



Video Surveillance Services: How To Get Better Security Outcomes

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Discussion Overview

1. Artificial Intelligence (AI), what is it all about?
2. How is AI used to earn recurring revenue?
3. Discussion: deciding if AI is right for you

Is Artificial Intelligence truly everywhere?

Healthcare automation



Unlock phone with face



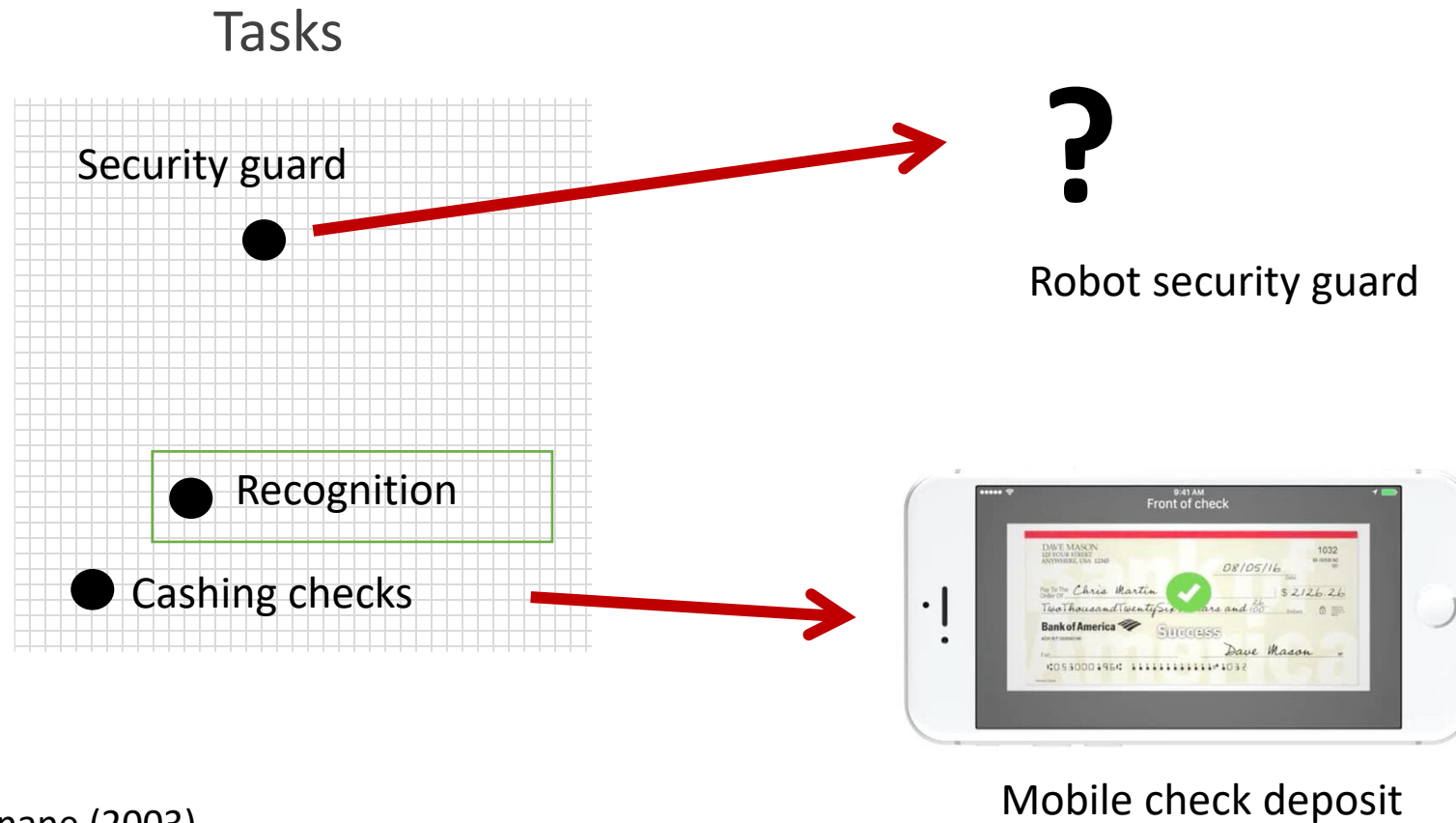
Banking

Real-estate

Investing

Government

Can anything be automated?



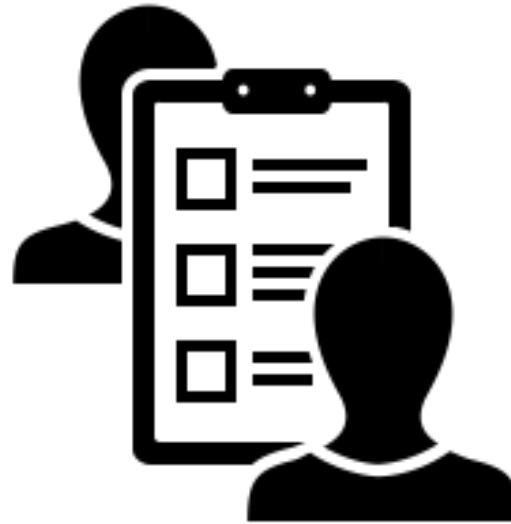
Autor, Levy, and Murnane (2003)

Why is automation useful?

Transparency, Consistency, Auditability
But generating instructions is expensive!



Training is expensive

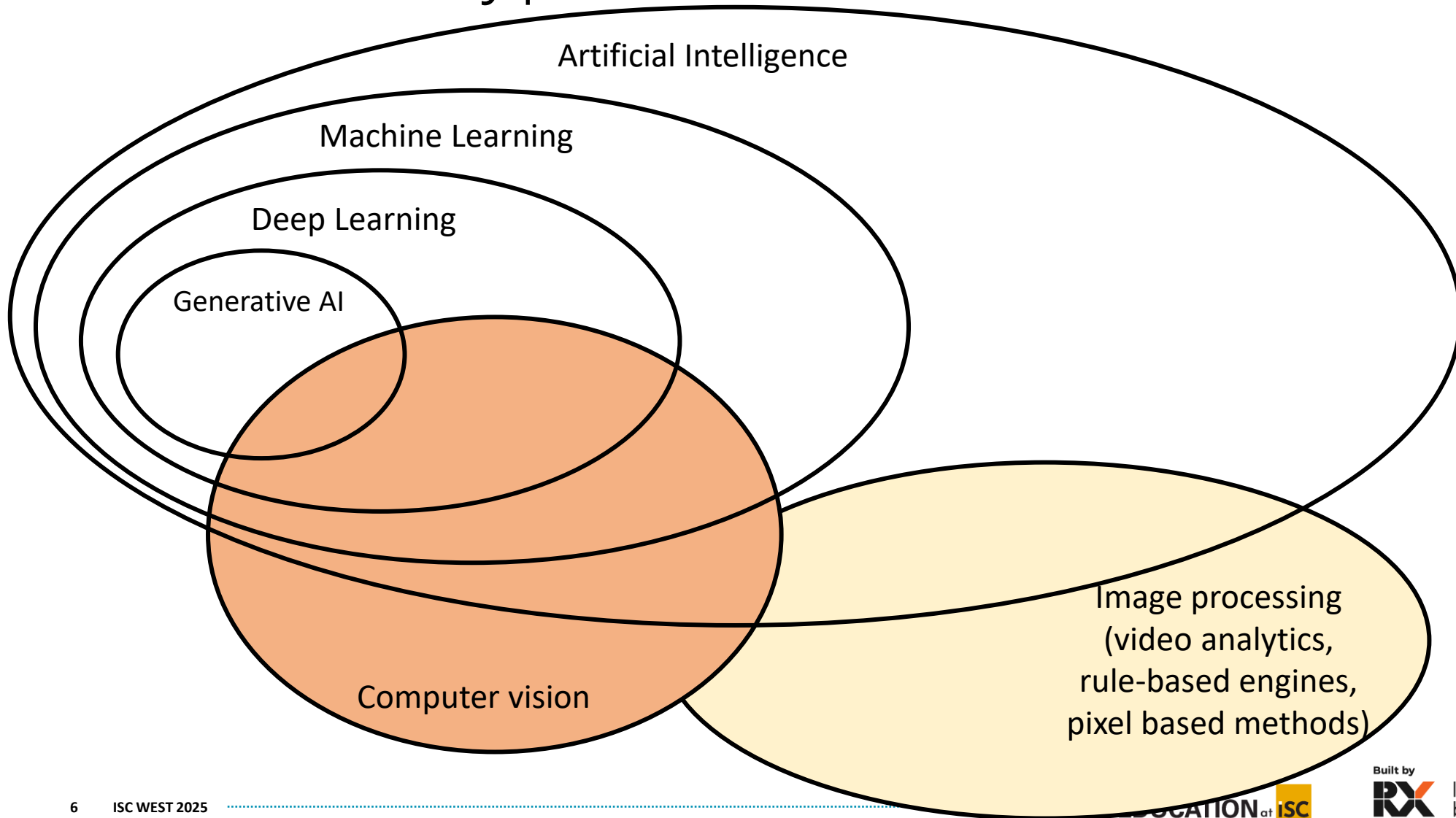


How best evaluate expertise?



Experts get distracted too

Different types of AI



Video Surveillance as a Service Model

- Why cultivate and build it?
- Platforms, people, practices
- Markets & marketing



Top Seven Markets to Target for RMR-based services

1. Commercial offices
2. K-12 Education
3. Healthcare
4. Industrial facilities and warehouses
5. Government
6. Financial Institutions
7. Small to Midsize Businesses (SMBs)

Video Surveillance RMR Flavors

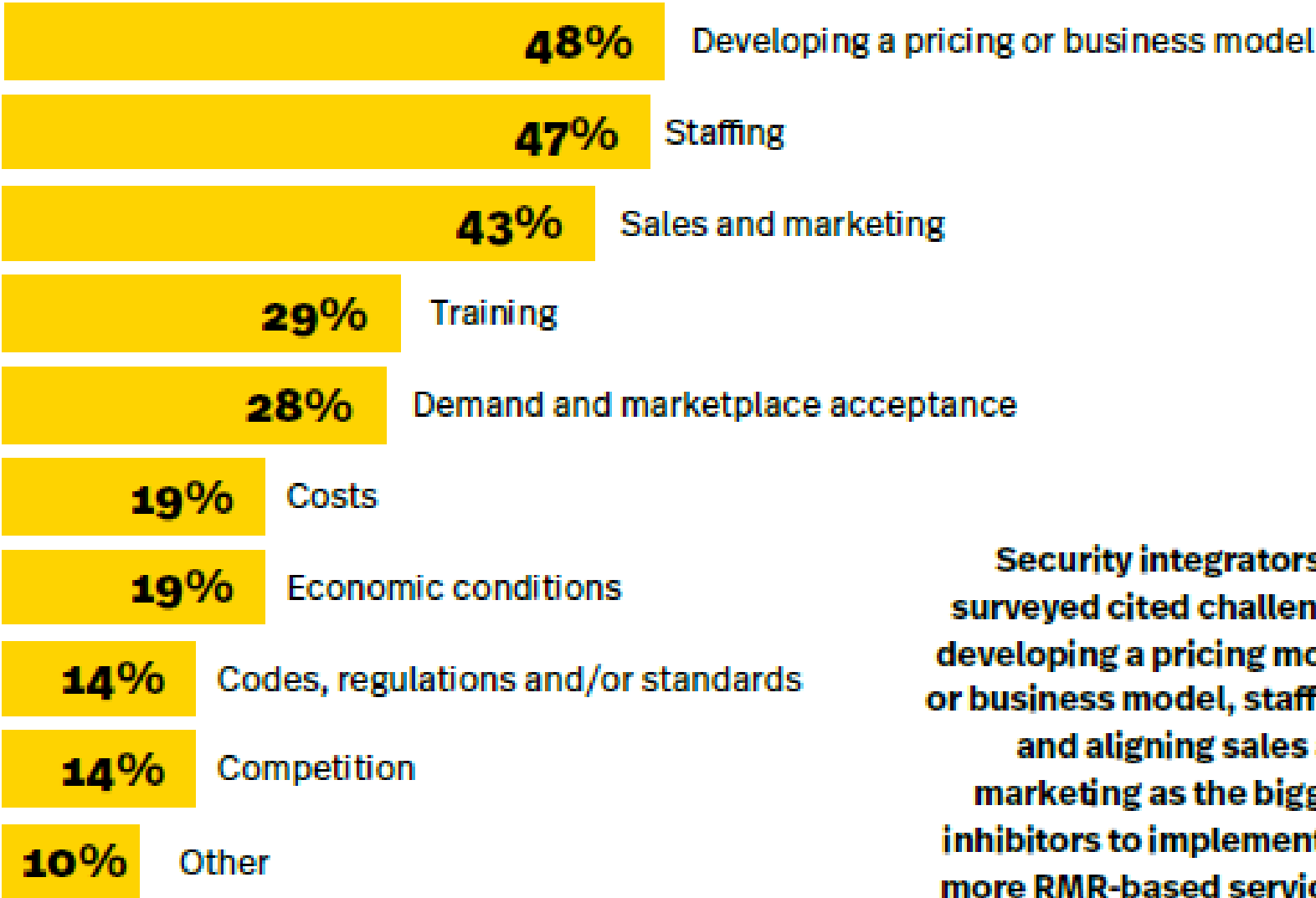
- M&S
- VSaaS
- Remote video
 - Video verification
 - Event-based
 - Virtual guarding
- Beyond security



Top Seven RMR-based Services to Consider Offering

1. Maintenance/service agreement
2. Intrusion/burglar alarm monitoring
3. Cloud-based services
4. Video Intrusion Alarm Verification
5. Fire Alarm Inspections
6. Managed/hosted access control (ACaaS)
7. Small to Midsize Businesses (SMBs)

Limitations or challenges inhibiting you from implementing more RMR-based services? (select all that apply)



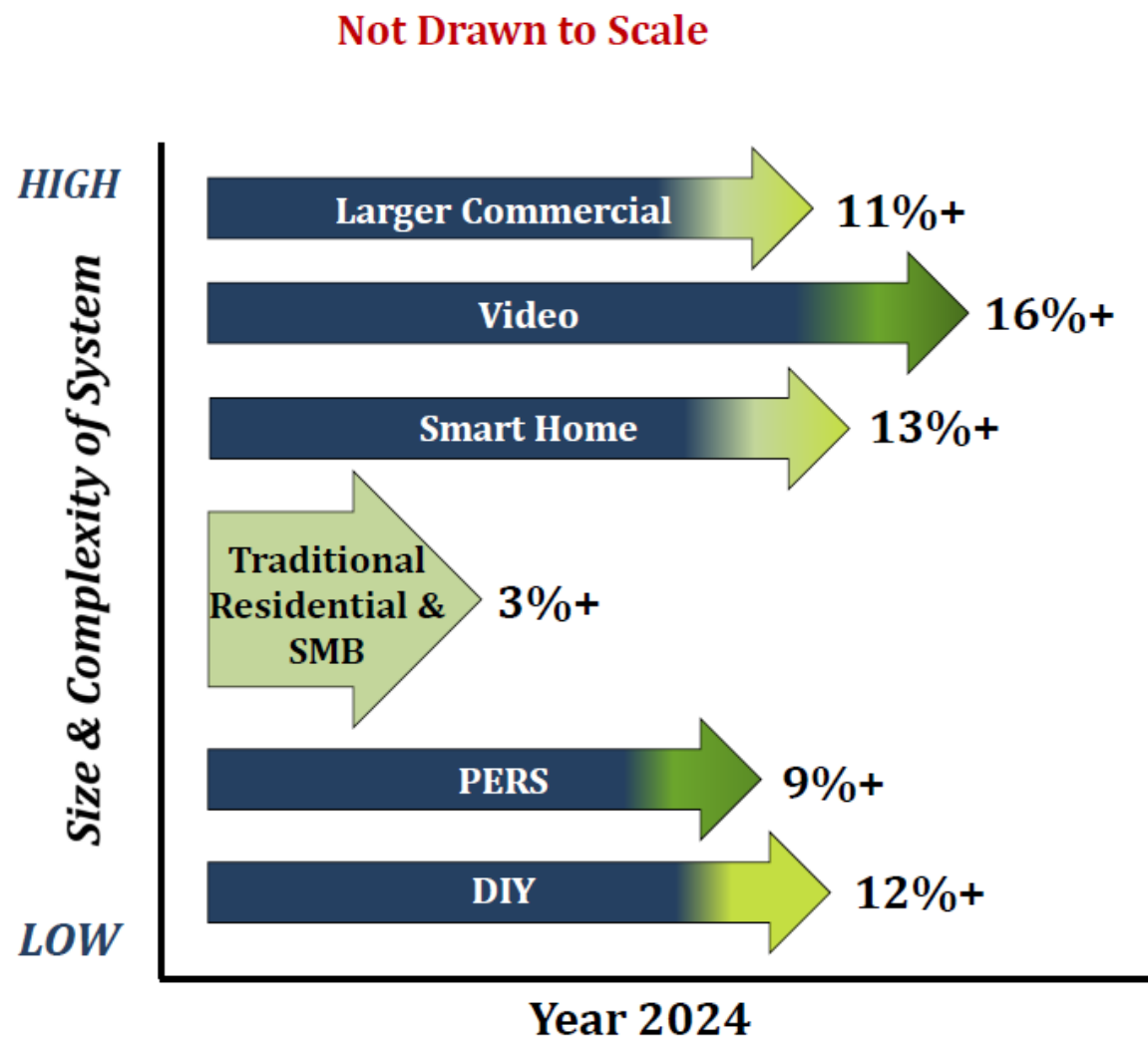
Security integrators we surveyed cited challenges developing a pricing model or business model, staffing, and aligning sales and marketing as the biggest inhibitors to implementing more RMR-based services.

*Source: SSI 2024
Recurring Monthly
Revenue Deep Dive*

Discussion topic #1

Are there any tailwinds in the industry since 2015?

Segment Growth Indicators



Indications:

- Specialty segments showing strong growth
- Video and PERS accelerating growth
- Traditional residential and SMB market down slightly at 3%
- Continued strong growth...but decelerating...in other segments

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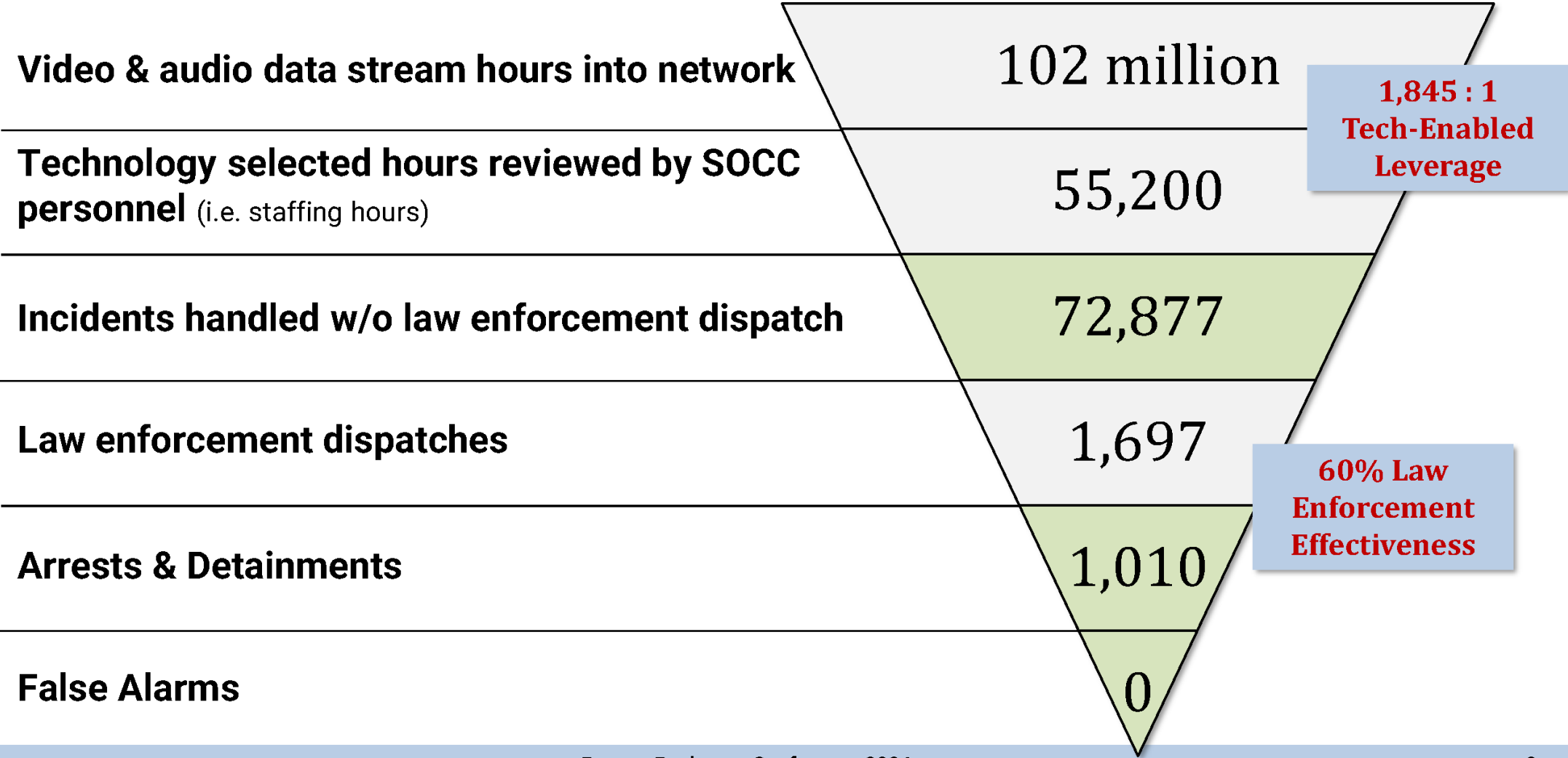
Prepared by BARNESASSOCIATES as an Industry Overview presentation. Not to be relied on, used or duplicated without written consent.

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Discussion topic #2

What does “better security outcome” mean?

Our Effectiveness Results for 2023



Barnes-Buchanan Conference 2024

8

Elite Crime preventions

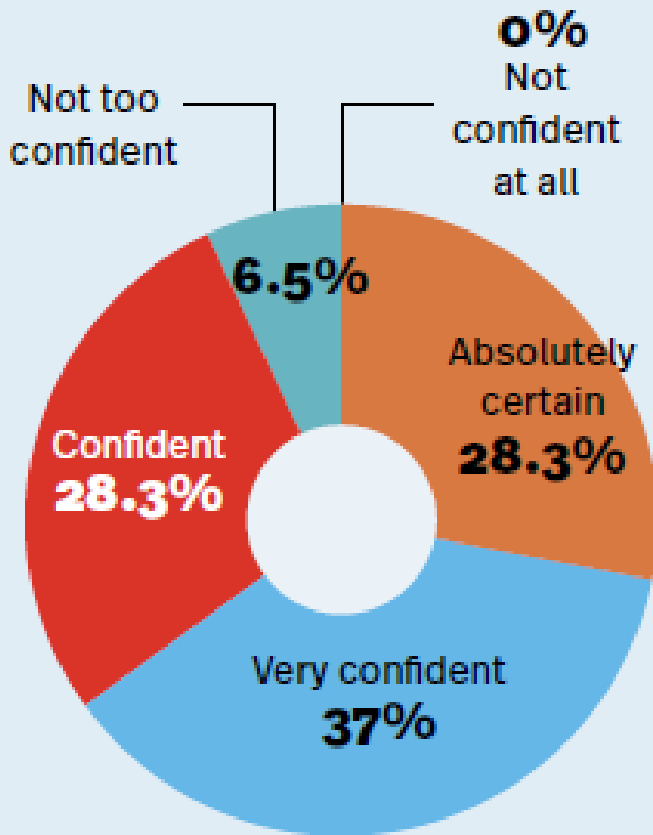
Detainments & Arrests (2020-2024)

Year	Events	Crime Preventions	PD Calls	Detainments	Arrests	Detainment/ Arrests Rate
2020	4,575,515	29,835	1,067	358	226	55%
2021	5,469,884	32,504	1,112	417	205	56%
2022	7,209,617	48,197	1,274	441	210	51%
2023	7,813,252	72,877	1,697	633	377	60%
2024	7,312,488	78,382	1,901	773	301	57%

Discussion topic #3

What performance can I expect from using AI?

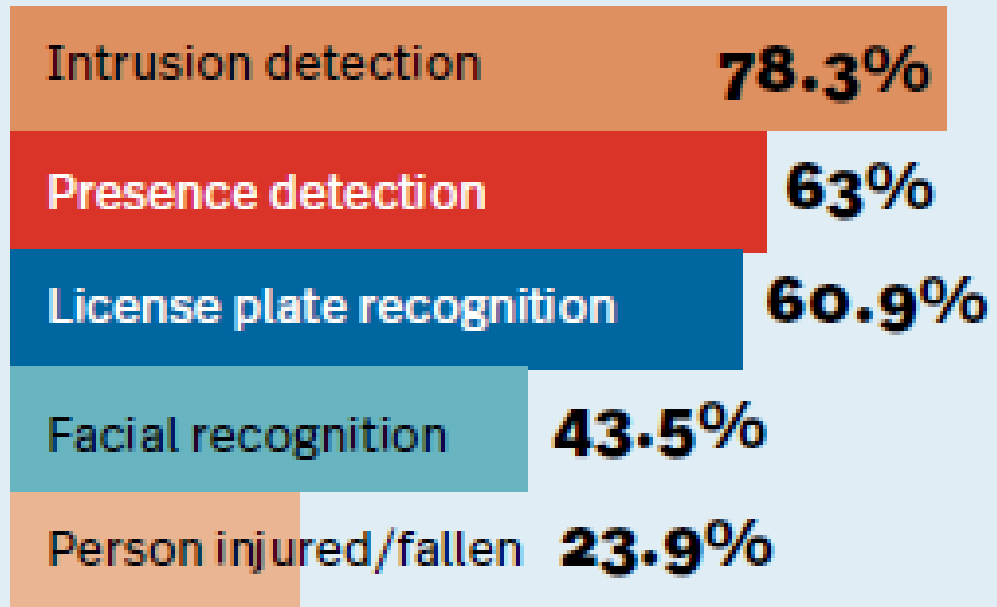
What is your level of confidence that AI-driven video analytics (e.g., keyword search, video metadata analysis) can perform as well or better than human footage review?



The industry understands the proliferation of cameras and amount of video footage generated is unmanageable for humans.

Source: 2024 SSI AI and Video Analytics Deep Dive

Which video content analysis capabilities are currently having the greatest positive impact on your clients' security system deployments? (select all that apply)



Most (among these respondents) are still using AI more for intrusion than pure video, but that is shifting.

Source: 2024 SSI AI and Video Analytics Deep Dive

Discussion topic #4

How can my expertise as security professional help improve AI performance?

What obstacles do you see in including AI in your security system installations? (select all that apply)

Lack of training

59.1%

Lack of adequate staffing

36.4%

Cost is too high

36.4%

Ethical issues with AI

27.3%

Customer resistance

22.7%

Source: 2024 SSI AI and Video Analytics Deep Dive

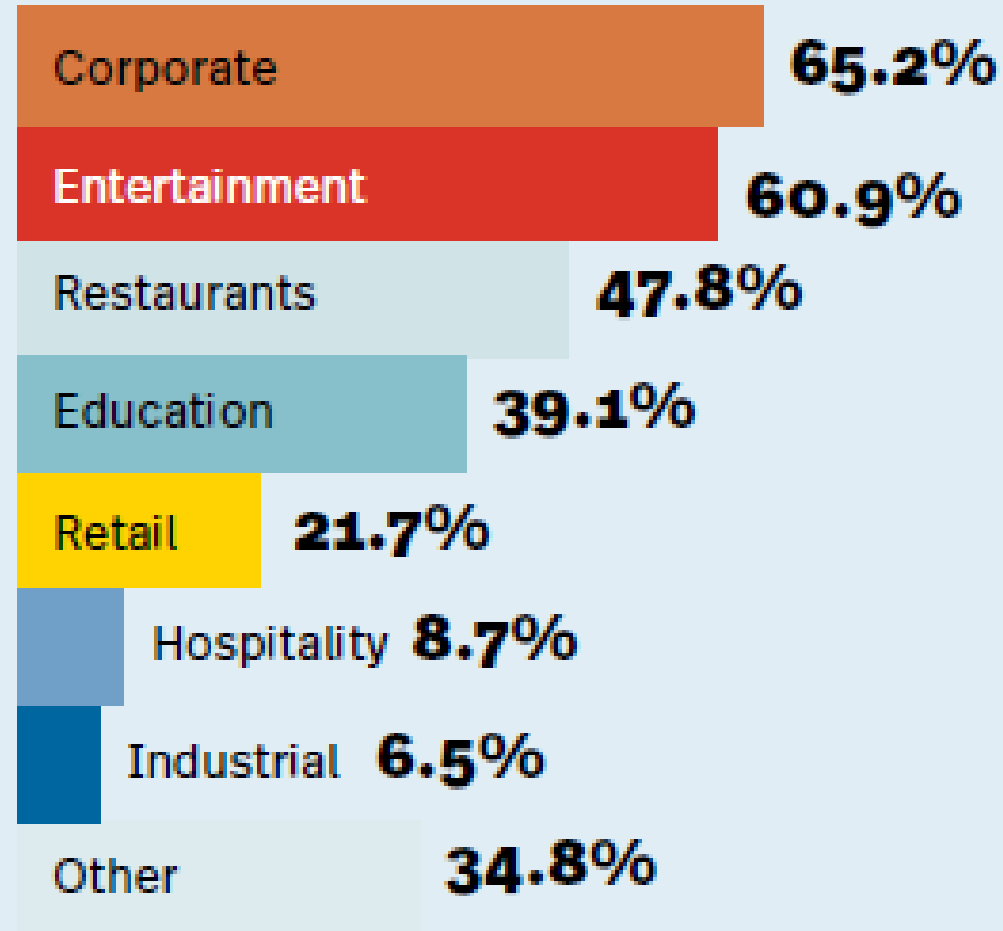
Discussion topic #5

AI and regulations

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Which vertical markets are most interested in leveraging AI tools to enhance their security applications?
(select all that apply)



As evidence of breadth and potential, the “other” category drew 35% of respondents. It includes multifamily, vehicle storage and shopping centers.

Source: 2024 SSI AI and Video Analytics Deep Dive

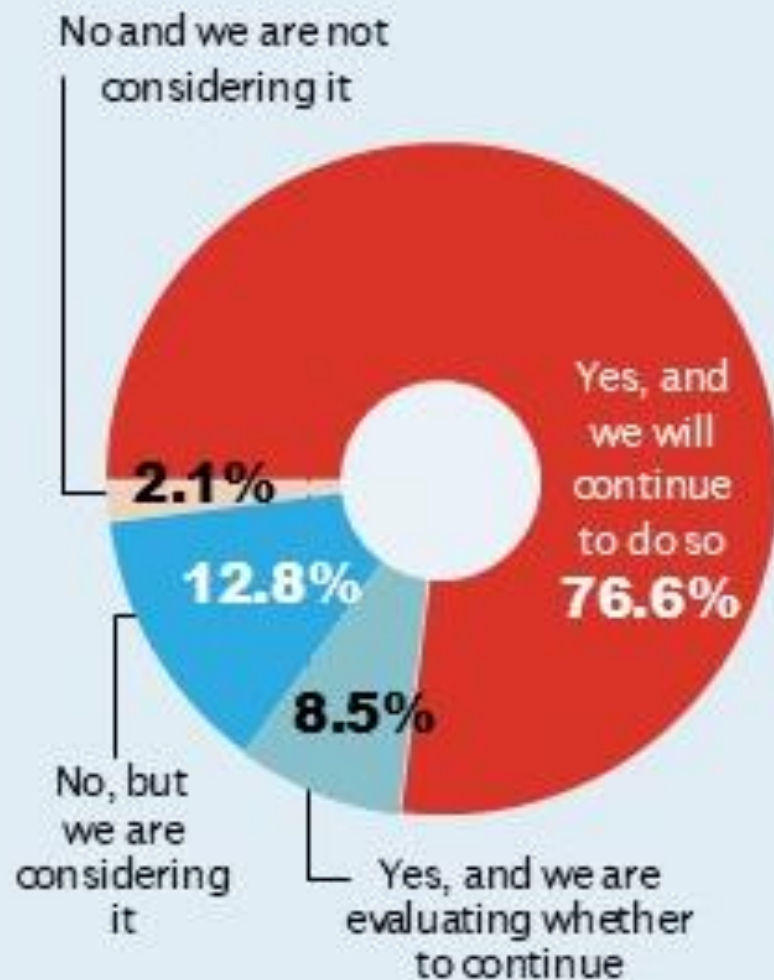
Discussion topic #6

How to deploy AI in a cybersecure manner?

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Have you deployed any artificial intelligence tools to enhance your security system integrations?



As this indicates, integrators are eager and active embracing and deploying AI.

Source: 2024 SSI AI and Video Analytics Deep Dive

Open Discussion

Questions about video services, AI and RMR?

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Summary

- AI is a tool to automate tasks that are too expensive & impractical to do manually
- Remote guarding, maintenance, and other security workflow benefit greatly from AI when CORRECTLY implemented
- End users want safety and peace of mind, and as a security professional the tools to offering this as a recurring service offering are only getting better!



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