



BEST PRACTICES GUIDE

Your Business and IT Systems Run in the Cloud

Here Are Nine Reasons Your Security System Should, Too



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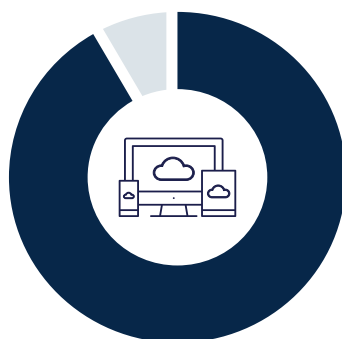
In the business world, particularly among IT professionals, cloud computing is no longer a mere trend, it's the backbone of the data-driven, app-based tech ecosystem.

According to Hosting Tribunal, 94 percent of enterprises already use cloud computing, 30 percent of all IT budgets are allocated to cloud computing, and 66 percent of enterprises have a central cloud team or a cloud center of excellence.

From customer relationship management to project management, from enterprise resource planning to messaging apps, IT leaders are managing key software systems in the cloud, and thus, are well versed in its benefits. Which begs the question: Why are we slower to move our video security systems to the cloud?

Keep reading for a deep dive into the benefits of migrating your video surveillance system to the cloud and how modern systems, such as the [Eagle Eye Cloud Video Management System \(VMS\)](#), can help streamline backup and recovery, cut down on hardware, facilitate collaboration, and position your business for the future.

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30 percent of all IT budgets are allocated to cloud computing.



1. Rapid Deployment, Ease of Use, and Accessibility

Getting on-premises video security systems up and running can be time consuming and complex, requiring installing software, configuring routers, setting up storage servers, and configuring cameras.

Installing cloud-based systems is considerably less complex. Users simply plug in an onsite appliance to connect cameras to the cloud and auto-configure cameras. Even if the deployment requires installation of new cameras, the configuration, management, and monitoring are all simplified.

With premise-based systems, maintenance of hardware and software, firmware, and configuration updates require expensive onsite work and skilled technicians to deploy and troubleshoot. With a cloud system, the compute-heavy hardware and software reside in the cloud, and maintenance of the VMS is taken care of by the cloud provider.

Access can be problematic with traditional systems, as well, because remote access is not architected into them. With cloud-based systems, remote access is built in and video access and streaming are smooth.

The Eagle Eye Cloud VMS includes a modern mobile app, so you can configure a system, access video, and manage features anywhere in the world with internet connectivity from your computer or mobile device. Cloud VMS subscribers can activate features, such as video analytics, and set up alerts with the click of a button, without needing to install any additional software.

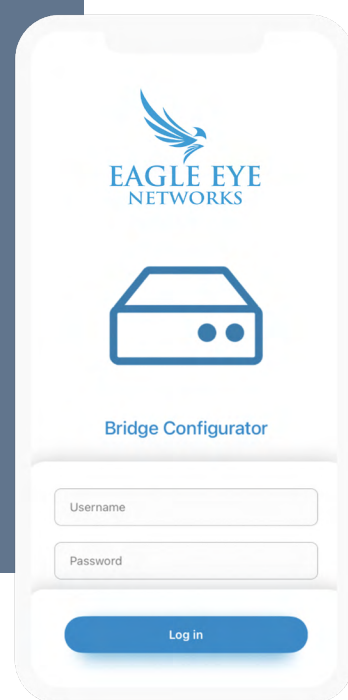
In addition, Eagle Eye offers central management, enabling IT to delegate access, revoke access, assign permission levels, and track user activity of the cloud VMS from your web browser.



EAGLE EYE MOBILE BRIDGE CONFIGURATOR

The Eagle Eye Mobile Bridge Configurator facilitates easy, speedy configuration of the onsite appliance, using only a USB cable and your mobile phone or tablet. No more cumbersome laptops and keyboards; instead, the mobile configurator enables:

- Simple, straightforward bridge setup
- Swift configuration of the bridge with a mobile phone
- Communication regarding issues and logs directly with the mobile application
- Access via iOS and Android devices



2. Enhanced Cybersecurity

Gartner projections show growth in cybersecurity spend is slowing. While cybersecurity grew at 12 percent (CAGR) in 2018, it's projected to decline to 7 percent by 2023. However, the threat remains ... and is intensifying as cyber criminals get more creative and bold in their attacks.

IT leaders are all too aware of this, and understand strong cybersecurity is challenging and requires detailed knowledge of every product on the network. Patches must be applied, firewall rules maintained, backups applied, and encryption ensured.

Eagle Eye Networks takes these responsibilities (and costs) off your plate. From the beginning, the Eagle Eye Cloud VMS has prioritized cybersecurity. It was built by cybersecurity experts and has a professional team dedicated to maintaining its cybersecurity. Eagle Eye Networks performs continuous penetration testing and fully encrypts all video during transit and at rest. Encryption at rest is done by almost no other VMS provider.



EAGLE EYE CAMERA CYBER LOCKDOWN PROTECTS YOUR SYSTEM

Eagle Eye Bridges and CMVRs isolate cameras from the internet using the [Eagle Eye Camera Cyber Lockdown](#), so there's no possible backdoor into the network. Keeping systems with a variety of cameras from different manufacturers and generations up to date and secure is challenging. With the Eagle Eye Camera Cyber Lockdown, this is no longer required to ensure cybersecurity because the cameras are fully isolated.

3. Increased Reliability

The Eagle Eye Cloud VMS provides a fully fault-tolerant redundant environment. Very few on-premises VMS solutions are deployed to be fully redundant. With the Eagle Eye Cloud VMS, every server, storage unit, switch, and power supply in the environment is triple redundant. This provides a higher level of uptime than can typically be obtained in an on-premises environment.

In addition, a typical on-premises environment is unable to back up all the video data, because there's simply too much data for a backup strategy to function properly. A quality on-premises environment will use a RAID (redundant array of independent disks) storage system. However, this does not provide backups, it simply provides higher reliability if one or two disks fail. The Eagle Eye Cloud VMS actually stores three copies of all video on three different servers, providing a level of reliability against hardware failure that's unparalleled.

Regardless of internet connection, the Eagle Eye Cloud VMS continues recording. It can typically record video for up to five days during an internet outage. This reliability is crucial.

4. Lower Total Cost of Ownership

Traditionally, video surveillance solutions have been costly investments that require significant upfront and on-going maintenance costs.

This is because operational costs, many of which are not in plain view, can significantly raise the cost of technology ownership. However, cloud computing has changed the total cost of ownership (TCO) landscape for business security systems. Moving the computing and video storage infrastructure to the cloud results in a total cost of ownership considerably below a typical onsite system. The savings generally range between 20 and 50 percent compared to costs for hosting security cameras in a corporate data center (whether in-house or third-party operated).

The Eagle Eye Cloud VMS has markedly reduced the TCO for video surveillance systems, offering a much lower upfront cost with substantial economies of scale. In addition, your maintenance costs are reduced, with bug fixes and security improvements delivered in real time, without the need to replace existing hardware.

And, with thousands of compatible IP, analog, and HD over Coax cameras, you can save money by choosing to use your own cloud cameras or using the cameras already installed on-premises.

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A SYSTEM THAT GROWS WITH YOU

Businesses can also scale the Eagle Eye Cloud VMS as needed, without having to plan and purchase equipment in advance for additional surveillance needs. The Eagle Eye Cloud VMS works with any number of cameras and any amount of retention, meaning the IT team no longer needs to plan and allocate storage or upgrade storage when additional video or retention is required.

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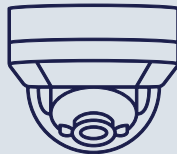
Eagle Eye Analytics instantly transform standard analog and IP cameras into powerful business solutions, without any additional on-site hardware.

DEAN DRAKO, CEO

5. Analytics

Using analytics with a video surveillance system makes it possible to track customers, detect intrusions, reduce security staff, search video for particular cars or people, and much more. These analytics provide insights that can improve operations, reduce liabilities, and increase security.

Analytics can be implemented at three different points in any video surveillance system:



IN THE
CAMERA



IN THE
VMS



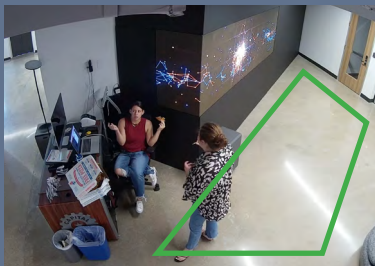
IN THIRD-PARTY
HARDWARE/
SOFTWARE
SOLUTIONS

While all three have advantages, only implementation in the cloud through the VMS provides the flexibility to rapidly adapt to changes in your environment or benefit from continuous improvements in the platform.

LEARN MORE ABOUT YOUR BUSINESS WITH THESE ANALYTIC TOOLS

While analytics provide significant benefits to businesses for security purposes, they also turn the video security system into a tool for business optimization. When applied to historic video, analytics can help business owners and operators detect trends and patterns around their business.

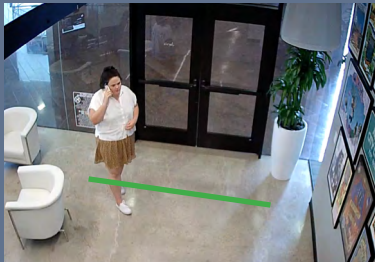
Eagle Eye Networks offers an array of analytic tools with the Eagle Eye Cloud VMS, including:



LOITERING



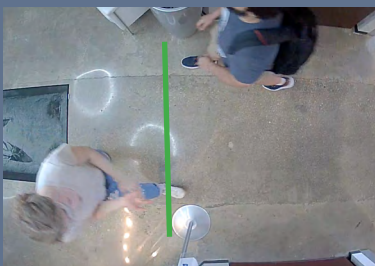
INTRUSION



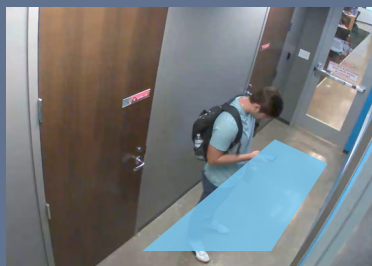
LINE
CROSSING



CAMERA
TAMPERING



PEOPLE
COUNTING

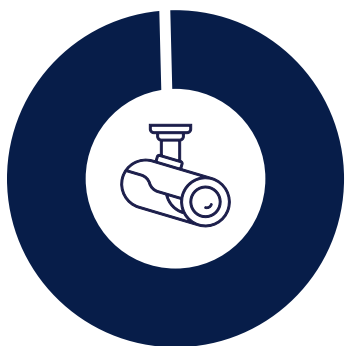


MOTION
DETECTION

When applied to historic video, analytics can help business owners and operators detect trends and patterns around their business.



The Eagle Eye Cloud VMS is compatible with some 99 percent of existing IP cameras. Furthermore, it supports analog cameras and a full selection of HD-TVI and HD-CVI cameras.



6. Flexible Retention

In the video surveillance industry, one of the constants is change. The requirements placed on a system are constantly evolving based on risks, legal requirements, and threats. Often the video resolution or retention period needs to be increased due to these changing needs. In an on-premises system, this means deploying new storage systems, servers, cameras, or a complete system redesign.

With a true cloud system, where the video is actually stored in the cloud, none of this is necessary. It's simple and easy to adjust the settings in the interface to increase the retention duration as needed. Retention can be increased up to 20 years on the Eagle Eye Cloud VMS, with the flexibility to lower retention at any time to reduce costs.

7. Camera Compatibility

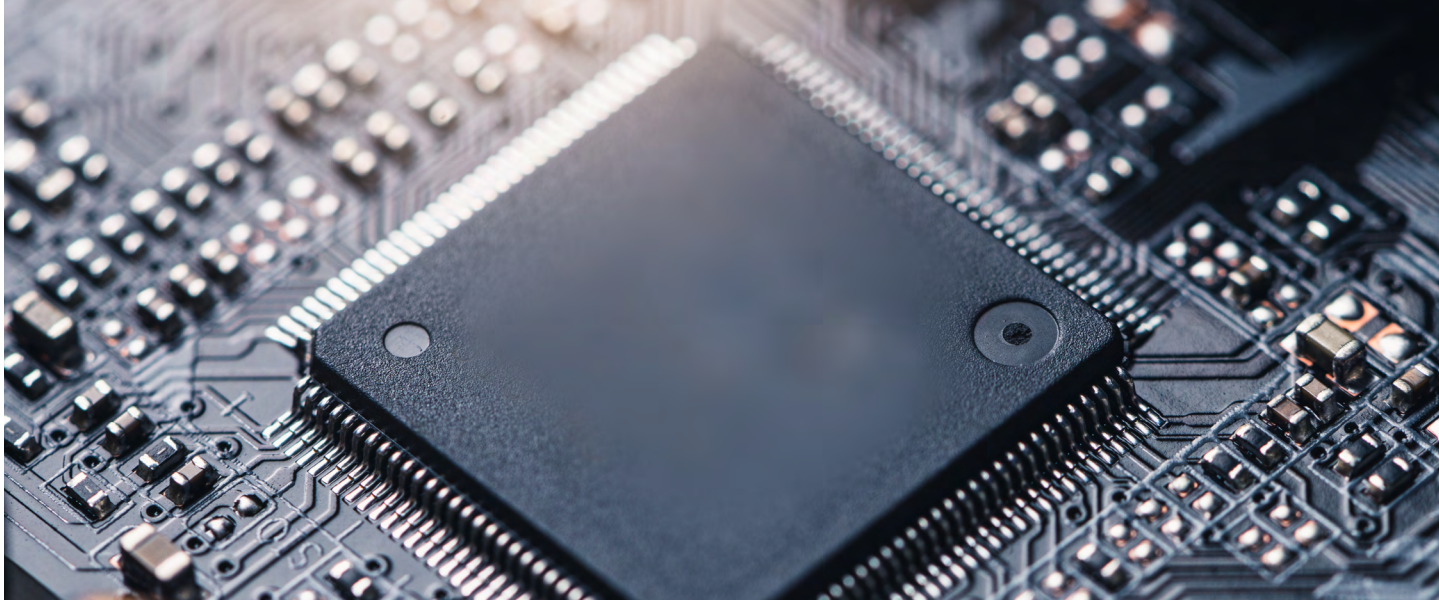
Surveillance systems are complex and require a significant amount of wiring. Installing a new system can also mean installing all new cameras and other hardware. However, it's rare that a company has the budget for all new installations across each location. Compatibility with existing wiring and camera systems is a critical feature for making IT's tasks easier and less costly.

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PROTECT YOUR EXISTING INVESTMENT

With the broad support of wiring and cameras provided by the Eagle Eye Cloud VMS, there's no need to "rip and replace" your existing investment when it's time to move video surveillance onto a cloud platform. New sites can be installed with new cameras and existing sites can use the cameras and wiring already in place. Customers still get all the advantages of a single, modern cloud platform across the enterprise.



8. Bandwidth Management

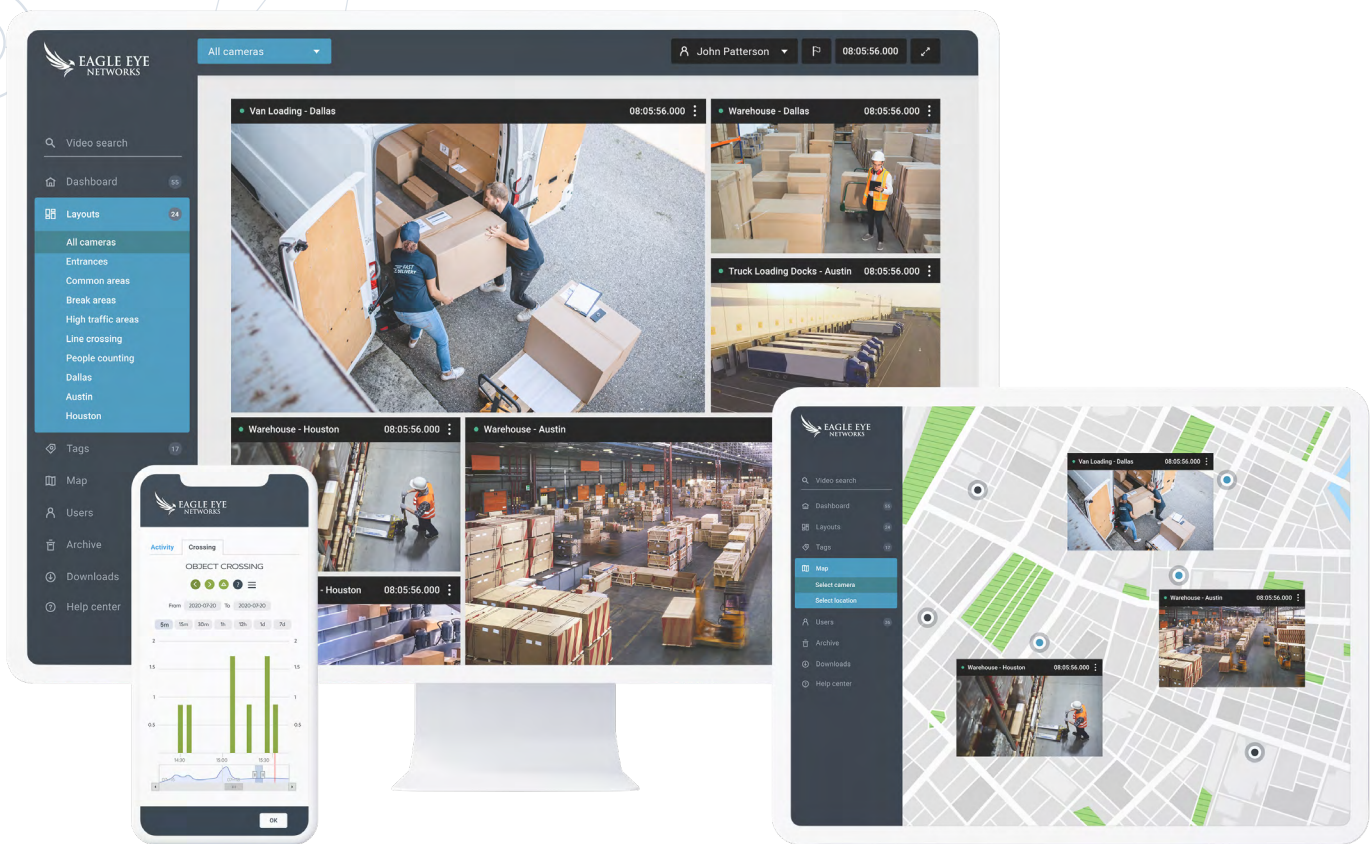
Transmission and storage of video requires bandwidth. Eagle Eye Networks has developed and incorporated three key items into the Eagle Eye Cloud VMS to measure, minimize, and manage bandwidth used by video:

-  **Eagle Eye Intelligent Bandwidth Management**
This tool constantly monitors bandwidth usage and availability. The Eagle Eye Cloud VMS will reduce video bandwidth using motion detection, compression, and de-duplication, all while keeping the video encrypted during transit and at rest. The bandwidth system can also be set to only transmit video during off-work hours (for example, at night) to avoid congestion with regular internet traffic.
-  **Eagle Eye Cloud-Premise Flex Storage**
When deploying cameras globally or at a large number of locations, some locations may experience issues with bandwidth. It's rare, but sometimes the bandwidth to transmit all the video to the cloud is not available.

Eagle Eye Networks developed the Eagle Eye Cloud-Premise Flex Storage for these situations. Using this tool and the Eagle Eye Cloud Managed Video Recorder, cameras can be individually selected for local recording or cloud recording. Customers can also select cameras for high resolution local recording and low resolution cloud recording and vice versa. Regardless, you experience no difference in operation, usage, or the user interface for cameras recorded locally.
-  **Eagle Eye Bandwidth Measurement Tools**
When managing video surveillance, bandwidth is important. The Eagle Eye Cloud VMS comes complete with a built-in toolset that measures available bandwidth and records exactly how much bandwidth was used, when it was used, and by which devices. In addition, it provides notifications when something is amiss. IT professionals have a set of tools to locate and diagnose any bandwidth issues.



The Eagle Eye Cloud VMS will reduce video bandwidth using motion detection, compression, and de-duplication, all while keeping the video encrypted during transit and at rest.



9. Future-Proof Platform

No single product can address every need, and in our ever-changing world it's impossible to anticipate changes in your business or environment that might need to be watched and managed in the future. By leveraging a cloud-based open platform, like the Eagle Eye Video API Platform, which is the basis of the Eagle Eye Cloud VMS, it's possible to integrate and incorporate tools for all current and future needs. With the open API platform, the IT team can integrate the VMS with third-party AI, analytics, point-of-sale (POS) system data, access control, and more.

Many third-party applications already leverage and integrate with the Eagle Eye Video API Platform. The platform handles all the heavy lifting of interfacing with the cameras, recording video, securely transmitting and storing video to the cloud, and making video available for use in the integrated applications. This open API ecosystem makes it easy for businesses and developers to integrate any number of applications with the Eagle Eye Cloud VMS platform.

The Eagle Eye Cloud VMS is being continuously enhanced with AI, search functions, analytics, and more. All customers get access to these features as they are developed and enhanced. As new AI technologies are developed, they will become available on the Eagle Eye Cloud VMS for anyone to use as they see fit – without any need to deploy expensive hardware, upgrade current systems, or replace existing systems.

INTEGRATE WITH YOUR ACCESS CONTROL SYSTEM FOR MORE INSIGHT

Eagle Eye Networks partners with the world's leading access control companies, including Brivo, Genea, and Salto, to help reduce organizational risks and improve operations. Integrating the Eagle Eye Cloud VMS with access control enables users to:



SIMPLIFY
INVESTIGATIONS



IDENTIFY
POTENTIAL
THREATS



MANAGE
HEALTH AND
SAFETY

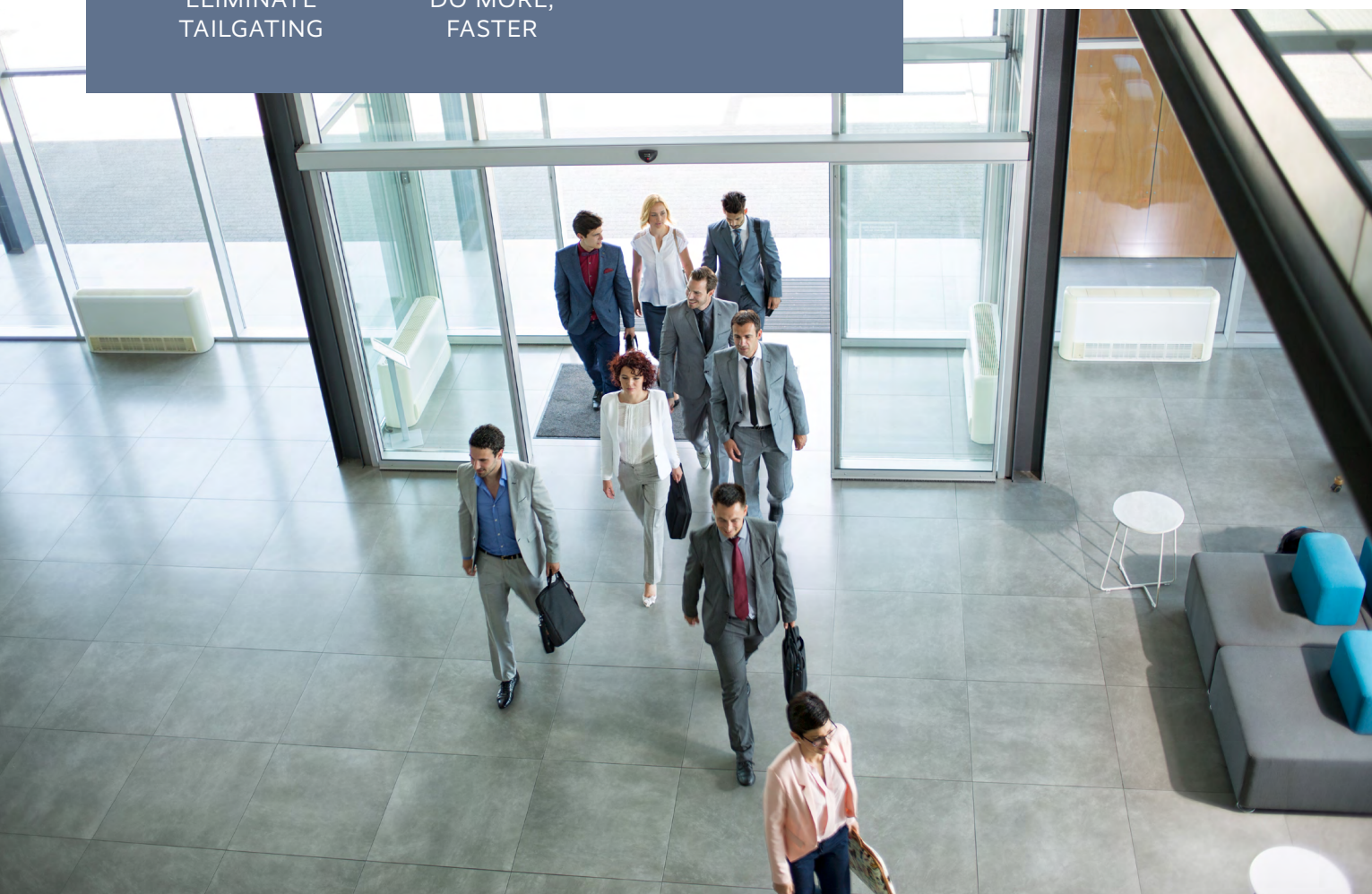


ELIMINATE
TAILGATING



DO MORE,
FASTER

With the open API platform, the IT team can integrate the VMS with third-party AI, analytics, point-of-sale (POS) system data, access control, and more.



Businesses will continue to move their video surveillance systems to the cloud, because of reduced costs, anywhere access, minimal hardware requirements, low levels of maintenance, and the ability to infinitely scale.

GET A DEMO

Ready to learn more? To discover how Eagle Eye Networks can modernize your video surveillance and improve your IT operations, request a quick 15-minute demo today.

www.een.com/request-demo

