

“We need to migrate from existing analog CCTV deployments to hybrid analog and IP surveillance systems.”

“We need to distribute video to mobile clients, remote branches, and large campus environments.”

“We need to reduce the cost of operations.”

“We need to leverage the existing network infrastructure, which integrates legacy systems.”

## What it is

Cisco Video Surveillance is network-centric video surveillance software and hardware for video transmission, monitoring, recording, and management. Our products protect customer’s existing investments in analog equipment, while enabling these devices to operate as part of an IP-based network-centric deployment.

## Business transformation

Cisco Video Surveillance technology effectively protects customers’ investments. Customers can use the IP network to deliver and receive live and recorded video surveillance media. By integrating and synchronizing video with other network applications, the true value of video and system investments can be unlocked.

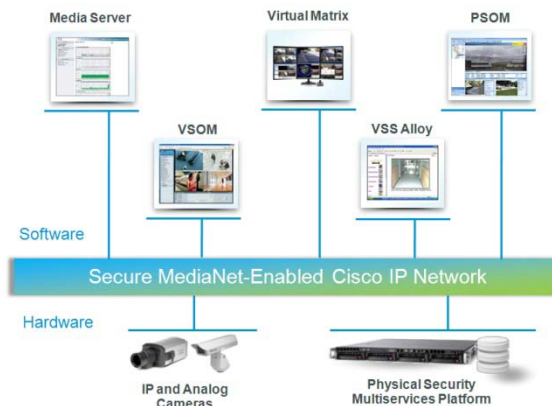
## Top questions to start the sale

1. Are you speaking to IT and physical security?
2. Does your surveillance system integrate with an access control system?
3. Does your current video surveillance allow remote viewing of live and recorded video?
4. Is your video surveillance system secure?
5. Can you easily add cameras, storage, and displays to your current video surveillance system?
6. Can you select best of breed components to use in your surveillance system?
7. Do you have a way to communicate with everyone in your organization when an incident is occurring? (See [IP Interoperability and Collaboration System IPICS](#) for more information.)

## Products

Product	Function
Media Server	Core component in the VSM, for distribution, archiving, and management of video feeds.
Operations Manager	Software used to configure and manage video applications throughout the enterprise.
Virtual Matrix	Controls and pushes video to video displays on the network from a single station.
Physical Security Operations Manager	A scalable command and control style operator console that unifies management and operations of video surveillance, access controls, and incident response.
VSS Alloy	Designed for the education market, VSS Alloy provides an easy-to-use, intuitive UI with map interface and video paging.

## Where it fits



## Important takeaways

**Protect** – Video surveillance protects assets, is easy to monitor, and can leverage the existing IP infrastructure.

**Detects** - With predefined events, our solution can automatically trigger cameras, switching monitors, and signal alarms.

**Responds** – Our solution responds to events using user-defined actions including switching video on digital monitors, moving PTZ cameras, and adjusting recordings. IT provides SMTP notifications and other IP network (and non-IP) end point devices.

## Top customer objections

**Objection:** "I already have a DVR."

**Answer:** "The DVR is a silo proprietary application that you can not expand."

**Objection:** "I don't have the budget to change or expand my video surveillance."

**Answer:** "Cisco allows you to migrate your existing components into a network based systems."

**Objection:** "My IT department is concerned about video running across the network."

**Answer:** "Cisco has an IP enabled network ready solution that is already working with IT."

**Objection:** "I don't have the network bandwidth to deploy video".

**Answer:** "Cisco's video surveillance solution leverages the network using efficient bandwidth management and QoS."

## Financial justification

- Cisco supports IP and analog cameras with MPEG4, H 264 and Motion Jpeg compression algorithms.
- Cisco supports many third party cameras, encoders and recorders so you don't need to replace the entire existing infrastructure.
- Cisco provides a reliable archiving structure that allows you to store and easily retrieve large amounts of data.
- Cisco can be automated to automatically start an archive, send an alert, trigger an alarm or notify third party applications based on motion detection and analytic events received from IP cameras.
- Cisco can connect remote sites and provide access from a central location which makes monitoring easier and more reliable.
- Cisco produces quality video so that it can be used with user-friendly tools for forensic purposes.

## Your competition

### Legacy DVR competitors, such as Pelco and Honeywell

These are typically proprietary and not optimized for video surveillance and they are extremely successful and well known in the physical security community.

### IP oriented, such as Genetec and Milestone

They typically have easy to use, browser oriented applications. They tend to find more favor with the IT department because of this approach.

Cisco Strategy (Depending on whom you are meeting with, prioritize these strategy points):

- Don't fight against features
- Cisco flexibility – appliance, router or software-based solution
- Comprehensive solution - including IP cameras, access control, and incident response
- Current and planned network integration - QoS, 802.1x, AES (IT)
- Cisco 24x7 support and worldwide stability

[More...](#)

## Success story proof points

"Cisco's open-standards approach to video surveillance protects our existing investments in cameras, and gives us the flexibility to add any vendors' cameras in the future"

- **Mike Long, Sr. Telecommunications Analyst, Cal State University Channel Islands**

"Campus resource officers need only a couple of hours to learn how to switch between video feeds, review the 14-day archive, and export a video to a DVD to share with local police"

- **Matt Frederickson, Director of IT, Council Rock School District**

"Cisco Video Surveillance Manager is based on open standards, which enabled us to continue using our existing analog cameras and later add wired and wireless IP-based video surveillance cameras from any vendor."

- **Jeremy DeVivo, MIS Manager, City of Joliet Police Department**

[More...](#)

## Additional resources

### Internal

[www.cisco.com/etg/physec/](http://www.cisco.com/etg/physec/)

### External

[www.cisco.com/go/physec](http://www.cisco.com/go/physec)

### Selling Resources

[www.cisco.com/etg/physec/stepbystep.shtml](http://www.cisco.com/etg/physec/stepbystep.shtml)