

WHY THE NEED FOR SECURITY CAMERAS?

To help you in understanding the need for security cameras, let's take a look at how security cameras become an investment and not a cost to a business.

Security has become increasingly important in business, industry, and government in recent years. Companies have found that profit margins have decreased over the years and that any loss can impact their business in a negative way. This contributes to insurance increases, lower wages, and even job loss. Loss ultimately increases consumer prices overall.

Losses can be defined in several ways. The obvious is "shrinkage" or a reduction in inventory which is best defined as shoplifting either from customers or by employees. Other than shoplifting, it can come in the form of driving away from a gas pump without paying or even illegally dumping in a business dumpster. Another loss is from employees or even customers stealing money directly from a cash register or deposit. This is very common in retail. An extremely costly form of loss is employee time theft. Employees not performing the duties they are paid for or extending breaks or not opening a store on time or closing too early. This type of loss is possibly the most costly of all. Imagine an employee taking 30 minutes per day at \$ 10.00 per hour wage. This relates to \$ 1300.00 per year given a five day schedule. Multiply that by how many employees that may be taking advantage of time and the annual loss can become huge.

Security cameras have become an enormous tool in reducing liability. Schools are installing cameras at a record rate. Children can be quickly identified when altercations or vandalism occurs. These camera systems can be networked and accessed remotely for police use in the event of a serious issue requiring police intervention. School bus cameras are becoming a requirement as well. In retail, slip and fall lawsuits are increasing. Many of those are staged so a person can collect a quick settlement. This is insurance fraud and security cameras can turn an expensive lawsuit into a prosecution rather quickly.

More and more police departments are recording interrogations to eliminate any discrepancies in the interview. Police are using cameras any area a prisoner occupies to reduce the chance of inmates claiming false accusations towards police personnel.

There are basically four forms of security to prevent loss. Locks, security cameras, burglar alarm and access control systems all protect businesses from after-hours intrusion. Only cameras can protect from employee theft and reduce liability as described above. The national average for any loss in business is 75% from employees. Only 25% of loss occurs from customers or break-ins. Security cameras are the only method of security to greatly reduce the chances an employee theft and will also help in identifying burglars should they choose to break in.

This is just a summary of the need for security cameras. Virtually every day, the news will show video of a break-in or someone vandalizing property. As a dealer, any news story without video or with poor video becomes a sales prospect immediately. Security cameras are becoming more and more accepted in society. Municipalities have installed cameras in troubled areas throughout a city to help curb crime.

Selling, installing, and maintaining security cameras can be extremely profitable and open new doors that may never have been a possibility in the past. Most of all, you as a dealer can feel good that you may have helped a business or municipalities reduce loss and increased efficiency and overall profits. We at Adirondack Technology are committed to provide whatever support is necessary for our dealers to succeed in the security camera business. We will promote the highest quality state of the art equipment so that our dealers have the tools to protect their clients.