camio
real-time video search

"It's about cost efficiency. We don't have people watching video. The cameras do the work and notify us when we need to look."

–VP Security
Leading Real Estate
Development Company

KEY OUTCOMES:

Delivered 18x ROI for a multi-property real estate company

Proactively mitigated 63 events

Saved $1.36 million on liability and property damage

"We're able to add things on the fly. We can change camera settings, activate and add cameras. If we see something on the ground, we can react very quickly, even out in the field."

THE CHALLENGE
Increasing threats, stagnant budgets

A major Southern California-based real estate investment company, with retail centers, commercial properties and residential complexes, needed to secure their locations while providing responsive service to its tenants. The newly formed SOC (Security Operations Center) looked to efficiently and cost-effectively manage all properties from a single location, with remote monitoring, dispatch, and deployment capabilities.

Like many SOCs, it was facing pressure to protect against an increasing number of threats without any increase in budget. The team recognized that artificial intelligence (AI) could more quickly and accurately analyze video footage, freeing personnel to focus on incident mitigation and move from passive after-the-fact evidence collection to active in-progress intervention.

THE SOLUTION
50x force multiplier without replacing cameras

Camio immediately enabled each SOC analyst to monitor events from 50x more locations. Because it's a SaaS (Software-as-a-Service) platform that works with existing cameras, Camio eliminated the need for proprietary equipment purchases. The property management SOC was able to "light up" existing network cameras quickly and easily through Camio's remote deployment. Access to the video and data was also quick and secure, since Camio connects to G Suite Directory and BigQuery without costly, complex integrations.

Real-time search and alerts

Using AI and machine learning, the Camio platform differentiates between harmless motion and potential threats while learning continuously to expedite video review and prioritization. This results in 50x greater SOC efficiency — 90% fewer false positives and 5x faster search.

Camio "Event Streaming" pushes only important events directly to SOC team Web browsers on their desktops, phones, and the SOC video wall. Access to each property's camera is controlled exclusively by G Suite groups. A special camera group called "SOC Camio" cuts across all properties so that centralized SOC staff can triage incidents remotely for immediate intervention. Once a video event is reviewed, it is automatically marked as reviewed so that fellow SOC staff avoid duplicated efforts as they concurrently review the incoming stream of events.

"Event stacking" condenses and summarizes contiguous events so time isn't wasted reviewing the continuation of unimportant or acknowledged events.

Protection, not just evidence collection

On-premise staff can be deployed to problem areas exactly when and where they are needed to prevent breaches of restricted areas or to ensure safety. The SOC team is able to manage hundreds of locations from a single site, because they're supported by Camio.

50x
more efficient
operations

5x
faster
video review

90%
fewer false
positives

Modern IT security

Camio uses best practices in security such as TLS encryption with Perfect Forward Secrecy and 256-bit AES encrypted storage to meet the most stringent IT requirements. Remote access is secure with no open in-bound network ports. Camio brought modern IT-controlled authorization, information security and programmability to every industry-standard camera.

Pay-per-use affordability and easy scaling

Camio scales to any size, so thousands of simultaneous camera feeds originate from properties with any number of cameras. Storage is equally scalable—retained on-premise or in the cloud as long as required—depending on the needs and budget of each property. The SOC optimizes its ROI in Camio by using query filters like "human or vehicle 7pm to 6am" to monitor the peak, high-risk times and areas.

THE RESULTS

Doing more with less

As soon it was deployed, Camio became a force multiplier, allowing the same number of personnel to cover more locations. Remote monitoring and alerts indicate problem areas and potential threats in real time, so the SOC staff can shift guards precisely where and when they are needed. This, along with economical, pay-per-camera pricing contributed to 1800% ROI in the first 12 months of deployment.

In addition to enabling more efficient resource use, the Camio platform is more accurate — with 90% fewer false positives without increasing false negatives. SOC staffers don't spend time watching video, since only the most important video events are pushed directly to their browsers. Real-time alerts allow the team to mitigate risks and work alongside law enforcement to intervene before threats become bigger problems.

The collective benefits of Camio's remote video monitoring and real-time analytics in the cloud resulted in $1.36M savings in the first year of deployment.

Agile and easy to use

While Camio's technologies—including AI, machine learning and cloud—are sophisticated, the system is designed for fast, easy use. Simple search terms are particularly beneficial, as the company's VP of security notes, "not all security personnel are technically savvy. Other companies' systems can require coding knowledge or extensive training and can be cumbersome with dropdowns and other complex features."

He also speaks to the advantages of Camio's flexibility. "We're able to add things on the fly. We can change camera settings, activate and add cameras. If we see something on the ground, we can react very quickly, even out in the field."

Camio's commitment to partnership also means frequent collaboration to meet changing needs or add platform improvements. "Camio listens to input and delivers enhancements immediately. Other companies might put a capability on the roadmap, but you won't see it for at least several quarters."

Camio real-time video search has freed the SOC team to focus only on what's important. Cameras do the work to understand the issues that warrant attention, making proactive protection economically feasible and sustainable.