NANA Management Services

Overview
NANA Management Services (NMS) provides a highly flexible security solution for organizations of all sizes and technological capabilities. It’s called NMS Virtual Guard, and it integrates real-time video surveillance with advanced computer analytics to instantly identify a potential threat. The system’s analytical capability is based on IDOL’s engine to allow analysis and interpretation of video, audio, and text data from virtually any source.

Challenge
- High security costs: Larger businesses, on average, can spend up to $60,000 a month on 24x7 security guard payroll; and guards can only monitor so many locations and cameras at one time.

Solution
Using NVMS Virtual Guard, with the embedded IDOL analytics engine, gives businesses higher security for their facilities, better security analytics data, and a more cost-effective security solution.

Top Benefits
- Increased visibility: Compared to security guards who visually monitor a limited number of cameras at once, NMS Virtual Guard can “see” everything.
- Better value from assets: The value of most cameras is in their forensic, after-the-fact, monitoring, rather than live monitoring. NMS Virtual Guard alerts users when a camera is non-functional, creating better value for their customers.
- Better cost structure: NMS Virtual Guard and IDOL offer high-end analytics for low cost, and can reduce guard staffing requirements by 80% or more.

“The IDOL engine provides our customers a very high-end analytics solution at a low implementation cost. They get the benefit of that great technology, and NMS gets the benefit of working with a company we know is going to be here in ten years.”

EDWARD KNOCH
Director
NMS Security Technology Solutions

At a Glance
- Industry: Software & Technology
- Location: United States
- Challenge: To implement a highly effective, low-cost video surveillance system to increase visibility and reduce guard staffing requirements.

- Products and Services: IDOL

- Results
  + Increased visibility
  + Gained better value from assets
  + Introduced a better cost structure
Results

The Business Case for Security Analytics
Imagine a business problem related to on-premises security. A threatening individual visits the property regularly, so the business has a restraining order against them, with specific limitations regarding how closely they can approach the business property. “How do you stop them before they get to that point?” asks Edward Knoch, Director, NMS Security Technology Solutions. “Placing a security guard on site, watching for this individual to the tune of $7-9K per month is one option. And placing an armed guard on site will cost more like $12-15K per month.

“But if you apply facial recognition via analytics, you can post a single guard for general purposes, who gets alerted only when an actual event occurs. With pre-identification, you can stop certain individuals whose behavior is predictable, and save money on security staffing in the process.”

How the System Works
The NMS Virtual Guard system begins with a video surveillance platform from Milestone Systems, which runs on commercially available hardware in a Windows environment. IDOL’s engine is embedded on this platform. As security events are registered via cameras set on a business’s property, the IDOL analytics engine is able to distinguish a false alarm—say, a tree branch blowing across the camera’s field of view—from an actual security threat, such as an intruder. “Only the actual threats are reported back to us at our central monitoring dispatch facility,” says Knoch, “over a secure VPN connection.”

“That’s part of the value here. Because the essential video and computing hardware, with the [Micro Focus] analytics, are all on the customer site, the amount of threat data we receive is quite small. Event data averages less than 200 kilobytes. So with even 1,000 events per month, you’re looking at no more than 200MB per customer. Not a large amount of data.

“We get the event in near real time, with less than a 20 millisecond latency. Our personnel notify the customer immediately as these events occur, and we follow the protocol the customer has provided until the event is closed.”

Enhancing Customer Relationships: Moving from Security to Business Value
Consider a very different scenario. One of NMS’s customers uses pre-identification to determine who is actually allowed on property, after hours and on weekends. “We can open and close the door for valid employees with credentials,” says Knoch. “The value to customers using the very same technology doesn’t stop there. Suppose you’ve preID’d a long-standing customer who spends $10K per month at your jewelry counter. Before they’ve entered your door, you can engage your ‘concierge service’ protocol: a personal shopper greets them at the door: ‘Good afternoon, Ms. Thomas. We’ve just received several bracelets I think you may be interested in, and we have a cup of coffee and your favorite Danish waiting for you.’ That’s turning video data into actual business data, because it allows you to personalize the care of the customer.”

Taking this a step further, Knoch notes that the IDOL engine can be tied back to a relational database system where business transactions are maintained. “To get even more business value out of your video data, you could bring in a programming staff to build highly customized solutions for the scenario I just described and many more, based on facial or license plate recognition. This goes far beyond surveillance. It gives security integrators the ability to differentiate themselves further in the market place. Their customers not only gain high security, but also business data as part of that system, which helps make better business decisions.”

This capability is beginning to resonate with the NMS customer and partner base. “We’re doing a proof of concept with one of our VARs based in the northwest,” says Knoch, “who are very excited to expand their portfolio with the IDOL engine. And we’ve just signed a deal with one of the largest security vendors in the US, who is based on the west coast and does business in 32 states. Their customers range from the Pentagon to a wide range of commercial enterprises.”

The Role of the Idol Engine
“The worst thing for a guard company is to have to look at multiple interfaces to understand an event. With NMS Virtual Guard and IDOL, our security team has a single interface on Milestone, with [Micro Focus] technology embedded inside with easy integration. The IDOL technology simply works, and it lives inside our security platform of choice.

“The IDOL engine provides our customers a very high-end analytics solution at a low implementation cost. They get the benefit of that great technology, and NMS gets the benefit of working with a company we know is going to be here in ten years. I just can’t say that about the competitors we looked at before choosing Micro Focus.”