



KONICA MINOLTA

WHITEPAPER

FOCUS ON THE FUTURE: OPTIMIZING VIDEO SECURITY FOR YOUR BUSINESS

PROTECTING PEOPLE, PLACES AND SURROUNDING AREAS





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THE DRIVING FORCE OF TECHNOLOGY

In our world, technology touches nearly every aspect. It can significantly improve the quality of our lives.

Organizational leaders alike, whether a small business owner or a school principal, know this all too well. However, no matter how technology has advanced year after year, we also know that the core of any organization is its people. It goes beyond the safety and protection of data. Investing in the physical security of your people, places and surrounding areas plays a key role in future success. It can feel overwhelming in the current marketplace of endless video security products, and it's difficult to know where to start.

When it comes to protecting our communities, whether students, constituents, patients or office administrators, it's actually quite simple. Put people first. Partnering with the right video security solutions provider will get your business headed in the right direction - start your digital transformation journey today.

GUIDELINES FOR VIDEO SECURITY PROFESSIONALS

As business leaders, there is a tremendous amount of responsibility to consider and prepare for when it comes to physical security. And although ensuring that no matter the emergency situation there are security policies and procedures in place, we realize that not enough time, resources and budget go into prevention.

The advancement of the technology around video surveillance and AI capabilities is at our fingertips - we are living in exciting times. What do we need to consider to ensure safety and protection? Here are video security guidelines to help security professionals get started on their digital transformation journey.

- **Focus on growth strategy.** Business leaders alike are focused on strategies that will ensure future success for their organization. Providing a safe and protected environment comes with the territory and video security can help businesses stay on track without detrimental incidents occurring.
- **Every second counts.** As with any kind of threat, reaction times need to be zero to minimal. In video security, prevention is key and security teams need to act fast. Monitoring multiple locations and retrieving video images can be quick and easy via cloud, in addition to saving costs managing large onsite servers.
- **Get smart.** Prioritizing your strategic investments is crucial when it comes to budgets and tracking return. Customize your video security systems with the right equipment and applications that meet the needs of your organization.
- **Set your ideal business outcomes.** Consider a video security solution with advanced features that go beyond hi-resolution images to achieve your goals. Get analytical, actionable data that helps analyze processes, situations and behavior through motion/PPE detection, facial recognition, object tracking and two-way alerting.



HOW TO BE PROACTIVE, NOT JUST REACTIVE

A physical security team never rests. At every turn, every corner, you can face danger. These challenges must be faced head-on, in order to uncover any vulnerabilities. In a sense, you have to become the crime fighter needed to keep your organization safe and protected.

At the end of the day, it's all about safety and security for your people and your facilities. Ensure that these areas are prioritized when assessing your existing security system:

- **Poor Image Quality/Blind Spots/Gaps**

Vulnerabilities and weak spots can be difficult to expose, however, they truly need to be uncovered in order to prevent unwanted incidents. An effective video security system needs to provide high resolution images for the highest level of security, especially if they do not cover the areas that need to be monitored.

- **Lack of Optimal Oversight**

What you can't see can hurt you! When managing multiple locations and facilities or in a time of crisis, security teams need to react quickly in a secure way and have remote access control ability. Use a cloud solution for video storage and management to avoid major delays in accessing and sharing information, no matter where you're located.

- **Legacy Cameras/Old Technologies**

When was the last time your equipment was upgraded? Older camera technology is known to have a 'back door' to hackers that can retrieve data and files. Businesses are left vulnerable to cyber attacks. An easily integratable end-to-end video security solution that uses reliable and durable cameras paired with the latest technology to provide actionable data will ensure the highest level of safety and protection.

- **NDAA/FCC-compliance**

NDAA legislation is an ongoing concern with policies that can change year to year. At Konica Minolta, we keep a close eye on these changes and ensure that we provide solutions that eliminate the risk of data breaches that can be detrimental to a business. You can sleep at night knowing that your video systems are 100% compliant.

QUALITY MATTERS FOR EFFECTIVE MONITORING AND PROTECTION

BETTER THAN HUMAN VISION

Every aspect of a complete video security system can be intelligently connected, from the physical cameras to smart apps and cloud storage. But if you don't start with the highest quality equipment, it will be challenging to implement the right security solutions and workflows needed for secure operations.

When it comes to equipment, there are so many options. Indoor cameras, moving capabilities, size and quantity, even considering whether you can easily upgrade your existing systems - so many options, so little time. Bottom line is your business requires a system that is customizable and buildable - and most importantly, meets security compliance needs.

- **Proactive, Not Reactive** - integrated intelligence for immediate notifications
- **Cybersecurity Focused** - NDAA compliance
- **Built to Last** - high quality and weatherproof
- **Flexible and expandable** - countless configurations available
- **Software analytics** - customizable capabilities to maximize investments



MOBOTIX

With intelligent internet-protocol (IP) design, our high-quality German-made MOBOTIX video security cameras to proactively address your monitoring and security needs – indoor, outdoor, in low-light, in challenging weather conditions, or with thermal imaging – to ensure you have visibility to all activity around your buildings and their perimeters.

There's no cutting corners when it comes to safety - whether it's implementing number plate recognition to secure parking lots or automating facial recognition screening for building entrances.



A COMPLETE END-TO-END VIDEO SECURITY SYSTEM

CONNECTIVITY IS THE ANSWER

The way that we can connect to the people and information we need in our daily lives anytime, anywhere is forever evolving. These are exciting times but there is always the universal need to feel safe and secure. Unfortunately, bad things can and do happen...but there's good news.

Technology has transformed our lives. Fortunately, it has completely advanced the types of video security solutions we use to prevent and react in times of need. Physical security teams are responsible for ensuring the safety and protection of people, places and surrounding areas. Video security technology is all about customization and tackling the unique challenges of every industry head-on. From securing entrances to monitoring employees, you want to ensure that the video security tools that are implemented actually work for your organization and meet the needs of your budget.



START WITH THESE THREE KEY AREAS:

Compatibility: Ensure that any new video security solution is compatible with your existing equipment and infrastructure. This includes compatibility with your current cameras, servers and network infrastructure. However, if your system is outdated, don't hesitate to upgrade or replace it entirely.

Scalability: Consider the future expansion plans for your facility and ensure that the video security solution can scale to meet those needs. This includes the ability to add more cameras, storage, other components, analytics and AI-based applications.

Reliability: Are you capturing what you need, when you need it? Consider the reliability of the equipment, as well as support services. In light of recent U.S. bans on Chinese-made cameras, country of origin has become an important factor to consider when selecting the right camera equipment to use in the United States. This also includes any private labeled cameras from China that companies may be marketing as their own. (Konica Minolta cameras are manufactured by MOBOTIX, which is based in Germany.)



KNOWLEDGE IS KEY

Industry expertise is vital to implementing the right video security solutions that work for your people and spaces. Who and what do you need to protect that is specific to your industry?

- **Healthcare** – facility and premise safety, patient care, visitor monitoring & screening
- **Government** – theft, espionage, vandalism protection, wildfires detection
- **Education** – playground bullying to campus intruders, property protection, parking lot surveillance
- **Manufacturing** – fire protection, heat-sensitive processes, loading dock security
- **Retail** – supplier and customer entrances/exits, check out areas, stock and inventory security
- **Finance** – cash management, loan applications, confidential documents, transactions



GET STARTED TODAY WITH A
**PROFESSIONAL
 ASSESSMENT**



PARTNERSHIP.

Konica Minolta can help give shape to your ideas and partner with you to achieve your corporate objectives. Contact us to realize opportunities in:

INFORMATION MANAGEMENT

Intelligent Information Management (IIM)
 Document Management
 Automated Workflow Solutions
 Business Process Automation
 Security and Compliance
 Mobility

IT SERVICES

Application Services
 Cloud Services
 IT Security
 Managed IT Services
 IT Consulting & Projects

TECHNOLOGY

Office Multifunction Business Solutions
 Commercial and Production Printers
 Wide Format Printers
 Laptops, Desktops and Computer Hardware
 Servers and Networking Equipment
 Managed Print Services (MPS)

Contact Us at: VSS@kmb.konicaminolta.us to learn more about our Video Solution Services.



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