

# Servium



7 ways Cisco Meraki drives more value from your CCTV



Security Solution eBook





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Cisco Meraki has pioneered cloud managed IT. Their mission to simplify powerful technology has worked wonders for wireless, switching, security and communications, helping customers to seize new opportunities and reduce operational costs.

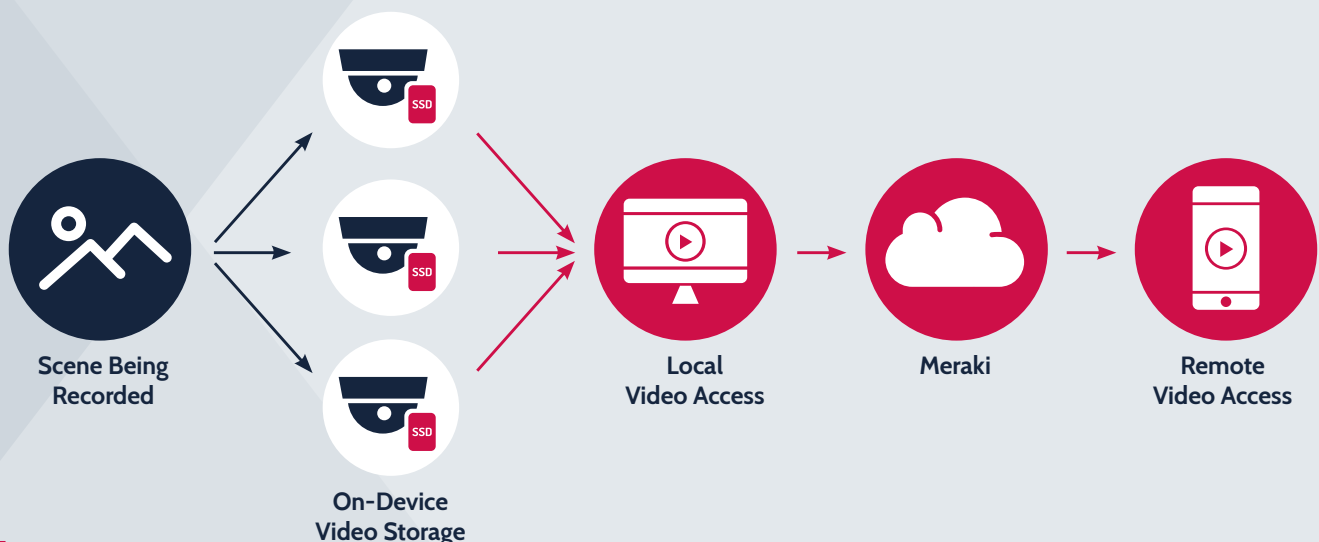
Such is their way, Cisco Meraki have now turned their attention to CCTV, to streamline and straighten out what can be a notoriously complex and tiring part of an IT infrastructure to implement and operate.

What has been accomplished is impressive and is turning heads as much in the world of physical security, as the world of IT and networking. As such, their security cameras are helping organisations large and small to drive considerably more value from CCTV.

### The Cisco Meraki Vision (MV) family of cameras:

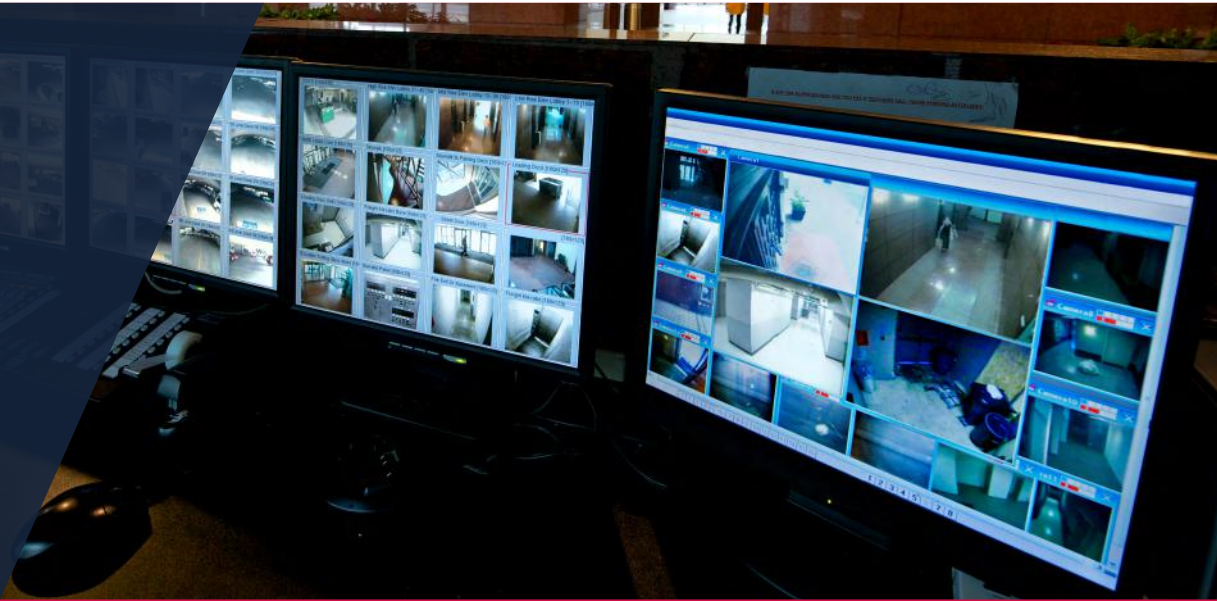
- A cutting-edge new architecture for CCTV
- The world's only plug-and-play security solution
  - Built around centralised cloud management
- Scale from one camera to 1,000s anywhere in the world
  - Access footage from anywhere, on any device
- Clever tools to turn your cameras into business sensors

### How it works: A simple yet cutting-edge architecture





# 1



## Stop sweating over footage

There's no easy way to navigate to an event using a traditional CCTV setup, beyond watching and more importantly studying the footage to find what you're looking for. In the world of Cisco Meraki however, helpful automation and machine learning does the heavy lifting for you.

Using Motion Search, the software powering the system will analyse the footage and return clips of relevance for you to then review. It can differentiate between objects and people and process your footage in seconds, so there's no waiting around.

Furthermore, with time, the system learns the events you're most interested in and gets smarter at discovering them. Even cooler is the ability to activate Motion Alerts so as events occur in real-time, security or IT administrators are notified of each event. This is incredibly helpful to support timely incident response.





# 2



## Cut the kit. No servers required

That's right, the Cisco Meraki solution operates without any servers at all. All the hardware that makes the magic happen is contained inside the camera itself, using the same technology you'll find in most smartphones.

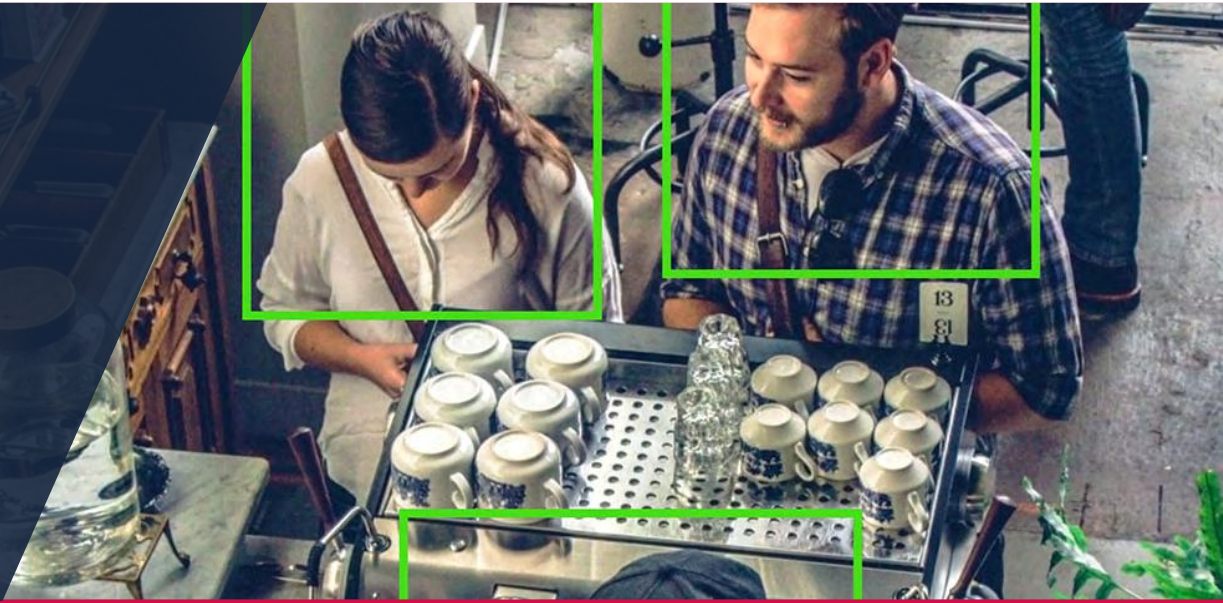
It's the only plug-and-play security camera available and sets a new benchmark in CCTV solutions. Industrialised SSD storage captures all the footage in 720p or 1080p high definition and all the clever analytics occur in the camera too. Like the rest of the Cisco Meraki solutions, the cloud is harnessed, but not as a primary data store. It is instead used for exported video clips and video that needs to be streamed from off-network, where it is cached to retrieve footage more quickly.

Importantly, because video is stored on the edge at the camera, footage will continue to record even if there is no network connection. And while it's possible that cameras could get stolen, footage is encrypted at rest and in transit.





# 3



## So much more than just security

Probably the most interesting consideration for using Cisco Meraki cameras is the value they can bring to other business operations, beyond security. It has been successfully deployed in all sorts of interesting scenarios including:

**Process monitoring** - using cameras to watch production lines, loading bays or any other area that an important process occurs. This helps to protect machinery, manage inventory and avert the costs of lost time, materials or even personnel.

**Health and safety** - protect staff by making sure they remain in safe areas or don't come to harm during the course of their duties.

**People counting** - sophisticated technology included in the solution allows you to anonymously count people entering or exiting a building. Interestingly, this can be combined with the location analytics included in Cisco Meraki Wi-Fi to create rich new visibility into people movement.

**Retail Hotspots** - using video analytics and motion heat maps, track which parts of your store or display are attracting the most attention.

The valuable new insight gained as a result serves to support better business decision-making.





# 4



## One dashboard to manage all your cameras

If you're running lots of cameras or are sweating video assets over different lifespans then the chances are you're either using lots of different software to manage your cameras or are paying for additional software to try and do this. Either way, different standards and compatibility issues can hamper this and make achieving universal visibility complex.

Cisco Meraki on the other hand offers a single cloud-powered dashboard to manage all cameras regardless of where they are in the world. Incidentally, it's the same dashboard Cisco Meraki users already use to monitor and manage their networks, security and communications. Within the dashboard, simple-to-configure video walls can be created and all the functionality of the solution unlocked. The dashboard is ready to manage everything from a handful of cameras to thousands. It boasts an astonishing 99.99% uptime so there's little fear over not being able to access your footage or manage your cameras.

Being browser-based, the dashboard can be viewed on any device, from anywhere in the world. Video can be streamed to any device as a result. Avoiding multiple systems makes for a simple and elegant solution for managing video feeds.





# 5



## Extend the power of video to other users

Access to your video cameras no longer needs to be the preserve of security or IT personnel. Thanks to role-based access any number of people can be offered access to cameras and the footage they see controlled accordingly. The easy-to-use dashboard is intuitive and ready for non-technical personnel to start using with minimal training. For example, the receptionist at a pharmaceutical company might only have access to the camera at the front of the building, whereas a Lab Technician might see footage from cameras monitoring for lab safety or even monitoring testing processes.

What this means is that the power of video can be used to enhance the work and productivity of all kinds of people right across the organisation.





# 6

## Remove video traffic from your network

Streaming video across your network using traditional NVR CCTV solutions means precious bandwidth is eaten up and inevitably slows down other processes and applications. With every Cisco Meraki camera holding up to three weeks of footage, data intensive traffic is kept off your WAN therefore protecting bandwidth.

Meraki MV Cameras	
Video Footage	720 or 1080p
Storage	128 or 256GB SSD
Frame Rate	Standard quality (8fps / 530kbps) Enhanced quality (15fps / 765kbps)
Video Encryption	Yes, on camera
Codec Support	H.264
Video Export Format	MP4 encoded with H.264
Connectivity	Ethernet cable, PoE or PoE+
Ruggedised?	IK10 rated for impact resistance IP66 rated for weather resistance





# 7



## The latest technology always

The beauty of Cisco Meraki cameras is that the license for the software powering the solution entitles the user to every new innovation and update the moment it is released. Zero-touch camera firmware updates silently in the background so there are never issues over missed updates or hardware conflicts.

Importantly, the license also includes 24x7 support as standard and every camera comes with a 3-year next-day hardware replacement guarantee, adding further peace of mind when using the solution.





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## Time to see it for yourself

There's no better way to truly see the benefits of the solution than to see it for yourself, so we offer online demonstrations of the technology.

[www.servium.com/MerakiMVdemo](http://www.servium.com/MerakiMVdemo)

Better still, why not try the technology out for yourself in your own environment?

In the meantime, to learn more or discuss the solution in more detail, simply speak to your Account Manager, email us at [hello@servium.com](mailto:hello@servium.com) or call on +44 (0)303 334 3000.



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Meraki

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