum of 200 times more standard fixed camera installations, to provide the level of CCTV security that each Viseum IMC camera provides without being dependent on any surveillance operators or CCTV infrastructures.

### The UK Government's National CCTV Strategy

Viseum UK is the only CCTV Technology provider in the world to successfully meet, and surpass, the UK Government's latest National CCTV Strategy Recommendations. This report sought Viseum's patented innovation to overcome the many long-standing and widely recognised problems with both new and legacy CCTV systems. "*Viseum UK surpassed these recommendations in both specification and spirit.*"

What this means for our customers is - Viseum camera installations deliver holistic benefits for multi-agency compatibility. Example - each Viseum camera installation can remain being used for its primary task, but can also be used at the same time for other functions e.g. securing the city and creating additional revenue streams, such as managing traffic flow and road contraventions.



> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



## Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods into our international territories, nor can they secure investment due to this breach.

Viseum technology and software is protected by a number of intellectual property rights. Purchase of a Viseum-driven product from an authorized Viseum<sup>®</sup> supplier guarantees that it contains authentic Viseum<sup>®</sup> software, and carries with it a licence giving the purchaser permission to use the Viseum technology. Attempted use of Viseum<sup>®</sup> software without a valid license is in breach of international law.

**Patents Granted** European Patent > [EP 1 579 399](#) <, United States of America > [US 7,952,608 B2](#) <.

**Registered Trade Marks** Viseum<sup>®</sup> SafetyWatch<sup>®</sup>

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