

How Cloud-Based Video Surveillance Systems Can Help Your Business

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In brief

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A surveillance system is necessary if you want to keep your business secure and keep tabs on what goes on when you're not around. While all video surveillance can be helpful, cloud-based solutions, in particular, have a few extra benefits.

Without any further ado, let's go over how cloud-based video surveillance systems can help your business.

Lower Maintenance Requirement

No matter what kind of security or surveillance system you have in place, maintenance will be needed. Ignoring your systems will make them vulnerable, and there is a greater risk of failure or other issues.

With traditional surveillance, you must manually update the cameras and software, check for tampering, and perform other time-consuming work. On the other hand, cloud-based systems require much less work and free up time to focus on other things.

For example, a company like Rinf.tech builds Cloud CCTV solutions that last and won't need to be maintained nearly as frequently or take as much effort as a traditional system. In addition, these cloud-based systems can be updated automatically and often come with helpful features like tamper detection to reduce the time you need to spend.

Easier Access to Video Feeds

Another benefit of cloud-based surveillance is that you can access the videos your cameras are recording much more accessible. With traditional systems, you can only view the cameras from a specific location. This means you won't be able to check in if you are not in the right place.

With a cloud-based system, you can remotely check the cameras and access their related files no matter where you are. In addition, you can view the cameras remotely from just about any device, and you can often even control the cameras if you want a different view. You can also get real-time alerts for things like motion or activity.

Easier access to information is one of the biggest reasons cloud computing is growing so rapidly and will continue to do so for the foreseeable future. This is especially true as remote work becomes more popular and more people are doing their jobs away from a single location like an office or factory.

Improve Your Sales

Companies are always looking for ways to increase sales, and its cloud-based surveillance system can help. A big part of getting more sales is learning more about your customers and their behavior and making the proper adjustments.

By having surveillance that you can check out at any time from any place, you can learn more about your customer and use this information to better tailor the store experience to customers' preferences or behaviors.

You can see how many males come into your store vs. females, what times you are busiest, where people generally walk into your store, and even the products they are interested in. Suppose your system has the potential for video analytics. In that case, it can analyze a ton of video data and gain meaningful insights, allowing your business to make more educated decisions.

Of course, this benefit depends on your business type and whether your location sees customers come in and out or is primarily used for storage or manufacturing.

Better Data Security

Cloud-based systems also provide better data security for your business. They store all the footage and data they capture in the cloud, where it is safe. You can also control who can access the footage to prevent it from landing in the wrong hands. Many also come with backups in case something is accidentally deleted.

In some traditional systems, damaging a camera would destroy the footage, which can be awful for your business. While a broken camera in a cloud-based system is still annoying, you won't need to worry about damaging any important data.

With traditional systems, older data and recordings will also be overwritten with new data once storage runs out, which could lead to crucial data and recordings being lost forever. Cloud-based solutions are scalable and can provide as little or as much storage as you need. Because of this, you never need to worry about running out of space and having old data deleted to make more room for new data.

In conclusion, we hope this guide has highlighted how cloud-based video surveillance systems can help your business in various ways.

References

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