



Keep an Eye on Your Small Business

Monitor the people, places, and things in your workplace

The future of foot traffic

No one can deny that small business is changing. Restaurants and venues that have depended on social interaction and crowds are rethinking how they do business. Similarly, retail stores, office buildings, public offices, and countless other small establishments need to consider how people move around their spaces. If people need to wait in line, how close are they to one another? Are people congregating too close together?

The implications of social distancing mean that as a business owner, you need to know where people are, what they're doing, and how close they are to each other. To protect your employees, guests, and customers, you need to provide a safe experience in any space you own. But to do that, you need to be able to monitor the physical premises in your small business. With a better understanding of foot traffic, you also can make smart decisions about laying out locations like offices, stores, or manufacturing facilities so people move through the space more smoothly.

A visibly smarter business

Many businesses have had surveillance cameras for years. It's well documented that having cameras can deter crime, and they've been used for shoplifting prevention and detection, perimeter security, and employee monitoring. But when you add intelligence into a camera, the powerful processors give you access to advanced video analytics, including machine learning-based computer vision. These analytics can help you better understand your space, so you can optimize work processes and increase safety in your business.

With built-in intelligence, cameras also can detect people. You can see the merchandise people spend the most time with and the displays that attract them. The more you understand about how people move, linger, and interact with merchandise and displays, the better you can optimize them for sales and merchandising. Video also can be a great training tool and give you insights into ways you can efficiency. In a factory setting, for example, viewing video shows you how goods move through the facility, which can help you isolate bottlenecks and give you opportunities to optimize your manufacturing flow.



Cameras backed by intelligence



Cisco® Meraki™ MV cameras have the same type of powerful processor that's on smartphones, so they can provide powerful business intelligence. You don't need any special servers or software because everything is either in the camera itself or in the cloud. When you log into the browser-based dashboard, you can view video, manage your cameras, and access the person detection and motion-sensitive analytics.



The video is encrypted, and the software is always up to date. With cloud-based software, you don't have to worry about patching or updating anything. The analytics are performed directly on the camera and updated automatically through the cloud.



Motion heat maps display relative motion over time, which makes it easy to assess the foot traffic in a retail store or find out where people are congregating in an office lobby. The ability to detect people becomes more accurate over time thanks to machine learning. All of the analytics features are anonymized to ensure privacy while still providing the intelligence you need to make decisions.



Motion recap summarizes activity into a single image. The composite images are built into the camera, and you don't have to scroll through a lot of irrelevant video to get answers to your questions about what people are doing. You can find, export, and share the footage in minutes instead of hours.



Armed with better information, you can make smart decisions. You can establish new ways for people to interact with the environment, rearrange traffic flows, and set up alerting systems. The cameras also can be integrated with other applications using open standards.

Connect and take action

The Meraki cameras connect to Meraki wireless access points and security appliances. Everything is anonymized and the wireless network is secure to retain privacy. Thanks to the open API, you can integrate the smart cameras with other applications and workflows. For example, you can set alerts so you can resolve problems quickly. An alert can be sent to a staff member with the camera link embedded in the message so the incident can be viewed and acted upon quickly.

For example, when you use the API to connect a Meraki MV smart camera with Cisco Webex Teams, alerts can be directed to certain employees through Teams. If people need to collaborate, they can use Webex to call or videoconference with other people with just one click. Seamless communication coupled with graphical, visual representations of incidents give you the power to take fast action.

With notifications from alerts, staff can intercede in situations that might range from people clustering too tightly to shoplifting or safety issues on a factory floor. Smart cameras also can help keep your business compliant with regulations, reduce liability, and improve employee confidence in the safety of your workplace.

For more information on Cisco Workplace Monitoring solutions, please contact us today.