



# The ROI of AI-Driven Video Analytics

## Saving Time, Reducing Costs, and Driving Growth with Your Security Tech Stack

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Asaf Weisbrot, VP Global Specialist Sales, Milestone



# Welcome & Agenda

- Why physical security needs ROI for their video technology investments
- Measuring the ROI of video surveillance technology
- Using video analytics to address key organizational challenges

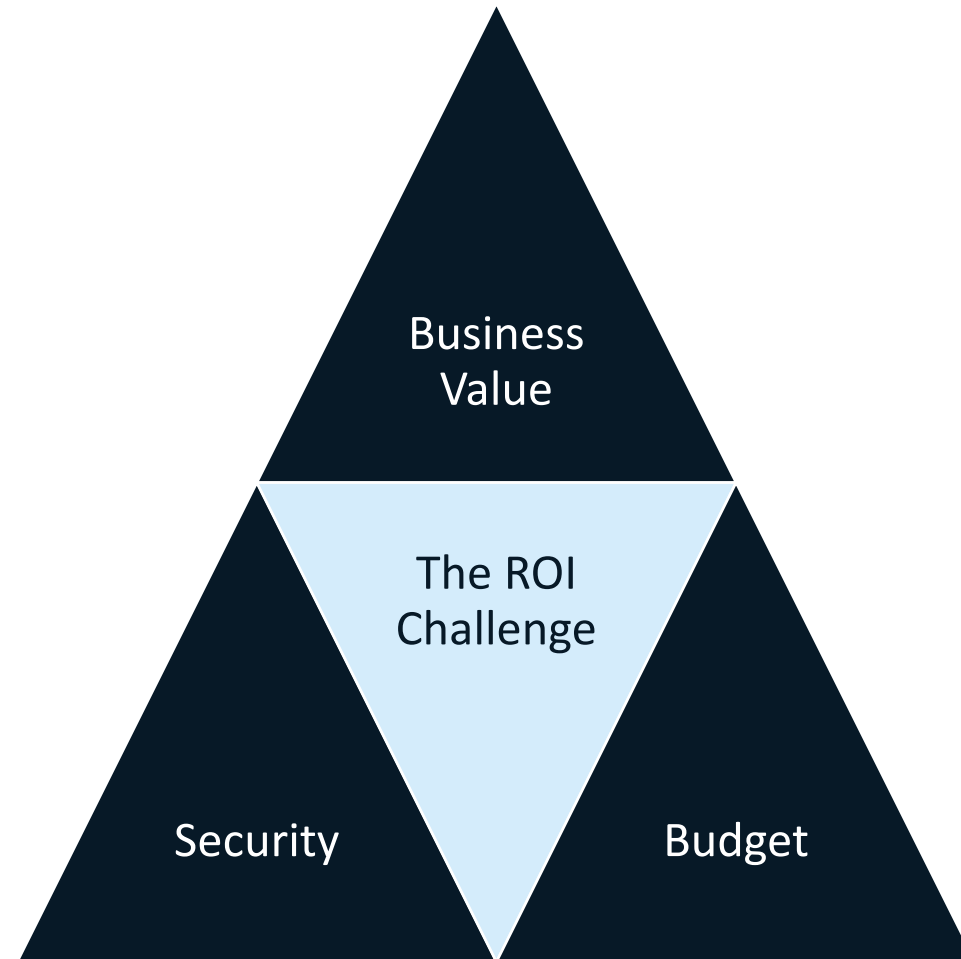


**Asaf Weisbrot**

VP Global Specialist Sales  
Milestone

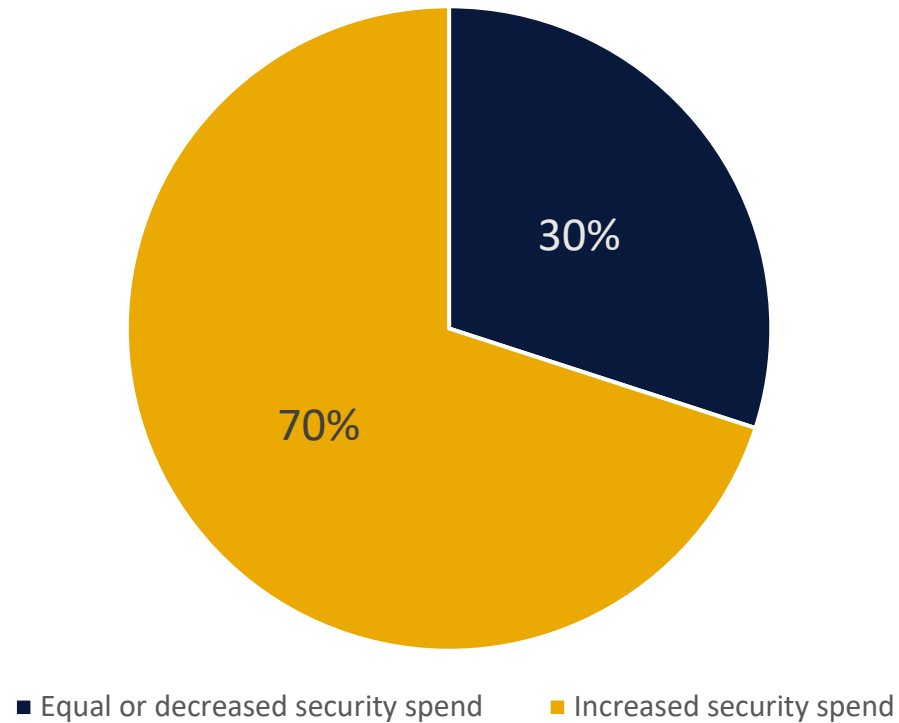


# Overcoming the Cost Center Stigma



# Why Physical Security Departments Need ROI for Video Technology Investments

2025 Security Professionals' Budget Expectations

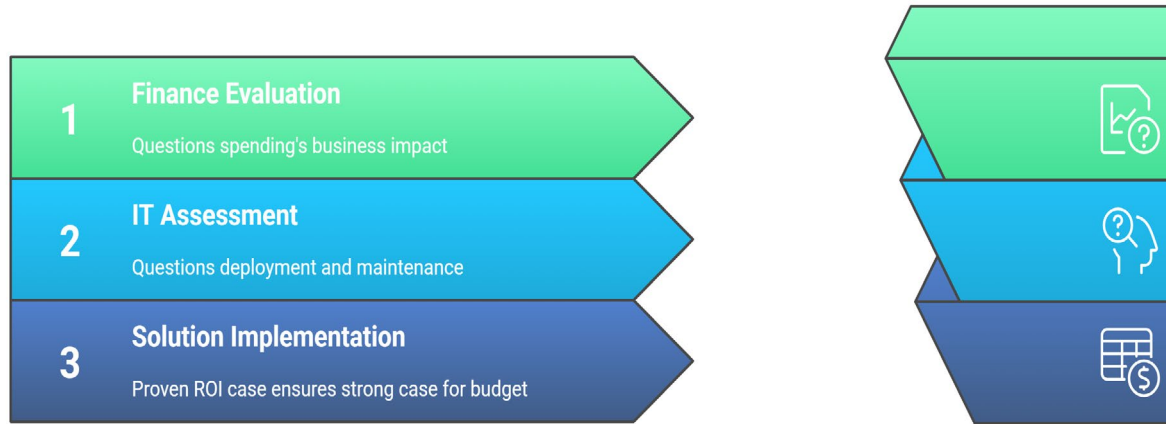


Are you expecting increased budget for 2025?

Do you think this estimate is high?

# Why Physical Security Departments Need ROI for Video Technology Investments

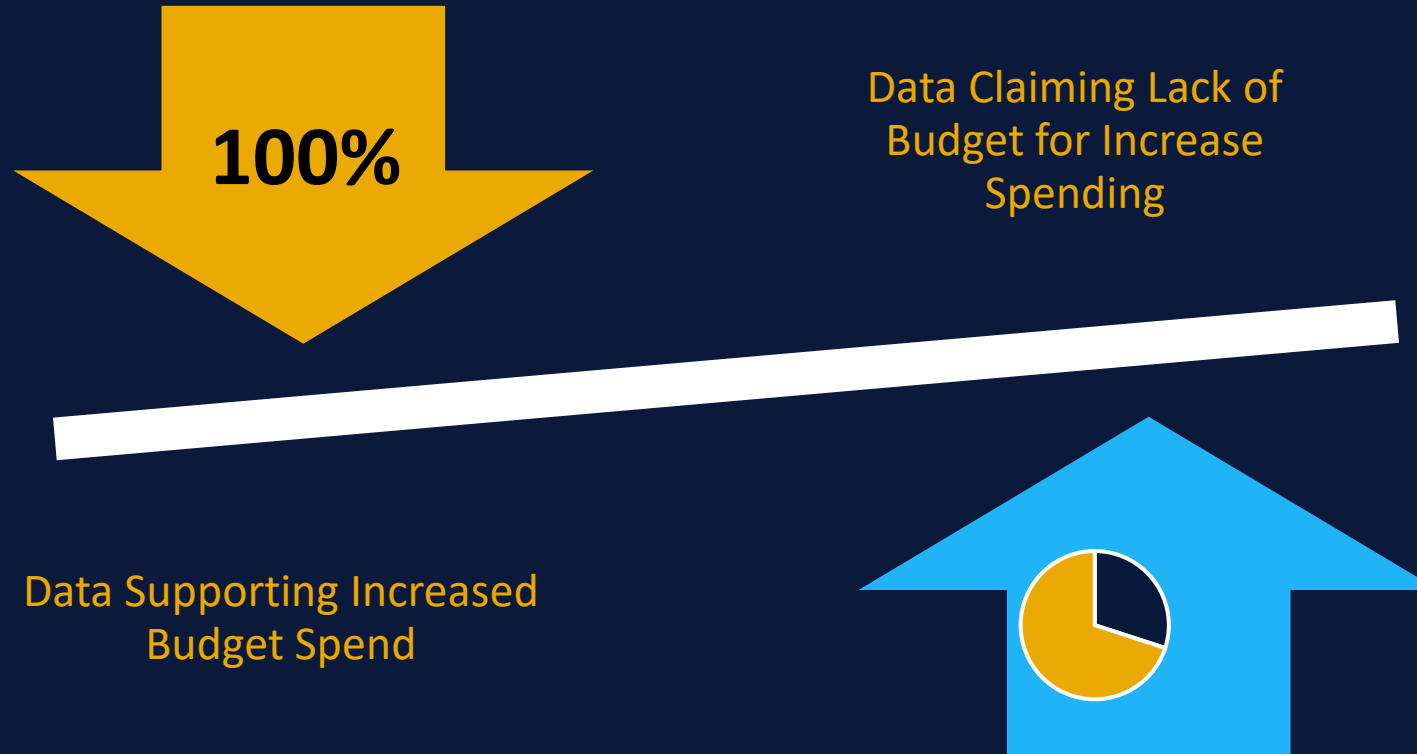
## Financial and IT Scrutiny Funnel



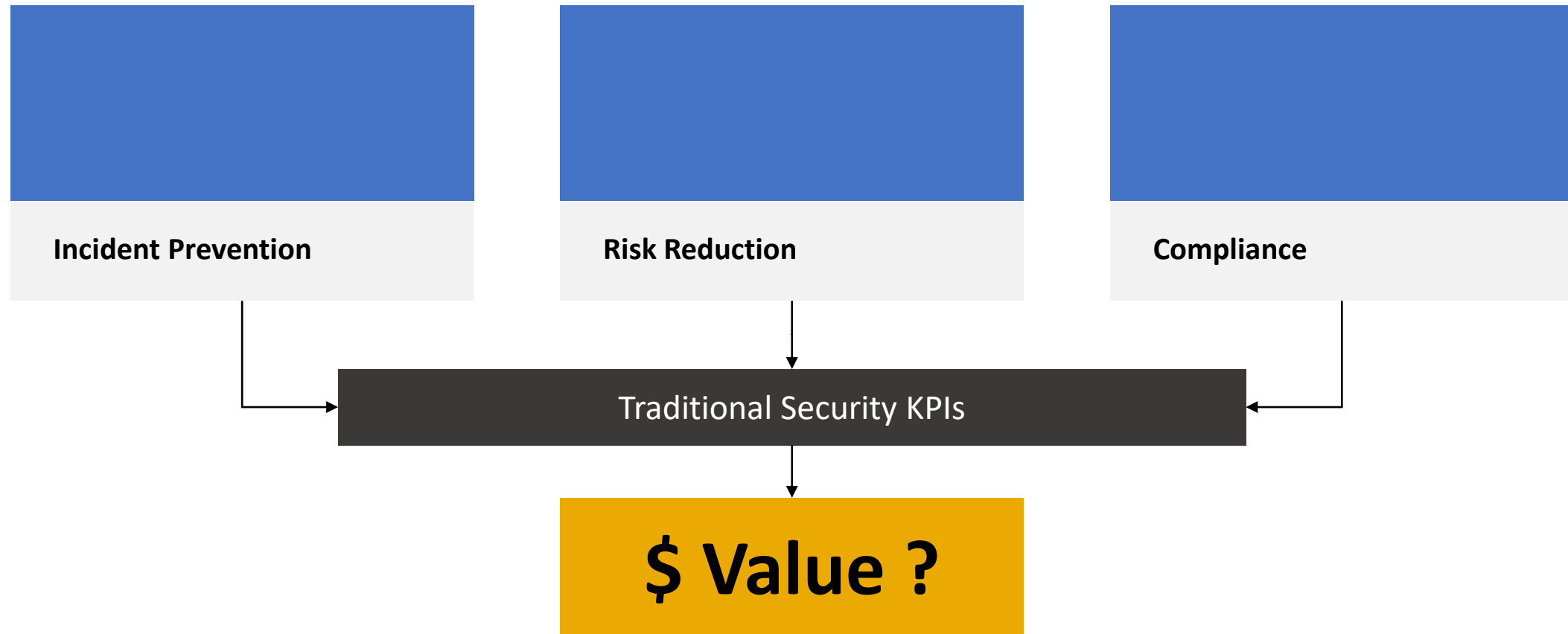
Do you work closely with finance and IT departments?

Have they ever asked for ROI to support a request?

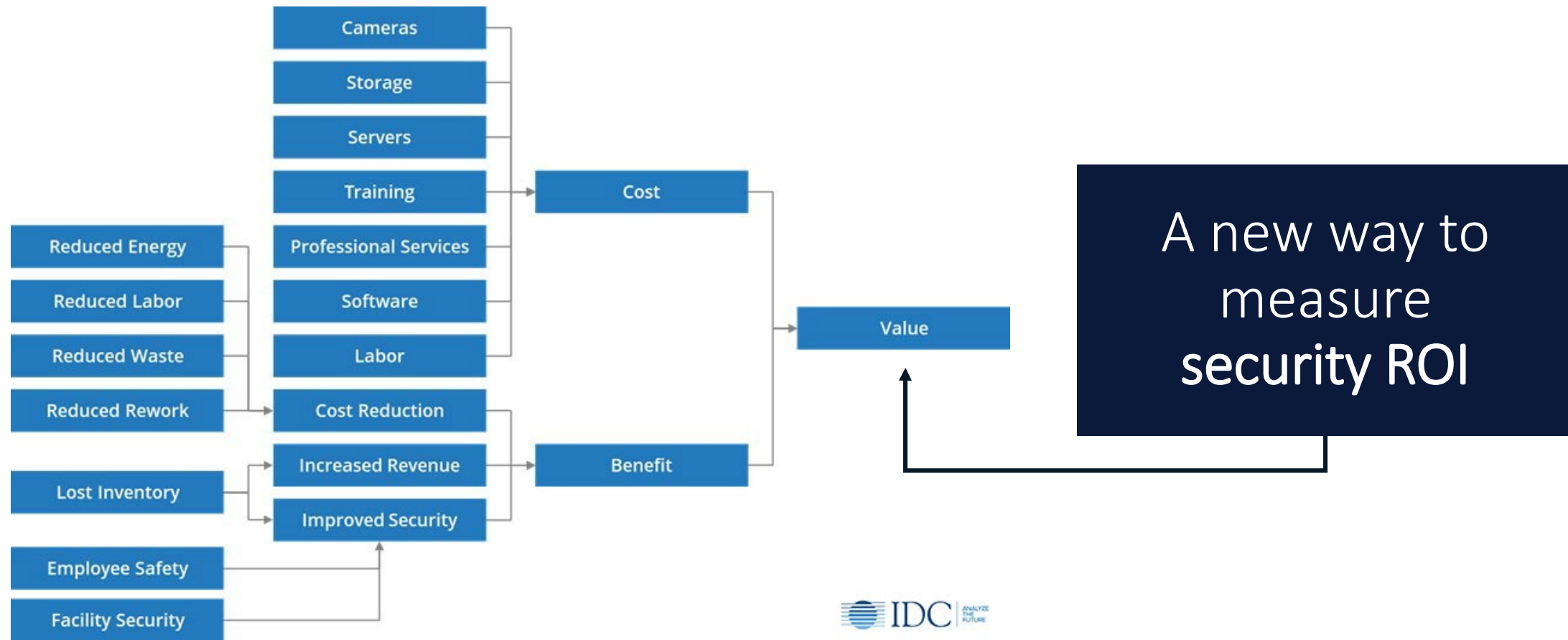
# Why Physical Security Departments Need ROI for Video Technology Investments



# Measuring the ROI of Video Surveillance Technology



# Measuring the ROI of Video Surveillance Technology







POP QUIZ: How long does it typically take for a company to see return on video analytics investment?

**A. 1-3 Months**

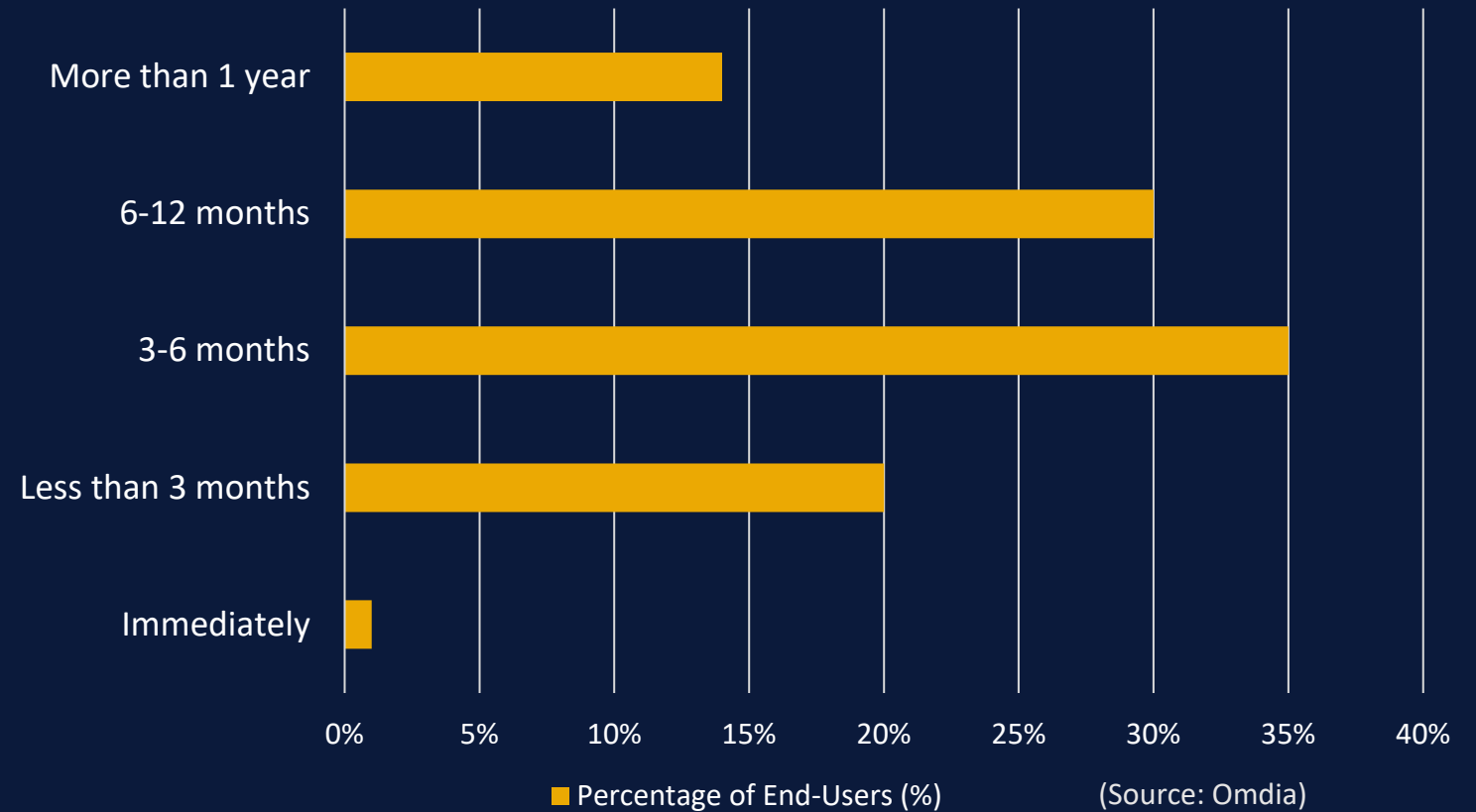
**B. 3-6 Months**

**C. 6-12 Months**

**D. More than 1 Year**

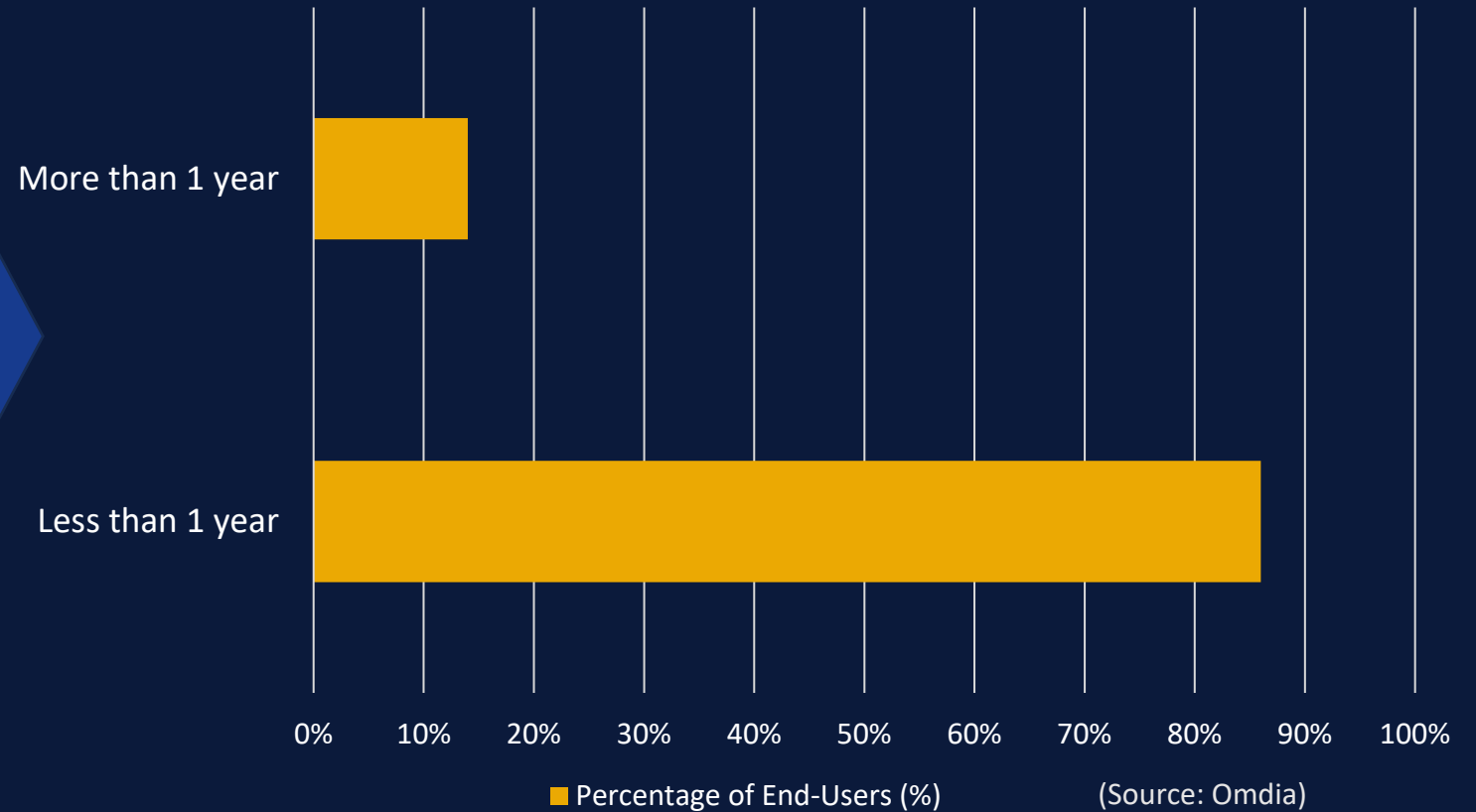
How long does it typically take for a company to see return on video analytics investment?

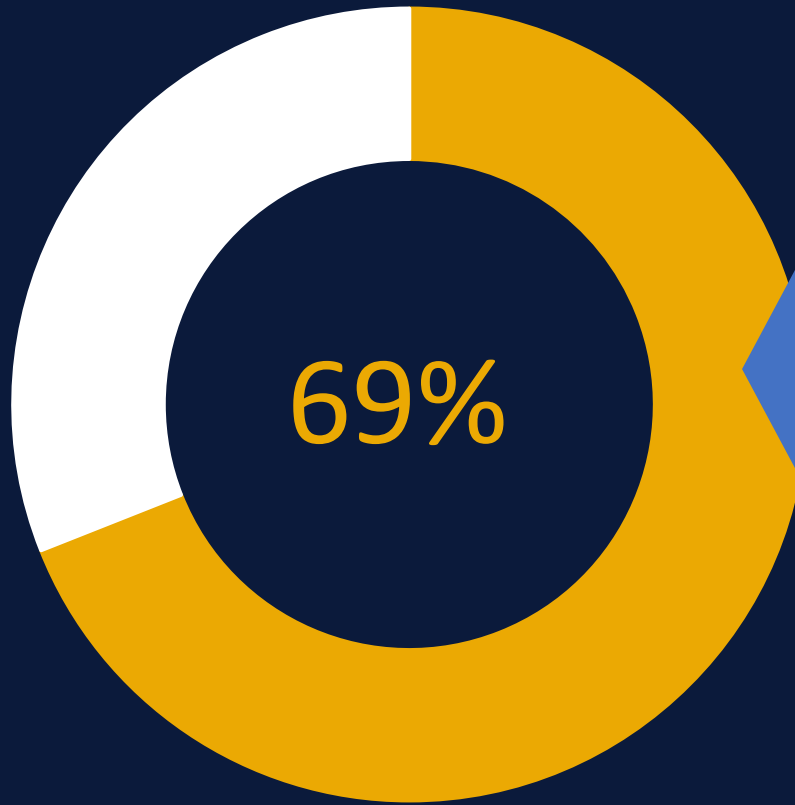
How long to see ROI on Video Analytics



**86%**  
of end users are seeing  
the  
ROI of video analytics in  
**1 year**

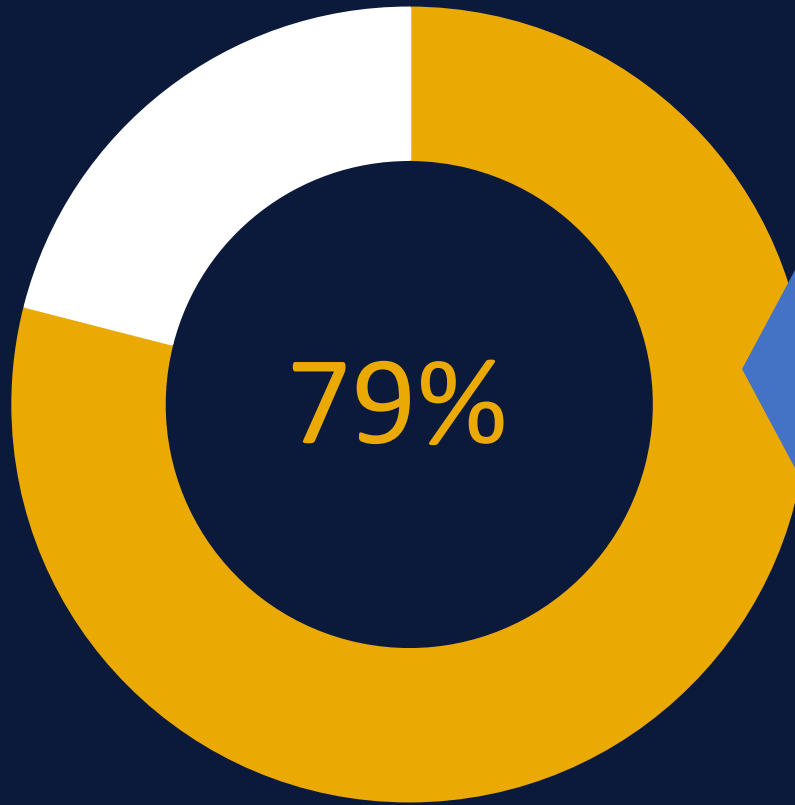
### How long to see ROI on Video Analytics





say the financial  
investment is  
worth the cost

Source: Omdia



79%

Say video analytics is a critical part of overall security

Source: Omdia

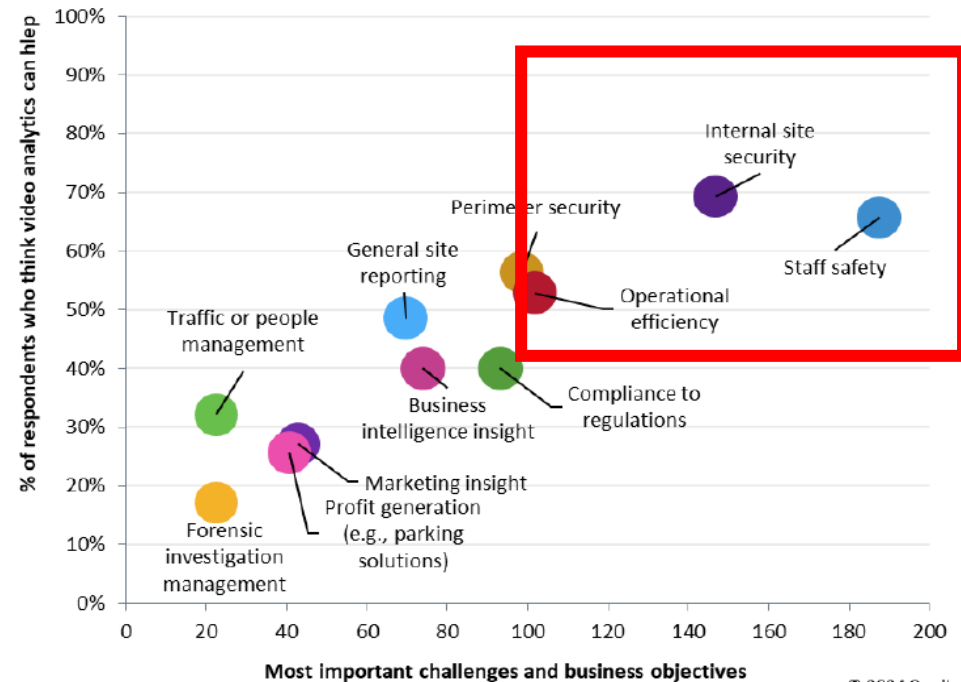


POP QUIZ: What are the top organizational challenges that can be solved with video analytics?

# POP QUIZ: What are the top organizational challenges that can be solved with video analytics?

Figure 5: Important challenges versus video analytics suitability

Security respondents; n=140



Source: Omdia

1. Staff safety
2. Internal site security
3. Operational efficiency

# Using video analytics to address key organizational challenges

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# Video analytics for security and safety



## Site Security

- Loitering at Bank
- Dwell alerts



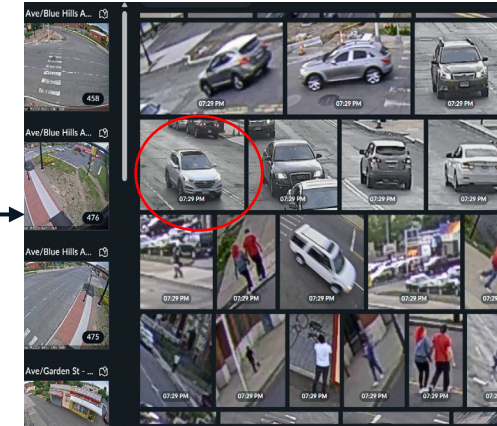
## Staff Safety

- Safety of healthcare providers
- Watch list alerts



## Perimeter Security

- Airport runway safety
- Detect and alert unauthorized objects



## Investigation Management

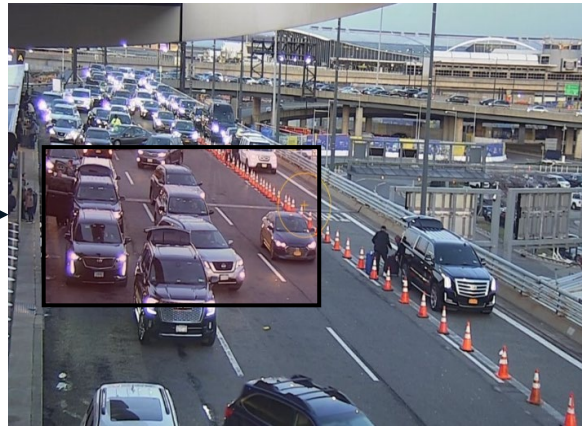
- High data volume
- Accelerate investigations and keep evidence secure

# Video analytics for operational efficiency



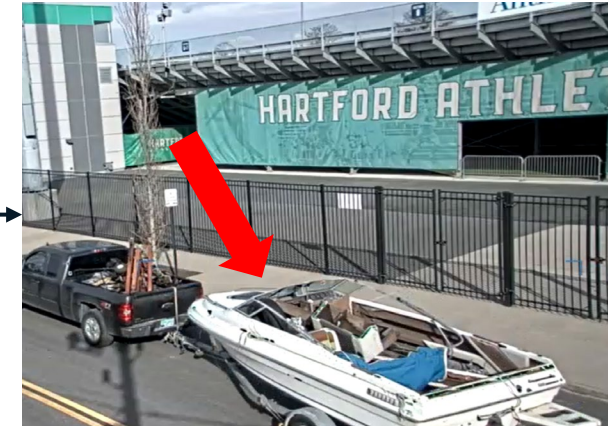
## Operational Efficiency

- Strain on SOC resources
- Comprehensive analytics improve efficiency



## Traffic/People management

- Overcrowding hinders operations
- Dwell alerts



## Compliance

- Impossible to see every act of non-compliance
- Search and alerts

# Video analytics for business insights and beyond



## Business insights

- Malls lack data for optimal tenant placement, causing inefficient space use and lost revenue
- Heatmaps, traffic data, and dwell analysis



## Enhancing Experiences

- "Experience" as a differentiator
- Heatmaps, traffic data, and dwell analysis

# ROI in Action



## Hartford Police

Ability to scale surveillance to 6-10 locations using same detective hours it previously required for a single stakeout

## Cumbria Constabulary

12,000 hours of footage > within an hour a suspect identified



## Massachusetts General Hospital

Faster video review: Freeing staff for critical tasks

Rapid incident resolution: reduced liability

Data-driven operations: optimized staffing and resource allocation



# ROI in Action: Major US Airport



## Video analytics for security

- Faster incident resolution, reduced investigation costs
- Fewer security breaches, lower liability costs
- Faster threat detection, improved overall security

## Video analytics for operations

- Optimized staffing and increased passenger satisfaction
- Better resource allocation, improved space utilization
- Accurate revenue capture from vendor fees

## Video analytics for business insights

- Higher retail revenue through consumer behavior data
- Improved leasing strategies, increased rental income

# Analytics in Action: Major US Airport

**Benefits - Traditional  
Security**

-

**Costs**

=

**Value**

**Business Insights**

**Operations**

**Benefits - Security**

-

**Costs**

=

**Value**



# Wrapping Up: The ROI of Video Analytics

- Leverage video analytics for diverse organizational challenges.
- Identify and address challenges **beyond** traditional security to increase value of video analytics.
- Validate business value through data-driven insights.
- Empower organizations to prove security tech stack ROI.



# Questions?

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# Citations

Slide 3:

Quotation, Albert Einstein, <https://rfkhumanrights.org/speech/address-at-the-california-institute-of-technology/>  
Accessed: 2 Feb 2025

Slide 4

Harris Poll Data, <https://www.securitymagazine.com/articles/100760-7-in-10-organizations-will-spend-more-on-physical-security-systems>  
Accessed 3 Feb 2025

Slide 6:

“Justifying Video Surveillance Technology: Try Thinking in Terms of ROI, not Insurance Policies” <https://blogs.idc.com/2021/04/05/justifying-video-surveillance-technology-try-thinking-in-terms-of-roi-not-insurance-policies/>  
Accessed: 26 Feb 2025

Slide 8:

IDC Image, “Justifying Video Surveillance Technology: Try Thinking in Terms of ROI, not Insurance Policies”  
<https://blogs.idc.com/2021/04/05/justifying-video-surveillance-technology-try-thinking-in-terms-of-roi-not-insurance-policies/>  
Accessed 26 Feb 2025

Slide 18:

Operational efficiency case study reference: <https://youtu.be/3Zp0TyU0GLQ?si=ISvos7n5fITtPEH2>  
Accessed 3 March 2025



# Thank you!

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