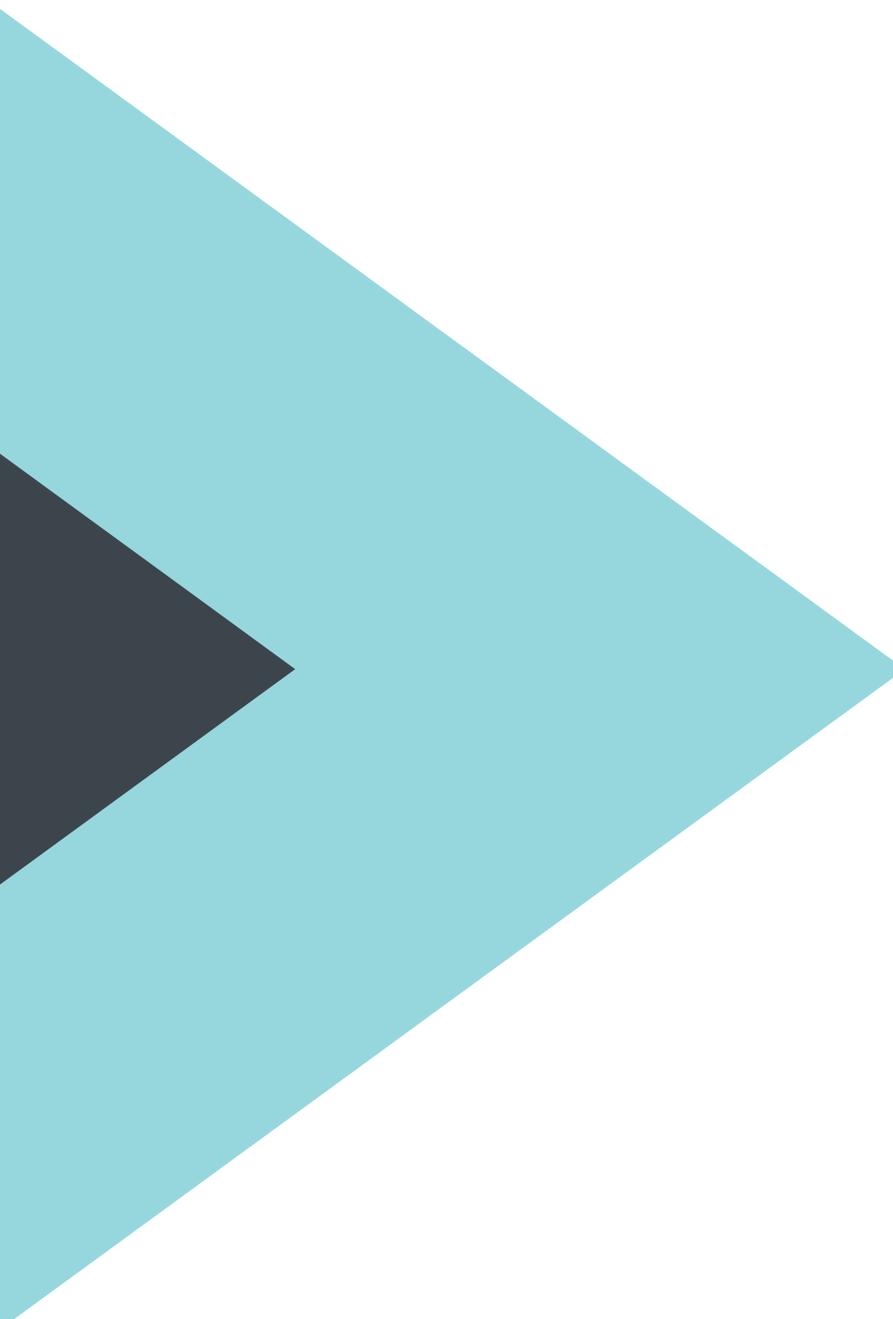


Video Solutions

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# Understanding the Total Cost of Ownership



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01

# Introduction

In today's fast moving surveillance market it's vital for security managers to understand the true cost of the alternative video solutions available to them.

If you want to plan an upgrade programme – and build a strong business case for doing so – it can be useful to ask for support from a trusted manufacturer and integrator. They should help you explore, and break-down accurately, the benefits and costs of upgrading, taking into account full Total Cost of Ownership.

Total Cost of Ownership (TCO) is a calculation of how much you really pay over the lifecycle of the solution you buy. Understanding TCO is particularly important if you are to make an informed choice and build a powerful case for funding.

A proposal that sets out benefits and costs accurately will be far more effective than a bill of materials and labour costs. It will allow senior executives to make informed decisions based on reduced risks and added value, balancing capital expenditure against ongoing costs, allowing them to unlock budgets faster.



02

# Complexity problems with mixing and matching

Mixing and matching surveillance equipment and software from different suppliers can quickly bring problems of complexity. Almost as soon the kit is out of the box an engineer is faced with compatibility problems.

Mix-and-match sourcing also brings extra costs further down the line. For example, user-training, refresher training and technical support all take longer, and are harder to master, when you deal with multiple suppliers.

At some point you'll want to upgrade or extend solution. With a multi-vendor set-up, even something apparently simple such as replacing a single component (adding a camera or upgrading to a more powerful NVR for example) can lead to problems. It can result in a domino-effect of compatibility problems requiring you to replace more parts, or even the entire system.

# End-to-end solutions from IDIS

By contrast, IDIS offers a complete one-stop-shop and end-to-end solution to meet the security and business intelligence needs for businesses large and small. The IDIS Total Solution encompasses an award-winning and extensive range of [DirectIP® cameras](#) with models designed for the most challenging of environments. The IDIS [line up of NVRs](#) comes with multiple channel options, and you get a choice of video management software. There's also a choice of network accessories, monitors and video walls designed for 24/7/365 monitoring, plus various analytics solutions and appliances designed for a range of applications.

These all seamlessly connect through simple yet powerful plug-and-play technology to deliver rich functionality that makes installations faster and smoother with less chance of costly project overruns and reduces your maintenance burden and that means less hassle and much lower labour costs.

**Direct IP®**



A True End-to-End  
IP Video Surveillance Solution Platform



03

# The hidden fees that soon mount up

The upfront cost of hardware has reduced significantly in recent years with even the highest-quality manufacturers needing to drop prices to compete. Yet to survive all companies need to turn a profit. So, if your upfront equipment cost looks too good to be true, it probably is. That's not just because of low performance quality giving you usability and reliability issues, it's also because of the hidden fees.

The most obvious are licensing fees for video management software (VMS). Upfront one-off or annual fees are easy to calculate, especially if they're priced for unlimited users and devices. But if your business grows and you add more cameras and more staffs need access to view and retrieve footage, that's a lot more difficult to factor in. And a common gripe is that customers often find they are paying a flat fee that includes functionality and features, within the VMS, that they never use.

Your organisation may also need to provide footage as evidence or respond to requests for recordings in compliance with the General Data Protection Regulation (GDPR) and other privacy laws. That usually means you'll need to pay for additional third-party software. The standard masking functions found in most surveillance systems are awkward, highly manual and likely to put pressure on already stretched resources. The alternative is to outsource this service to a third party; but many of these charge by the minute, so you'll be facing huge on-going costs. These can rapidly escalate if you're dealing with regular incidents of petty crime (in retail settings, for example) or accidents such as slips, trips and falls.

# Free IDIS Center video management system (VMS)

IDIS offers totally cost-free video management software (VMS), [IDIS Center](#), which can connect 1024 devices providing most customers everything they need to centrally and remotely manage and control their surveillance operations. From the outset, IDIS customers calculate that an IDIS Center surveillance solution is more than 50% lower to implement than server-based systems.

The easy-to-use interface provides live view and playback (even via mobile devices) as well as real-time event notification, panic recording and playback, time searching, e-maps and condition monitoring. Further, IDIS Center allows simple, remote software upgrades even across multi-site set ups, which saves time and resources. And better yet, customers get all these useful features and powerful functionality with no upfront cost or ongoing license fees.

IDIS Center also benefits operators through its [Smart UX Controls](#), an advanced, patented and simple to use interface that combats the challenges of IP PTZ controls. It provides unparalleled accuracy and ease of use, featuring intuitive 'Slingshot' and 'Rubberband' style controls, creating a better user experience. These smooth and seamless controls allow users to follow moving objects in real-time with ground-breaking accuracy, panning images at different speeds and directions to ensure critical details are never missed.



**IDIS** CENTER

# Modular and Scalable IDIS Solution Suite

For larger customers that need to manage thousands of devices, such as third-party cameras, or integrate other security and safety systems, including legacy hardware, an ideal answer is [IDIS Solution Suite VMS](#). An enterprise-level solution that is modular and scalable, IDIS Solution Suite provides mission critical redundancy and failover together with video-wall functionality, federation services, dynamic optimised bandwidth control, deep learning analytics module, and more.

Yet, customers only pay for what they need through clear and transparent charges, giving them the flexibility to scale up or down. And importantly, IDIS Solution Suite allows customers to connect an unlimited number of devices without any additional cost.

**IDIS** SOLUTION  
SUITE®





04

# Cost effective analytics appliances without licensing fees

When it comes to analytics IDIS takes the same approach to reducing your lifecycle costs. Particularly suited for retailers and the eating-out sector, IDIS offers [VA in the Box](#) which includes heating mapping, queue management, people counting and detailed reporting across single sites or across branches nationwide or even internationally. Each affordable unit is plug-and-play, making it easy to install and maintain. Customers benefit from daily business intelligence that optimises merchandising, promotion placements and store layouts with absolutely no on-going fees.

The same is true for IDIS FaceTracker facial recognition software. This is competitively priced against similar offerings, but unlike other vendors has zero on-going license fees. Just one upfront payment delivers daily crime and loss prevention benefits across your system lifecycle.



# Scalable, Affordable and Accurate IDIS Deep Learning Analytics

IDIS Deep Learning Analytics has proved to be 97% accurate in independent testing, which will improve your operational effectiveness, reduce risks and save time when responding to incidents.

A 64-channel IDIS Deep Learning Analytics (IDLA) module with IDIS Solution Suite is available with a transparent license fee, which allows powerful intelligent searching and tracking by colour, object and number.

Yet IDIS realises that not all customers need deep learning across 64 cameras. So, we have developed [IDIS AI in the Box](#), which is a plug-and-play IDLA-ready appliance, allowing analysis of up to 16 channels. This is a cost-effective option allowing simple installation and reduced fees for smaller applications.

## IDIS Deep Learning Analytics (IDLA)

Powered by IDIS Deep Learning Engine



DV-2116 (AI Box for IDLA)



## Free anonymising, masking and video clipping software

With any IDIS solution, IDIS Dynamic Privacy Masking comes totally free as a direct download from the IDIS partner portal. It allows you to blur sensitive areas, dynamically de-identify faces and vehicles as they move around a scene, and quickly export video clips. And because IDIS doesn't use transcoding this ensures video integrity so that it can be used by the police and courts as evidence.

Equally, masking can easily be removed further down the line if people, vehicles or objects in the scene later become integral to an investigation.



05

# Why performance and quality matter for your investment

To really deliver on its potential – cutting losses, deterring crime, investigating incidents, increasing operational and control room efficiency – a new video system needs to be easy to use and high performing so that its functions can be taken full advantage of. The harder it is to do that, the less return there will be on the investment.

And if an incident occurs and there's missing footage, that can cause all sorts of problems including non-compliance or difficulties investigating a crime. Or you could miss a slip, trip or fall, or another type of accident. In those situations, liability usually needs to be investigated. And without footage, liability becomes difficult to ascertain.

Complicated software; difficulties in searching/retrieving footage; false alarms; trouble exporting video clips with appropriate privacy masking; and jerky controls that result in missing critical events and details – all these inefficiencies can cost money.

And so does low performance hardware. Poor quality eats up time and money – for example if you have to deal with challenges in varied lighting conditions; poor quality de-warped footage from fisheye cameras; PTZs that don't return to their home positions; latency and bandwidth issues and overloaded storage devices; labour to resolve issues and very often a need to upgrade cameras and hardware almost immediately. Remember, the bigger your system, the bigger that burden will be.

# IDIS server-crushing network video recorders (NVRs) and exceptional image quality

IDIS has been bringing to market industry-best, high performance recorders since it was founded in 1997. In the first year of operation IDIS became the world leader for DVR sales. Today, IDIS NVRs deliver server-crushing performance and network throughput to enable exceptional image capture without degradation or latency, no matter the scale of your solution.

The IDIS extensive camera line up is priced and suited to applications large and small that do exactly what they say on the tin. Award-winning cameras deliver the live view and recorded image quality users need.

Reducing your video storage and transmission burden, IDIS [Intelligent Codec](#) is an advanced compression technology that cuts bandwidth requirements by up to 90% when combined with motion adaptive transmission (MAT). IDIS's H.265-based codec engine also makes the migration to H.265 easier and more affordable, with IDIS dual codec allowing simultaneous H.264 live viewing and H.265 high resolution recording. This means you can benefit from H.265 compression without needing to upgrade hardware such as PCs, smartphones and monitors.

And to further increase operational efficiency, IDIS gives users the convenience of the free [IDIS Mobile](#) app to provide live view, playback and control while on the move via smartphones and tablets. You can also make staff smartphones part of your IDIS surveillance solution so that security officers can use them on patrol or when responding to an incident.



DirectIP 8400 Series H.265 4K Recorder



06

# The costs and impact of hardware failures

There are all sorts of reasons why cheap upfront equipment will cost you more in the longer term. The sales model of many manufacturers is to ‘stack high and sell cheap’; hardware failures are good news for those manufacturers, and quite often installers too, as their customers end up paying for replacements.

Depending how often budget is freed up for upgrades, these customers can be left with a solution that doesn’t adequately secure their premises, people and assets.

It’s also worth noting that many low-cost manufacturers innovate fast. Bringing new products and technologies to market almost on a monthly basis appears dynamic and exciting but it can also quite quickly make your investment obsolete as key components are no longer supported. And hardware failures put you risk, resulting in non-compliance with regulations. And even if compliance isn’t your main concern, if there’s an incident during downtime, it could be that your insurance cover doesn’t pay out.

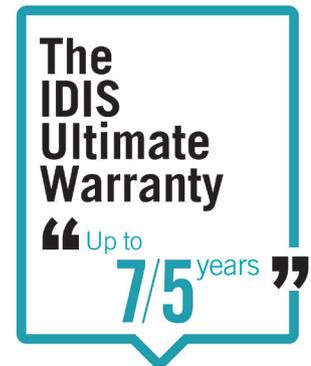
24/7/365 service agreements will have you covered. Such peace of mind costs – but without that protection even a single engineer call out can result in major expense, particularly out-of-hours. A handful of those in a year can soon add up.

In addition, initial low-cost set ups are unlikely give you built-in failover protection. Once a customer has suffered a network failure or other fault, and realises the implications, retrofitting failover means further labour costs and expensive equipment.

# IDIS Ultimate Warranty

IDIS is so confident that its products are designed and manufactured in South Korea to the highest standard the company offers the [IDIS Ultimate Warranty](#) covering NVRs and HD-TVI recorders for up to 7 years and all IP cameras for up to 5.

This gives customers long term peace of mind. IDIS also guarantees forward and backward compatibility so that if you need to upgrade or add a camera it will simply work with existing software and equipment, which effectively futureproofs your investment.



# IDIS Smart and Critical Failover



All IDIS cameras utilise temporary failover, meaning that if there's instability on the network the camera saves to an internal recording buffer to avoid a break in data. For higher-risk areas IDIS cameras come with a built-in SD card and utilise [Smart Failover](#) ; this means that once network stability is restored, the SD card will automatically transfer footage back to the NVR. Not only does that give customers peace of mind, it saves the cost and hassle of staff retrieving the SD card or calling out an engineer.

And where complete 24/7 video capture is non-negotiable, [IDIS Critical Failover](#) provides even greater built-in redundancy and resilience by automatically stepping in to ensure continued recording in the event of faults including: network instability, network failure, storage failure, recorder hardware failure and power supply failure.



07

# Cutting corners with cybersecurity can cost money and trust

Weaknesses in your surveillance system's cybersecurity won't just increase lifecycle costs, it could put you out of business. Cyber-attacks via vulnerabilities found in IoT devices are on the increase.

The losses and the damage that can result from a cyber-attack can be huge – many times greater than the cost difference between a vulnerable video system and a cybersecure one. These can include: direct costs for remedial action; immediate loss of business; fines from regulators; and the knock-on effects of reputational damage that can drain revenue long term.

Yet in recent times video buyers have unwittingly added cameras to their network that have vulnerabilities for hackers to exploit. So, it's for good reason the UK's Surveillance Camera Commissioner's Office has introduced new standards to ensure that video surveillance equipment is 'Secure by Design and Secure by Default'.



# IDIS Cybersecurity - reduce risk and streamline implementation and maintenance



IDIS has consistently led the way in addressing cybersecurity concerns, taking a multi-pronged approach from R&D through to customer installation.

In addition to educating installers and integration partners on the importance of designing and implementing a physically separate network (or partitioning an isolated VLAN on shared network equipment), IDIS IP surveillance features a comprehensive, layered approach to ensuring maximum cybersecurity for users. This approach focuses on three main areas: secure data access, secure data transmission, and secure data recording.

[IDIS Cybersecurity](#) closes-up widespread vulnerabilities and serves as a proprietary mutual authentication system for all IDIS IP products. DirectIP® speeds up implementations and streamlines cybersecurity by eliminating the need for engineers to manage multiple IP addresses and associated passwords during implementation. It therefore mitigates against human error and the common malpractice of saving passwords in vulnerable spreadsheets.

IDIS's [For Every Network \(FEN\)](#) peer-to-peer technology also lets engineers deploy and configure secure, multi-site surveillance solutions that deliver centralised monitoring and control without in-depth knowledge of routing or networking. This again reduces risk as well as saving time and money. IDIS also uses cybersecurity essentials for transmission and recording, together with its own patented and proprietary technologies which prevent activities such as snooping, modification and destruction of data.

The integrity of video recording is assured with [IDIS Chained Fingerprint](#) technology, authenticating footage so that it can be submitted to the police and courts as evidence. Chained Fingerprint technology extracts distinctive features of recorded video data to create fingerprints for each frame and then embeds each fingerprint into the data of the next frame, connecting each frame together with the next like a blockchain.



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