



Total Cost to Serve

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**Working with the right video  
technology to increase profitability**



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# **Working with the right video technology to increase profitability**

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# Introduction

For systems integrators, understanding Total Cost to Serve (TCS) can show which projects and which customers are the most profitable, and which take up a disproportionate amount of your resources, time and money.

You can use it to focus your effort on the most rewarding areas of work and move away from – or change – those contracts that don't pay so well.

But for the full picture you need to add another, vital element into the equation: the technology you work with.

You need to understand which of the many solutions available will be the most efficient and profitable across the full system lifecycle, and which will land you with unplanned costs – including some that are hidden.

Getting to grips with this will repay the effort and help your business in many ways:

- It will allow you to price up projects more realistically.
- It will let you create stronger, more competitive bids.
- It will drive better value for your customers, and greater profit for you.
- And it will help you establish a stronger portfolio of aftermarket maintenance contracts.

This vital lifeblood of your business – the technology you choose to work with – is the focus of this e-book.

Here we explain the key factors to consider, and the cost advantages of working with IDIS as single supply source and one-stop-shop for your video surveillance projects.



01

# Seamless compatibility – from a one-stop-shop

An IDIS single-source solution will always let you price and design a job more confidently compared to managing a custom, mix-and-match installation combining surveillance tech from different vendors.

That's because we've designed a highly efficient supply model that increases your profitability and reduces costs for your customers, helping you win projects and build long term relationships.

IDIS gives you all the hardware and software you need to build a complete surveillance solution, for every size of project and every level of security. This includes everything from an extensive range of DirectIP® high performance cameras, server-crushing performance recorders, and a choice of VMS, right through to network accessories and specialist, durable monitors and video walls designed for 24/7 operations.

We also enable you to easily combine DirectCX® HD-TVI analogue with our next gen IP technology using the same user interface. When a project arises where existing coaxial cabling needs to be leveraged or involves listed or historic buildings IDIS make sure you meet that challenge – seamlessly.

With our single-source, fully compatible technology you know that all your hardware and software will work together delivering rich functionality and features first time, every time.

Which means jobs are easier to design and price and you won't have any complex or unexpected integration work to worry about.

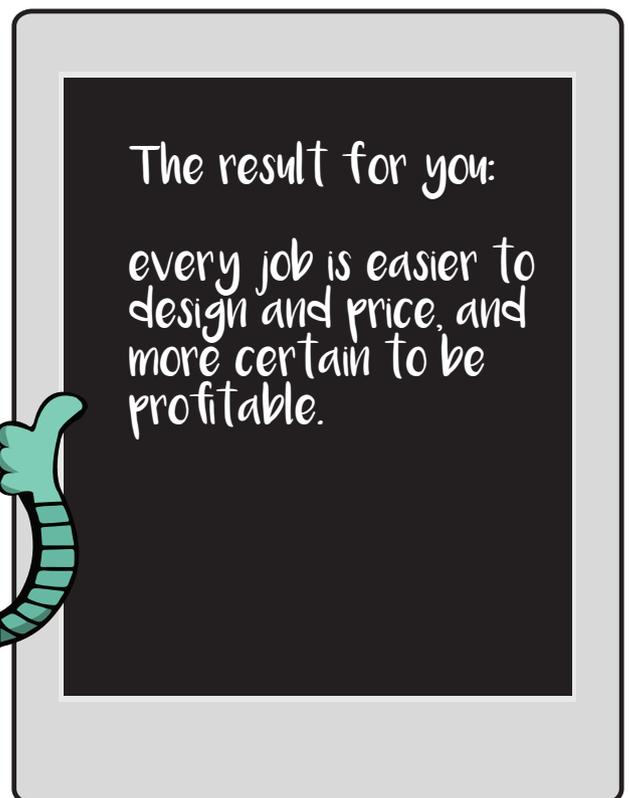
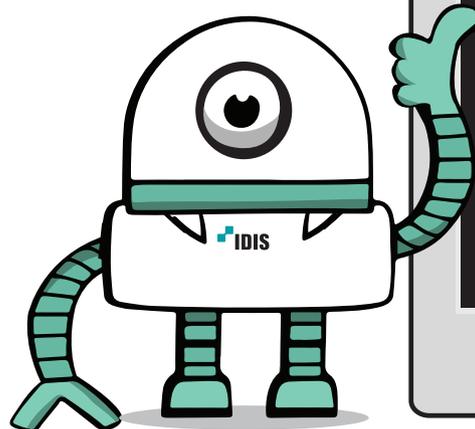


IDIS makes it easy for you to satisfy all your customers' requirements, end-to-end, without the hassle of shopping around. Our complete solution doesn't just cover security and surveillance, because thanks to IDIS' advanced analytics you can also

deliver on business intelligence needs with our range of edge, appliance and deep learning technologies.

And IDIS lets you solve another major problem faced by many businesses today: how to comply with GDPR privacy requirements when providing video for evidence.

You can now provide customers with IDIS Dynamic Privacy Masking, making the task easy, and saving on the cost of using expensive third-party solutions.





02

# Faster installation – without nasty surprises

With true plug-and-play, one-click configuration you're at much less risk of project over-runs, or worse, contractual penalties. With faster and smoother implementation – which is one of the many benefits of IDIS DirectIP®, the cornerstone of the IDIS Total Solution – you'll deliver the completed solution on time, as promised, keeping your customer more than happy.

And IDIS's For Every Network (FEN) peer-to-peer technology lets your engineers deploy and configure secure, multi-site surveillance solutions that deliver centralised monitoring and control without in-depth knowledge of routing or networking, for easy multi-site implementation.

This is the proven-successful business model that IDIS plug-and-play tech makes possible – it's the reason our integrator partners have a consistently high record of success in agreeing attractive maintenance and service contracts with their customers.

And all parties to those contracts know they are fully protected against equipment failure thanks to the industry leading Ultimate IDIS Warranty.

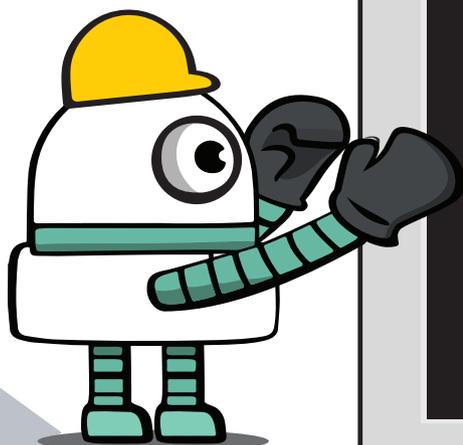
You don't have that protection with a multi-vendor system. Any problems that arise with a mix-and-match solution will probably take longer to diagnose and fix, and you may face the added complication of vendors blaming each other and not working together to figure out what's going wrong.

So, with the clock ticking, your costs rise.

But with IDIS you avoid this hassle – in the event of a problem arising you only have to make one easy call to our expert technical support team to be sure of a focused, efficient solution.

## The IDIS Ultimate Warranty

“Up to 7/5 years”



The result for you:

no hassle, no time  
wasting, no unexpected  
costs.



03

# The best value tech for all your target sectors

IDIS technology gives you the best value TCS solution for key sectors including retail, banking, education, healthcare and corporate enterprise projects.

In boutique retail settings, the eating-out sector, convenience stores and major chains - in fact in every setting where businesses need to keep track of customer activity and footfall – IDIS’s growing range of analytics tools is easy to work with and increasingly popular.

In advanced retail applications our fisheye cameras, micro-domes and cameras with edge analytics, together with our plug-and-play VA in the Box analytics, are leading the way with the latest in-demand functionalities including heat-mapping, people counting, queue management and facial recognition.

## IDIS Critical *Failover*

Strengthen fault tolerance with multi-layered protection



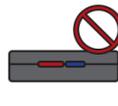
Temporary Smart Failover



Smart Failover



Storage Redundancy



NVR Failover

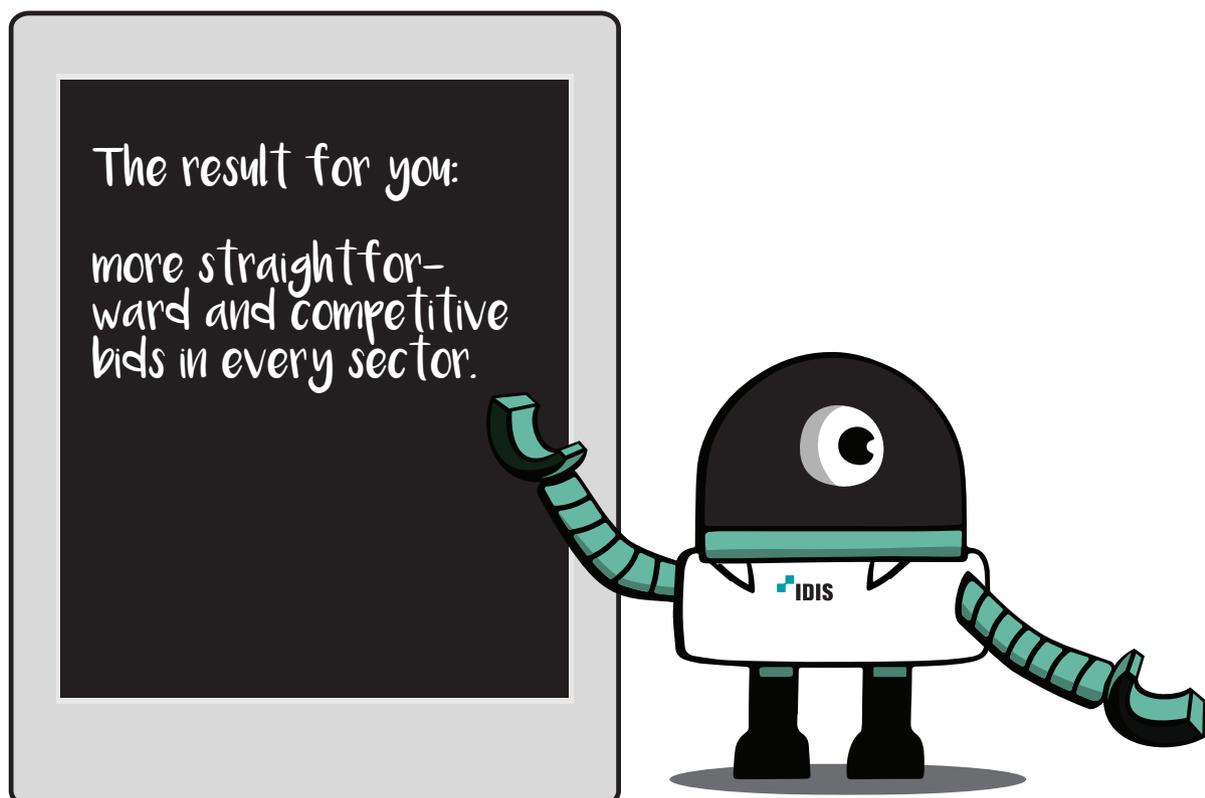


Native Dual Power Supply

In the banking sector and other mission-critical applications, IDIS Critical Failover redundancy technology protects against data loss during a wide range of fault conditions, for RAID 1 & 5 protection. We also offer a full line-up of tools including pin-hole cameras and compact NVRs for ATM protection.

At state and independent schools, and in higher education settings, IDIS technology has been proven in sector-leading deployments, with affordable, discrete and vandal-resistant cameras making it easy to assist teaching staff, manage pupils and students, and resolve incidents quickly.

And in the healthcare sector, with projects for the world's largest provider – the UK's NHS – IDIS is enabling cost-effective surveillance with 360° fisheye technology that's easy to install with minimal disruption, delivering benefits not just in security but improved clinical care too.





04

# Standardised cybersecurity – exceptional protection

One of the most important and potentially one of the most vital technologies you can now offer your customers when it comes to surveillance is protection against the losses that a cybersecurity breach can bring.

This issue is now at the top of the corporate agenda and detrimental for small to medium businesses – which means that integrators offering surveillance systems with superior, multilayer protection are at an advantage.

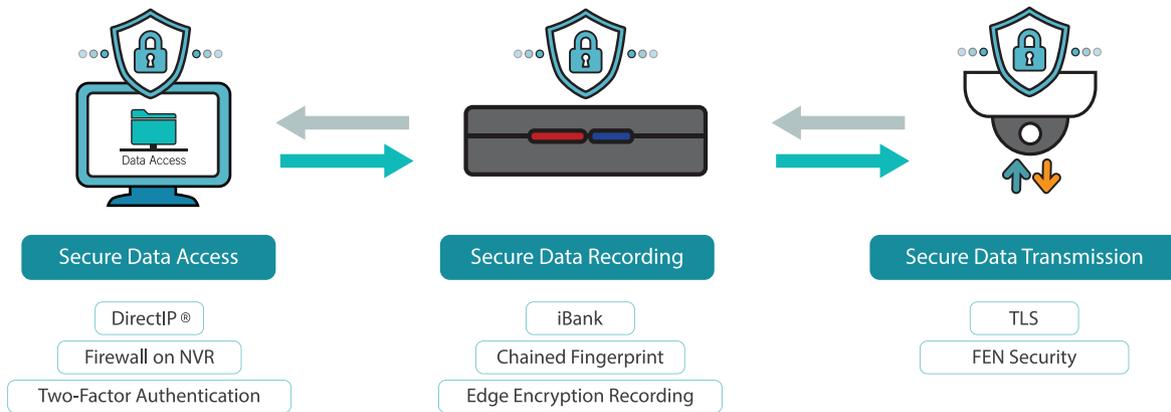
Cybersecurity losses can include direct business costs, penalties from regulators, catastrophic revenue decline and long-term damage to reputation in the event of a successful cyber-breach.

IDIS makes it easy for you to protect against this by adding an additional layer of protection, that prevents the surveillance system from becoming a vulnerable back door into the customer's network.

IDIS true plug-and-play technology eliminates the need to manage every device with a corresponding password during installation. This is a potential source of weakness, with corner-cutting and human error making it easier for hackers to bypass, guess or steal passwords. And the larger the system, the more cameras it has, the greater the potential for mistakes to be made by installation teams.

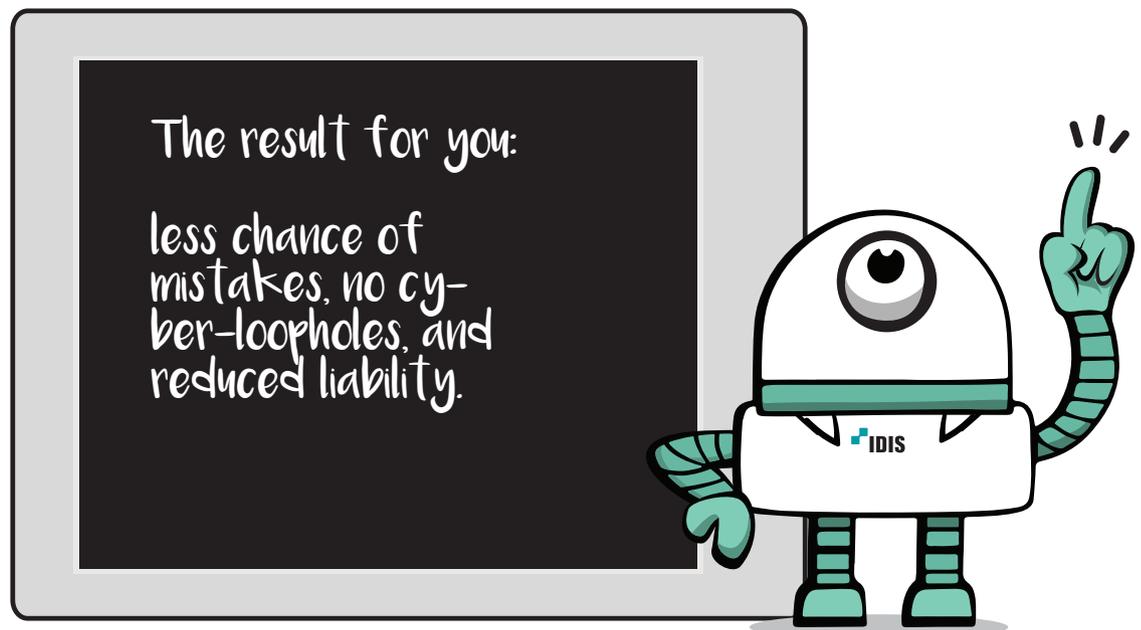
IDIS tech avoids this – our zero-configuration technology makes the job faster for your people, and more secure. And it removes the risk of penetration testing after deployment revealing loopholes that require expensive re-engineering or fixes.

And cybersecurity is only as strong as its weakest point.



Any reputable systems integrator implementing a multi-vendor surveillance system needs to be confident that it's fully cybersecurity - and equally certain that it will remain so in the future. But maintaining proper levels of cybersecurity requires timely firmware releases and software updates from manufacturers and software partners. Clearly, the more vendors you have involved in a system the greater the risk of updates not being issued quickly enough to combat new and evolving threats. And it only takes a single vulnerability in one device to put the entire surveillance system at risk and endanger the customer's network.

Maintaining protection into the future, IDIS issues timely firmware updates to its systems integrators and end users. This allows managers and engineers to propagate every device simultaneously, making it faster and easier to keep security policies and systems fully updated and protected against cyber risks as they evolve.





05

# Better sales planning, better control of your bottom line

The tried and proven IDIS single source supply route saves you time and trouble, avoiding the need to work with multiple vendors in your quest for suitable cameras, accessories, VMS and more.

That means your staff will need to spend less time away from their day jobs at training sessions as well as attending a myriad of events, roadshows and junkets to hear from multiple vendors about future analytics advances, the latest camera tech or new software releases – and remember it all.

We work closely with our integrator partners, giving them all the advantages of the industry's best product roadmap, making it easier for them to up-sell to newer tech, and plan upgrade solutions for their existing customers.

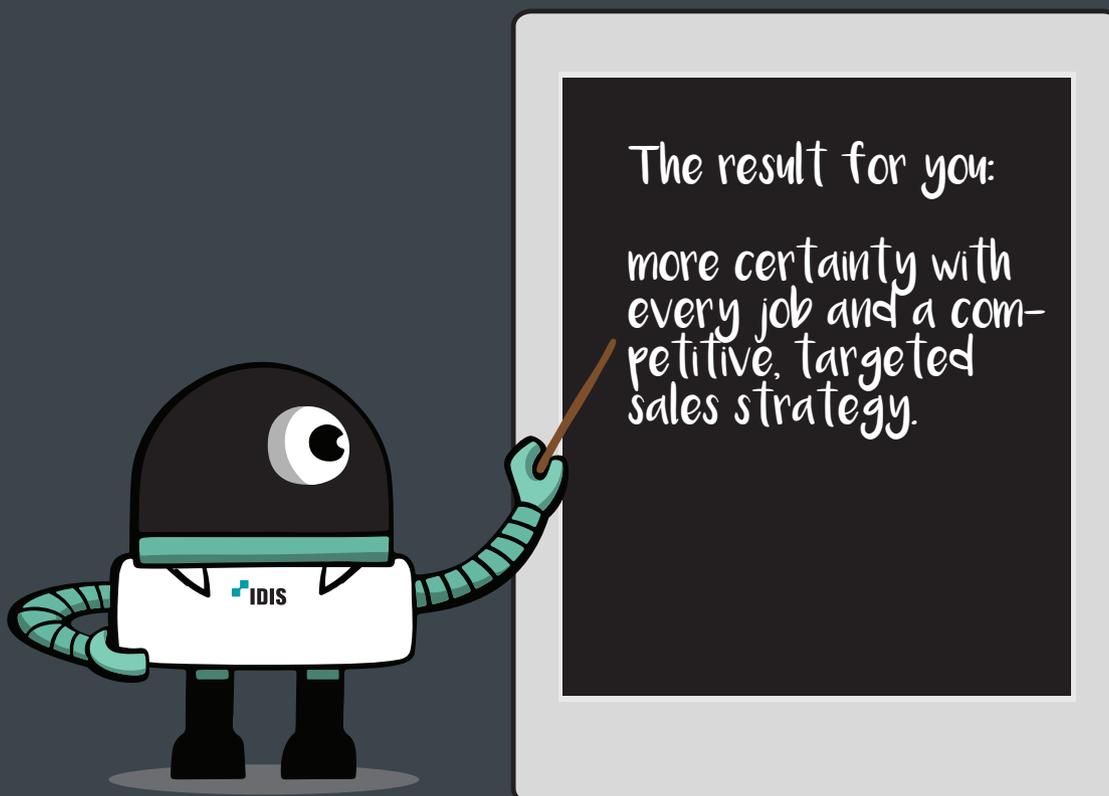
And IDIS can give you a raft of other benefits too.

We offer the assurance of forward-and-backward compatibility, making it easy for you to upgrade solutions for your customers, both now and in the future. When you add a new camera or an analytics appliance to an existing IDIS surveillance set up you know it will simply work.

With IDIS you benefit from just one point of contact – local to you - to help you design, price, sell and maintain your customers' entire surveillance solution.

We make it easier for you to master new technology, even though we are always at the leading-edge. And we'll support you in building a powerful business case, helping you demonstrate to your customers the value benefits of TCO (Total Cost of Ownership). We'll show you how to prove that lifecycle costs are lower with a single-source supplier than with a multi-vendor set-up.

And we'll enable you to offer a centralised monitoring environment using totally license-free IDIS Center VMS, which is typically 50% less expensive than a server-based solution making sure you more competitively positioned.





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